

Their One Big Desire

What makes the world so odd is that men differ in desires.

One has a hope to rush around some time on rubber tires;

One wants to dabble all his days in contents of old jugs;

One skips across the landscape with a net, pursuing bugs;

One wants to be looked up to as the biggest noise in whist;

Another wants to don the mitts and be a pugilist;

Another daubs up canvas, painting scenes of joy or gloom;

Another has an eager wish to make the desert bloom.

A man or two—now, this is true—pine to be president;

One would teach youth to say "have gone" instead of just "have went;"

The height of one's ambition is to lead the village band;

Another would be glad if he could own a peanut stand;

Another wants to go across the ocean wide on wings;

Another wants the earth to sit spellbound the while he sings;

Some water stock and others stock the waters with rare fish—

So nearly every one you meet has got a different wish.

All of us pine for something, but it sets our brains a-whirl,

No matter what we pine for, when we turn and see a girl

With rounded cheeks and laughing eyes beneath a saucy hat—

Then we drop what we'd wanted to go chasing after that!

And that's what makes the world so good; for, be he prince or churl,

Each one is glad to sacrifice all else for just a girl.

The love that makes us turn aside from all the things we've prized

Is the one thing that keeps us and the big world civilized!

Always at Your Service



The Citizens
Telephone Company's
Long Distance Lines

Connection with over 200,000 Telephones in the State of
Michigan alone

CITIZENS SERVICE SATISFIES

SPECIAL OFFER

**The
Cook's
Book**

To all our customers

We have made arrangements with the manufacturers of the well known K C Baking Powder which permits us to offer all of our customers this Beautifully Illustrated Book, with dishes shown in nine colors FREE with every purchase of a 25 cent can of this High Grade Baking Powder.



ASK TO SEE IT—YOU WILL WANT ONE

We will furnish an electrotype of above design to any grocer who would like to use it as a heading for his own newspaper advertising. Merchants can use this not only to make their advertising more attractive, but as a special inducement for customers to call at their store. Many dealers have featured our Cook's Book with large profits to themselves.

Good Yeast
Good Bread
Good Health

Sell Your Customers
**FLEISCHMANN'S
YEAST**

"The
Solid Shot of
Coffee Honesty"
Is
"WHITE HOUSE"
—which, by the compelling weight of its really splendid quality, is driving out of the market the cheap, poor, unreliable brands; and is educating people to expect—to demand —to get "White House" in preference to any other coffee.
It's too good for you to try to do without.
DWINELL-WRIGHT CO., BOSTON - CHICAGO.

Judson Grocer Co.
Wholesale Distributors
Grand Rapids, Michigan



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 31, 1915

Number 1645

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TOUGH ON TRADING STAMPS.

Western States Push Laws to Exterminate Them.

The retail grocers' associations of the West are making life merry for the trading stamp and coupon companies, and in Colorado "first blood" has been scored by the enactment, and signing by Governor Carison, of a bill prohibiting all forms of "gift enterprise."

In Colorado the bill was drawn after one in force in the District of Columbia, and it is said it will be made a model for enactment in other states if the grocers can spread the propaganda. It was passed only after a bitter contest. The bill as finally signed by the Governor reads as follows:

Section 1. From and after the passage of this act it shall be unlawful, in the State of Colorado, for any person or persons to engage in any manner in any gift enterprise business.

Sec. 2. Any person or persons who shall in any manner engage in any gift enterprise business in the State shall be guilty of a misdemeanor, and upon conviction thereof shall be subject to fine in the sum of not to exceed one thousand dollars or imprisonment for not exceeding sixty days, or both, in the discretion of the court.

The bill, as interpreted by the grocers' legal adviser, J. G. Rogers, forbids not merely lottery and chance schemes where, for example, the prize of a grand piano or phonograph would be offered in a guessing contest, but would also forbid instances in which the element of chance was not present. For example, the business carried on by certain tea companies which offer coupons redeemable in crockery and other household goods as an inducement for the purchase of coffee, tea and other kitchen supplies, would be forbidden. The act applies, not to a single gift or gift enterprise, but to the gift enterprise business. This limits its application to instances in which a gift enterprise scheme was carried on either as the sole business of a merchant or institution or as a regular part of his

business. Christmas gifts to customers, or other isolated acts of that sort, would not fall within the prohibition of the act. On the other hand, the regular carrying on of the gift enterprise scheme, as an inducement to a merchant's business, even though that is not the sole business that he does, is prohibited.

"A gift enterprise is essentially a transaction," he says, "in which one thing is given as the inducement to buy another thing or another kind of a thing. An ordinary discount would not fall within the statute, and discounts allowed to large purchasers, or to all purchasers on certain days or under certain circumstances would not be prohibited. The giving of a sales receipt which would give a person credit of 10 per cent. on further purchases in case he accumulated a given number of them, seems to be a discount and not a gift enterprise. This is not forbidden. Discounts by wholesalers for cash payments, discounts to others in the trade and other like arrangements do not seem to be prohibited by the statute."

California's Anti-Stamp Bill.

The grocers' associations of California are so confident that the pending test of the Washington (State) bill against trading stamps in the Supreme Court of the United States will end in a victory for the grocers that they have introduced and are urging a similar bill at Sacramento, in the hope that it may become effective immediately the Supreme Court upholds it—if it does. This bill permits the trading stamp business on the modest fee—in each county or city—of \$6,000. In full the bill reads as follows:

Section 1. Every person, firm or corporation who shall use, and every person, firm or corporation who shall furnish to any other person, firm or corporation to use, in, with, or for the sale of any goods, wares or merchandise, any stamps, coupons, tickets, certificates, cards, or other similar devices which shall entitle the purchaser receiving the same with such sale of goods, wares or merchandise, to procure from any person, firm or corporation any goods, wares or merchandise, free of charge or for less than the retail market price thereof, upon the production of any number of said stamps, coupons, tickets, certificates, cards, or other similar devices, shall before so furnishing, selling or using the same obtain a separate license from the license collector of each county, or city and county, wherein such furnishing or selling or using shall take place for each and every store or place of business in that county, or city and county, owned or conducted by such person, firm or corporation from which such fur-

nishing or selling, or in which such using, shall take place.

Sec. 2. In order to obtain such license the person, firm or corporation applying therefor shall pay to the county tax collector as ex officio license collector of the county, or city and county, for which such license is sought, the sum of six thousand dollars, and upon such payment being made to the county tax collector he shall issue his receipt therefor and shall issue to the person, firm or corporation making such payment a license to furnish or sell, or a license to use, for one year, the stamps, coupons, tickets, certificates, cards, or other similar devices mentioned in section 1 of this act. Such license shall contain the name of the grantee thereof, the date of its issue, the date of its expiration, the town or city in which and the location at which the same shall be used, and such license shall be used at no place other than that mentioned therein.

Sec. 3. No person, firm or corporation shall furnish or sell to any other person, firm or corporation to use, in, with or for the sale of any goods, wares or merchandise, any such stamps, coupons, tickets, certificates, cards, or other similar devices for use in any town, city, county or city and county in this State other than that in which such furnishing or selling shall take place.

Sec. 4. Any person, firm, or corporation violating any of the provisions of this act shall be guilty of a misdemeanor.

Charlevoix Points With Pride.

Citizens who are boosting Charlevoix point to several things which have made the town famous as a health resort. Among them are the following:

A first-class sewer and drainage system.

Absolutely pure water, with an excellent circulating system for domestic and fire purposes.

A splendid electric lighting system. Paved and macadam streets.

A 20-acre public park along shore of Lake Michigan.

Five prosperous churches.

Excellent schools.

A \$25,000 Masonic temple.

Inland lake with sixty miles of navigable coast line.

M. M. Hinckley and A. R. Beatty have organized the Hinckley Motor Sales Co. and are doing business at 236 North Ionia avenue. They have the agency here for the R. C. H. automobile. Mr. Hinckley was formerly a cheese manufacturer of Pittsford and Beatty is practically a representative here for the R. C. H. factory at Detroit.

Status of the Trading Stamp Matter.

The work of raising a fund of \$1,000 to test out the trading stamp law in the Supreme Court is fairly launched and from present indications the money will be all forthcoming within the next week. John B. Hutchins, who undertook to raise \$200 from the Grand Rapids merchants on Monroe street, has performed that service in an acceptable manner. John A. Lake has collected his \$25 in Petoskey and sent it to Charles Trankla, the Treasurer. He writes the Tradesman that he is in receipt of letters from Port Huron and Ann Arbor agreeing to contribute the amount assigned to those cities. Mr. Hutchins was in Detroit last week and secured the promise of the large merchants there to furnish the \$400 forthcoming from the metropolis of the State.

A conference was held in the city last Saturday afternoon between Attorney General Fellows and the following Grand Rapids merchants.

Charles Trankla, Meyer S. May, John B. Hutchins, Henry Herpolsheimer, John Buys, M. A. Heyman, Paul Stekete. Lee H. Bierce represented the Association of Commerce. Mr. Fellows stated very clearly why it was not consistent for him to undertake the work of establishing the validity or invalidity of the law in his official capacity, stating that if he did so he would be asked to test a thousand other laws in the same manner. He offered the use of his official title to conduct the case and stated that, if necessary, he would accord whatever attorney the merchants selected all the assistance possible.

Roger I. Wykes was represented at the conference by his associate, Mr. Dille, who stated that Mr. Wykes would undertake the handling of the case for \$1,000, this to include all the costs for carrying the matter through the State Supreme Court. If Sperry & Hutchinson appealed the case to the United States Supreme Court, as they would probably do in order to prolong their lease of life in this State, there would be an additional charge. It was decided to leave the matter entirely in the hands of Mr. Trankla because of his thorough knowledge of the situation and the Tradesman trusts that the merchants of Michigan will contribute liberally to this cause, because it is their cause and they should support it heartily and substantially.

Night may find you tired out, but you have made the world a better place in which to live if you have faithfully performed your daily tasks.

Some persons are not happy unless they are broke, and they are happy most of the time.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, March 29.—M. Hotton, one of our veteran meat market men; for the past few years our County Treasurer has decided to drop politics for the present and get back into the harness. Mike had no complaint to make about politics, as he stated his political ambitions have been very satisfactory and success has crowned his efforts. He is one of the kind who does not spend more than he makes and has accumulated a nice nestegg which he may use to good advantage in the meat business. He expects to open up in the Comb block on Ashmun street near the boat dock so as to be in line for the marine trade, on which Mike will make a specialty. Being well known by all the captains on the Great Lakes and some plying on the ocean, he is confident his large acquaintance will be one of his best assets. He is not only a good butcher but also the man who put pork in sausage and was the originator of the famous brand, "Just right." He is installing new machinery and has promised to invite all of his friends to his opening which will take place about the opening of navigation.

This is "fashion week" at the Soo and from the attractive window displays of merchandise shown in the stores, the city is doing justice to the season and compares very favorably with that of Chicago and other large cities, according to information received from the traveling public who have compared the displays. The Soo merchants are to be congratulated upon their enterprise in this respect.

This is Tom Blain's first appearance in the Tradesman, but it was not because he was overlooked, as Tom is considered one of our best known citizens, as well as one of the old-timers in the Soo while he is still a young man in years. He is one of the kind who gets acquainted and can call every man, woman and child by their first name and gets away with it in all cases, because if they know it is Tom Blain that said it, it is a guarantee that it is all right. An amusing conversation took place last week in front of his residence with Mr. McPherson, who was passing by, which ran along in this manner: "Why are ye lukin sae pleased wi' yersel?" asked McPherson of Tom. "Weel, Mac," replied Tom, "I dropped a nickel somewhere on the walk while shoveling the snow, an' hunt as I might, I can't find it." "That's naught to be lukin' sae gay about," said McPherson. "Aye, but ye dinna ken," explained Tom, "I found a quarter."

John Martin Buchan, the popular manager of the shoe department of the Leader store, has been wearing a pleasant smile for the past few weeks and it is only lately that we have had authentic information as to the cause of it all, which is that he is to have a June bride, one of the sweetest girls in the Soo. Mr. Buchan is well and favorably known here, and his bride is one of the most popular young ladies in the Soo, so we can hardly blame him for looking so pleasant.

F. Weston, one of Lansing's foremost citizens and best known stove salesman, was a business visitor here last week and his many friends were pleased to see him, as he is one of the cheerful kind who sees only the bright spots. Mr. Weston reports a very satisfactory business this year.

We are looking for the salesman who saw the first robin this year. He was due to report last Saturday, but would not acknowledge the fact, as several of the boys swore it was a sparrow. The traveling fraternity have offered a prize for the first one seen this spring and the travelers are doing some looking in consequence.

The Canadian Soo is celebrating its boosting campaign at the present time on the "buy at home" order. It has

erected large bill board posters which say, "Spend your money at home and boost the Soo and the money will come back to you." As the posters were all bought in Chicago, it has just dawned on the Sooite that the money sent for the printing may never come back. It looks as if another one had been put over.

The Algonquin grocery store, now owned by A. Nicholas, is in charge of L. S. O'Neill and George L. Andrian, both young men of previous experience.

That there is considerable nerve in some men was demonstrated by the experience of Father Krager, of Menominee, who happened to discover a saddle of venison near Hermansville. Picking up the venison, the priest reported same to Captain DeBell, the game warden, and a warrant was issued for the men thought to have killed the deer. A few hours later E. H. Eisold and William Lee Weston, the two men, faced Justice Henry Jenson. They admitted killing the deer, but were considerably peeved at Father Krager for stealing their venison, and they demanded that the priest pay them \$20 for the meat. The fact that they had virtually stolen the meat from the State when they shot it did not seem to worry them any in demanding pay for it. Of course, their request was not granted. The admission that they killed the deer out of season cost them \$65 and Justice Jenson fixed a fine of each at \$25, with costs of \$7.50. The fines were paid without a murmur.

William Pakka, popular manager of the Erickson Grocery Co., in company with Donald Campbell, narrowly escaped serious injuries last week when they were thrown from the delivery rig of the Erickson Co. Mr. Pakka received injuries to his spinal column which resulted in his being laid up for a few weeks. Donald Campbell received painful but not serious bruises. C. C. Collins, the candy kid, happened to be passing by the scene with his auto and rushed Mr. Pakka to the hospital, where he is reported as resting easy.

Tom Lindsey, the famous hardware representative from Marquette, was calling on his Soo customers last week. He expected to Sunday at DeTour, but owing to some large prospective orders in Brimley, he was obliged to send a wireless to DeTour to hold their orders over for him until spring, unless Will Herbst, his competitor should call meanwhile.

George Bailey, of the Central Savings Bank, has returned from his Eastern trip, but, contrary to expectations, George came back without a bride, so that there was no undue disturbance upon his arrival and he is back in the cage once more feeling in the best of health.

D. H. Moloney, well known proprietor of the Men's store, is laid up with the grip since returning from Florida. Evidently he will have to be acclimated again, as the change from the South to the North is having a marked effect upon Mr. Moloney's health.

J. W. McTavish, proprietor of the Murray Hill Hotel, is not one of the dry enthusiasts and would rather see the dries lose out than win, although Mac is not losing any sleep over the coming election. He is one of our optimistic fellow citizens who is always ready to look on the bright side of this life and will probably be able to do business at the same old stand, regardless of the result of the campaign. He is still full of wit and can crack a joke now, as if the tourist season was in full swing. Mac was seated at the table the other evening when one of his boarders, who was a noted kicker, remarked: "Good gracious, my napkin is quite damp. Why on earth is that?" Mac was equal to the occasion and got back by replying, "I suppose it must be because there is so much due on your board."

"When the world owes a man a living, it takes most of his time making collections."

Jack Parsille, one of our well known lumbermen, has returned to the city after spending the winter in the woods.

The Algoma Steel Co., Soo, Ont., is now ready to make delivery of 35,000 tons of steel rails to Chicago and is anxiously waiting the opening of navigation so that they can be shipped by water.

Many of the Soo merchants along our main street have been playing checkers for the past month, the latest move being that of the Boston Store, which has moved its stock to the former location of the Good Luck store.

"Friendship is the salt of love, flirtation the spice and mutual consideration the benzoate of soda in which it is preserved."

F. F. Freimuth has arrived home after a four weeks' business trip to Detroit.

The only thing in which Belgium was fortunate was that she lost no ships at sea on account of not having any.

"Many a man's will power becomes stagnant from lack of exercise."

Navigation between St. Ignace and Mackinac is now open, the first trip having been by the steamer Lotus last Tuesday.

Game Wardens Nelson and Crull, of Chippewa county, were in St. Ignace last week, making a map of all the timber slashings in Chippewa, Mackinac and Luce counties to be used in connection with the work of the Forestry Department, so that the Department will know just what they have to contend with when fire breaks out in any of the slashings.

"Being loved is all very well, but the happiest man gets his interest out of life."

Ground was broken last week at Engadine for the building of a new drug store which, it is expected, will be completed about May 1. The Cooperage and Mill Co. is making Engadine a busy place, as there is not a vacant house in the village and every available space is being occupied, also all of the stores. The Freeman Lumber Co. is putting up a new store to accommodate its largely increasing business which, when completed, will be a credit to the company and an ornament to the town. Engadine is still growing. It has a lot of wide awake business men who are hustlers. All they want now is a new depot to care for the increasing demands.

"Living is very high these days, but somehow it seems worth all it costs."

Miss Minnie Wilson, the popular postmistress, also proprietor of the Corrine Supply Co., at Viola, was laid up with a cold last week.

Adam Litzner, the popular mail clerk of Allenville, is to be congratulated upon his success in increasing the population by a pair of twin girls who arrived at his home last week. He is said to be the proudest man in Allenville over the affair.

We see by the market conditions that "silver is getting close, but not close enough to get hold of."

Moran is putting on metropolitan airs, as a new bank with a capital stock of \$5,000 was opened last Tuesday. The bank is located in the store building of Chas. Sachwek, with Joel Smith as acting cashier. The small towns will have to go some to beat Moran now.

The new Hub department store is the first to install the new nitrogen electric lamps and, as a result, the store is one of the best lighted of any in the city. The system installed includes fourteen 300 volt nitrogen lamps, with inverted globes, the latter eliminating any direct glare, but diffusing the light to the most remote quarters of the room which gives the Hub the best artificial light of any store in the city.

The Northern Michigan Power Co. announces that work on the new compensating works above the Soo rapids will be started about April 1. This is an important piece of work for the Soo and involves about one-quarter million dollars. It will be necessary to shut down the Northern Michigan Power

Company's plant for extensive repairs in the near future. This will give employment to a large number of men, as the repairs to the plant and the insulation of the equipment will be accomplished during the coming summer. When completed it will mean much to the commercial development of the Soo.

R. B. Haugh, the prosperous "first and last grocer" on Ashmun street, is putting in considerable time in lighting up the dark spots along the road. If his plans succeed, we will have several more electric lights placed along the highway coming into the Soo, which will be a credit to the Soo through the faithful work of Mr. Haugh.

We regret to learn that Mr. and Mrs. Garrett Gilbert expect to leave the Soo in the near future to locate in St. Paul. Mr. Garrett was our well-known freight agent for the past ten years and has a wide acquaintance. Their many friends here will miss them, but wish them every success in their new field.

"It takes a quick witted man to know when to say nothing."

F. G. Barrett, of the DeMar and Barrett Electric Co., who have been in business for the past two years, has disposed of his interest and accepted a position as superintendent in the construction department of the Capital Electric Supply Co., at Lansing. Mr. Barrett came to the Soo about fifteen years ago and engaged in contract work. He is an expert electrician and, being of a cheerful disposition, he has made many friends during his stay in the Soo, who, while they regret his departure, wish him every success in his new location.

"All things come to the other fellow if you sit down and wait."

The local collectors at the Soo have invented a new slogan which they consider very appropriate in their line of business which reads, "Do it Now."

William G. Tapert.

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

Buffalo, March 31—Creamery butter, fresh, 30c; dairy, 22@27c; poor to good, all kinds, 15@20c.

Cheese—Dull, new fancy, 15@15½c; new choice, 14½@15c; held fancy, 16@16½c.

Eggs—Choice, fresh 20c.

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

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

Beans—Medium, new, \$3.25@3.35; pea; \$3.30; Red Kidney, \$3.50@3.65; White Kidney, \$3.50@3.75; Marrow \$3.75@3.90.

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

Quotations on Local Stocks and Bonds. Public Utilities.

| | Bid | Asked |
|------------------------------------|-----|-------|
| Am. Light & Trac. Co., Com. | 313 | 316 |
| Am. Light & Trac. Co., Pfd. | 107 | 110 |
| Am. Public Utilities, Pfd. | 62 | 64 |
| Am. Public Utilities, Com. | 29 | 32 |
| Cities Service Co., Com. | 45 | 49 |
| Cities Service Co., Pfd. | 50 | 51 |
| Comw'th Pr. Ry. & Lt., Com. | 52½ | 54 |
| Comw'th Pr. Ry. & Lt., Pfd. | 80 | 82 |
| Comw'th 6% 5 year bond | 98 | 100 |
| Holland St. Louis Sugar | 4½ | 5¼ |
| Michigan Sugar | 58 | 61 |
| Pacific Gas & Elec. Co., Com. | 44 | 46 |
| Tennessee Ry. Lt. & Pr., Com. | 5 | 7 |
| Tennessee Ry. Lt. & Pr., Pfd. | 27 | 32 |
| United Light & Rys., Com. | 43½ | 45½ |
| United Light & Rys., 2d Pfd. | 65½ | 67½ |
| United Light & Rys., 1st Pfd. | 68 | 70 |
| United Light 1st and Ref. 5% bonds | 82 | 85 |
| Industrial and Bank Stocks. | | |
| Dennis Canadian Co. | 80 | 90 |
| Furniture City Brewing Co. | 50 | 60 |
| Globe Knitting Works, Com. | 130 | 140 |
| Globe Knitting Works, Pfd. | 98 | 100 |
| G. R. Brewing Co. | 90 | 110 |
| Commercial Savings Bank | 220 | |
| Fourth National Bank | 215 | |
| G. R. National City Bank | 169 | 175 |
| G. R. Savings Bank | 255 | |
| Kent State Bank | 245 | 250 |
| Old National Bank | 190 | 195 |
| Peoples Savings Bank | 250 | |

March 31, 1915.
The high cost of living has not yet had its effect upon the cheapness of advice.

In and Around Little Traverse Bay.

Petoskey, March 29—Ray France, one of Petoskey's best known young men, is now a full fledged traveling man. Mr. France is in the employ of the J. C. Weatherby Hardware Co., working Western Michigan territory. Mr. France was associated with Y. Jespersen in the confectionery and restaurant business on Howard street. Ray has the best wishes of his many friends.

About a year ago R. H. Charles, the veteran groceryman of Mancelona, underwent a major operation and was evidently much benefited. When interviewed this week Mr. Charles stated that he believed he would have to return to the hospital and undergo another operation. His many friends trust that the operation will be successful and that Mr. Charles' usefulness will be fully restored. Mr. Charles was for a number of years a captain, sailing the Great Lakes and to this calling and his modest mode of living is credited his wonderful vitality. R. H. has passed the sixty-seventh mile stone of his life's journey and boasts of the proud fact that he has the first time to put on a pair of glasses coming.

O. H. Burlew, of the firm of Burlew & Burlew, grocers of Boyne City, is taking a three weeks' vacation, visiting with friends in Indiana and Illinois. Mr. Burlew is a successful merchant and a good citizen. Mr. Burlew for a number of years followed the sawmill and we hear that within the past two weeks closed the deal for an improved farm near Central Lake, where he says himself and good wife will spend their remaining days when old age creeps upon them and they can no longer withstand the attacks of the traveling salesman. Mr. and Mrs. Burlew are staunch believers in the slogan, "Back to Nature."

C. H. Gerbig, of Walloon Lake, was a business caller in Petoskey Saturday. Mr. Gerbig is the new proprietor of the New Walloon Hotel and is making extensive repairs and alterations. He is installing a \$1,000 soda fountain and adding a summer garden and giving the hotel a thorough overhauling. When completed the New Walloon will be second to none. Mr. Gerbig comes from Detroit and has interests at that point and also in Canada. Mr. Gerbig is a thorough hotel man and will make the New Walloon a popular hostelry.

H. H. Bennett, of the firm of Hoar & Bennett, grocers and butchers at Levering, is a very popular young man. Being born of Scotch-Irish parents, he has that jovial good nature of the Irish as well as the indomitable courage and sagacity of the Scotch. Mr. Bennett was in the employ of S. J. Hoar for a number of years before taken in as a partner. In days gone by it is said that Mr. Hoar worked his help long hours and one day Mr. Bennett approached his employer and said, "Sam, I guess I will quit." "Why?" asked Mr. Hoar, "don't I use you well?" "Yes," said Mr. Bennett, "but you are showing partiality." "In what way?" said Mr. Hoar. Mr. Bennett replied, "You let George Carleton work twenty-three hours yesterday and only let me work twenty-two."

Petoskey Council, No. 235, held its annual meeting Saturday night. The election of officers for the ensuing year was the main feature of the meeting. The following worthy members were selected:

- Senior Counselor—George E. Beach.
- Junior Counselor—Patrick J. Behan.
- Conductor—Thomas J. Baily.
- Page—Norman J. Feldman.
- Sentinel—Isaac Rickhoff.
- Secretary-Treasurer—Roy D. Bradshaw.

Executive Committee (two years)—Duncan J. Walsh and Joseph Feldman.
Delegate to Grand Council—Asmus Peterson.

Alternate—Thomas J. Baily.
For the year 1914 Council shows an increase in membership of 10 per cent. Preceding the meeting a bountiful din-

ner was served at the Cushman House and the boys are loud in their praises of Landlord McManus for the generous spread served. Covers were laid for twenty and a better looking bunch never favored this well-known hostelry.

At 4 o'clock Sunday morning fire was discovered in the C. D. Levinson dry goods store. The fire originated in the repair room and was caused by an electric iron being forgotten and the current left on. Mr. Levinson was out of town on a purchasing trip to Chicago and Eastern points. The damage will be large and only partially covered by insurance.

Caspar McMorris, 609 Cherry street, Cadillac, representing the Cornwell Beef Co., is confined to his home with a serious attack of the grip. Mr. McMorris is very popular with the trade and his many friends will miss him during his enforced vacation. Mr. Bradshaw is making the territory in his stead. For a number of years Mr. McMorris had aspiration toward poetry, but of late has confined his effort to work. We hope for his speedy recovery.

William Grund, of Walloon Lake, has purchased a building site in Petoskey and will erect a planing mill and sash and door factory.

A. B. Klise is preparing to build a planing mill on his property, adjoining the Blackmer pump factory. Mr. Klise is an enterprising man and untiring in his efforts in behalf of Petoskey.

E. T. Martin, Mackinaw City's enterprising young merchant, came near being a spiritualist convert. He was for a time very enthusiastic in regard to this belief, but "no more," says he. The machine used told certain things that Earl did not want his wife to hear about.
Herbert Agans.

Treat in Store For Local Retail Grocers.

Grand Rapids, March 30—The Grand Rapids Retail Grocers' Protective Association has succeeded in securing the promise of the Libby, McNeill, & Libby Co. to give a demonstration of their entire business, to be illustrated with stereoptical pictures, accompanied with an expository lecture given by C. F. Flanders, Manager of the pickle industry, who is noted as the Silver Tongued Orator.

An evening spent in the study of food products which is of great interest to ever grocer will be educational as well as entertaining. In cities which have been fortunate enough to secure this demonstration it is reported that great crowds throng to hear the orator and witness the beautiful scenery which is portrayed in every picture.

Mr. Flanders has spent three years in Spain studying the olive and olive oil industry and will take his audience through this entire industry in Spain.

A study of the pineapple industry from the great pineapple plantations of the Hawaiian Islands from the origin of the pineapple to delicious preserved fruit ready for table use, also the great canning industries of the California fruit belt, showing how the different kinds of fruit are raised cared for, packed, canned and, finally, the great distributing system showing how this enormous quantity of goods is distributed over the country.

A trip to the Alaska salmon industry is sure to be a most interesting feature of the evening; in fact, Mr. Flanders promises to take his audience through the entire business of the Libby Co., from its beginning, dating back to Adam and Eve in the garden of Eden, from the preserving of the first apples to the twentieth century canning of the rabbit industry.

This entertainment will be held in the Association rooms, 37 Pearl street. Monday evening, April 5, will be an open meeting and an invitation is extended to all grocery jobbers, their salesmen, to every grocer and the entire force of grocery clerks in the city.

Wm. P. Workman, Secretary.

Exposure by the Tradesman Sustained by Government.

When Pinkerton & Co. (United States Detective Agency), a concern which has done business in Chicago for over thirty years, undertook to secure a following in Michigan two years ago by the sale of three year memberships at prices ranging from \$50 to \$500, depending on the gullibility of the victim, the Tradesman denounced the proposition as a fraud on the face of it, basing its belief on the presence of an adroitly worded phrase in its contract which nullified the reimbursement feature. Now the Postoffice Department has issued a fraud order barring Pinkerton & Co. from the use of the mails.

The Government claims that the agency, which did a detective and collection business, led the public to believe it was the Pinkerton National Detective Agency. The company is composed of Matt W. Pinkerton, his wife and son and J. W. Rankin, the latter being the general manager.

In the last six years the company barred has confined its efforts largely to the collection business in which the Pinkerton National Agency is not engaged. It entered into contracts to collect old accounts, offering to collect four times the amount of retainer fees.

In the contracts the Government found a joker which led the Tradesman to denounce the agency as a fraud which read that the company agreed to collect moneys due in that ratio within three years, "or continue the services without further charges."

In many instances, it is charged, all the company did was to write a single letter reminding the debtor of "the little affair" with the contract holder and asking whether it would be necessary to start an investigation. The letters were written on Pinkerton & Co. detective agency letterheads. It was claimed that if this first letter failed to result in payment the efforts of the company usually ceased. A majority of the claims upon which the company contracted to collect were old accounts and in some instances were "loan shark," easy payment furniture claims and old liquor accounts. It is said that since entering the collection business the company handled more than \$1,000,000 of accounts.

The Postoffice Department began its investigation two years ago. A mass of evidence was laid before the Solicitor General. The hearing on the fraud order started last May and since then fifty-five typewritten volumes of testimony have been taken.

Entirely Satisfied With the Present Law.

Grand Rapids, March 30—Bills are now pending at Lansing to change the law enacted four years ago to charge 1/2 of 1 per cent. on filing mortgages—which means 50 cents on \$100 or \$5 on a thousand as a county and State tax—one-half going to the general fund of the county and one-half to the general fund of the State.

The question of taxation of intangible property is an old one and no settled policy has been evolved to the satisfaction of all.

However, after a constant study of the matter in Michigan for sixteen years, and after the enactment of a

measure about ten years ago, which was vetoed by the Governor, the subject has been in all its phases discussed until as a compromise—and all legislation is a compromise—as well as all law—the above recited law now in force was the best that could be obtained—a credit to sane legislation and a settlement of the much mooted question.

Mortgages had decreased until when the law went into effect only about \$38,000,000 appeared on the taxation role under the ad valorem valuation. To date under the specific tax more than \$360,000,000 worth have paid the tax and that is positive proof that the secured debt has come from its hiding, money is more plentiful as a rule, money of Michigan has stayed here and money from outside is coming in. It would be unwise and dangerous to change this law, when it is in its infancy and when other states are copying our law, and it is to be hoped this will not occur. It is conceded by a great majority that the borrower pays the tax and the definite light burden can be undertaken by him with a degree of safety.

All kinds of wild ideas have emanated from new members of the Legislature and it is to be hoped that all will contribute to the plan to leave well enough alone.

The best talent of the State—men with National reputations—have argued with the Committee on Taxation, as well as successful business men, and yet the ambition of the new members of the Legislature to do something different still combat such testimony.

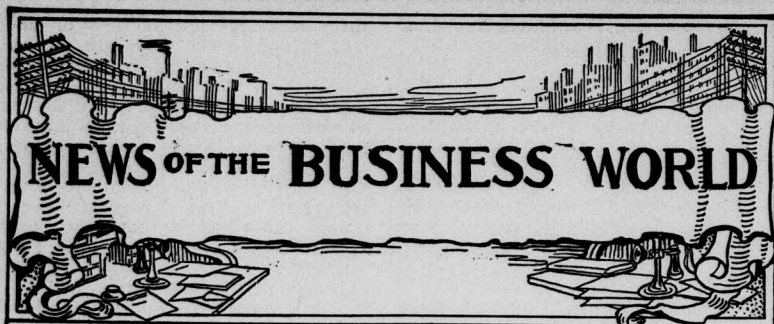
The wrongs of business, as well as the wrongs of society or individuals, should be curtailed, but a constant wrangling over already well settled conditions causes the depression in business which is silently increasing every day to cripple and stifle intended endeavor.

Henry B. Vandercook.

His wife must have been the most valuable security an Ohio merchant had. On a visit to Pittsburg the couple went into a restaurant to get some luncheon. When the meal was nearly over the Ohioan recalled that his money was at his hotel. He hastened away to get it, leaving his wife as security. In his haste the husband neglected the location of the restaurant and after he got his money he spent three hours looking for the place where he had left his wife, and finally told his troubles to a policeman, a proper thing to do in such a case. The two, working together, visited many restaurants before they located the one where the hostage was worrying and had been left stranded. It would be perfectly safe to bet a good amount that next time the merchant's wife will look after the pocketbook.

Cycle lamps, push bells, tool bags, pump clips and celluloid and metal bicycle pumps are not "parts of bicycles," according to a decision of the Board of United States General Appraisers. The decision means a good deal to importers of these articles, for if they had been held to be "parts of bicycles" a much higher tariff would be called for on the imported stock.

When you hear the business men of a town yelling "Boost" all the time and then observe them watching each other out of the corners of their eyes, you can just make up your mind that those fellows are whistling on their way through the graveyard and—know it!



Movements of Merchants.

Lacota—B. Hodgman has engaged in the meat business here.

Hastings—Fred Stowell has opened a shoe store in the Beckwith building.

Bay City—John Schrader has opened a meat market at 1614 Broadway.

Chase—W. S. Gordon has purchased the grocery stock of C. M. Furniss and has consolidated it with his own.

Fife Lake—L. A. Gibbs succeeds L. S. Walter in the grocery business.

Holland—Joseph S. Pino has sold his restaurant to Bernard Keefer.

Muskegon—H. C. Northrop succeeds F. A. Gabel in the bakery business.

Jamestown—E. Van Der Zwaag is succeeded in general trade by R. Scholton.

Carson City—Jennings & McCrary succeed George Walt in the meat business.

Carson City—Adelbert Brail succeeds Case & Dean in the blacksmith business.

Berlin—Roger Cheney is closing out his stock of groceries and will retire from business.

Mayville—A. E. Briggs has closed out his bakery stock and fixtures and removed to Ovid.

Vestaburg—John Hiller, formerly traveling salesman, has engaged in general trade here.

Wildwood—W. J. Atchinson has closed out his stock of groceries and will retire from business.

Lansing—Ziegler Bros., formerly of Chicago, have opened a tea and coffee store at 204 East Franklin street.

Onondaga—J. Z. Ballard has purchased the Beecher Harwood apple dryer and will continue the business.

Vestaburg—R. M. Bridwell has sold his restaurant and bakery to Earl Walker, who will continue the business.

Traverse City—George Tuttle & Son succeed J. W. Houghton in the upholstery and furniture repair business.

Corunna—Fred Doane has purchased the Ernest Cummings meat stock and fixtures and will continue the business.

Corunna—John Shick, jeweler, has suffered a second stroke of paralysis, from which, it is believed, he will recover.

Millett—Mrs. Flora E. Moyer has sold her stock of general merchandise to Claire Carpenter, who has taken possession.

Jackson—Charles B. Farnham has added lines of children's clothing to his stock of men's furnishing goods and clothing.

Ovid—The Durand Fruit Co. has opened a branch store in the Stowell

building under the management of John De Rose.

Red Jacket—Jacob Kallio, undertaker, has filed a voluntary petition in bankruptcy. Liabilities, \$6,929.05; assets, \$3,356.70.

Portland—Hanible Wilson has sold his stock of tobacco, cigars and soft drinks to Byron Welch, who will continue the business.

Crisp—John Redder & Bros. have sold their stock of general merchandise to Bert Van Der Zwaag, who will continue the business.

Nashville—Charles G. Dean, of C. G. Dean & Co., clothiers, died at his home March 29 as the result of abscesses on the lungs.

Mancelona—Sam Wisler has opened a grocery store in the building formerly occupied by E. A. Blair with his stock of bazaar goods.

Hancock—Brown & Petermann, who conduct a cloak and suit store at Calumet, have opened a branch store here in the Rourke building.

Ann Arbor—George W. Weeks, coal and wood dealer, died at his home, March 25, of pneumonia, following an operation for appendicitis.

Caro—LeRoy Polmanteer has sold his stock of bazaar goods to William F. Wallace, recently engaged in trade at Marlette, who has taken possession.

Pickford—The Pickford Department Store Co., general mercantile business, has been incorporated with an authorized capital stock of \$25,000.

Traverse City—C. S. Cox, meat dealer, has admitted to partnership, Elder Porter and the business will be continued under the style of Cox & Co.

Williamston—Mrs. S. David and Miss Emma Newman, of Lansing, have engaged in the millinery business under the style of David & Newman.

Six Lakes—J. W. Gaffield & Sons have sold their grain elevator to Wallace, Orr & Co., who conduct a chain of elevators as well as several banks in the State.

Big Rapids—Charles H. Milner has sold a half interest in his drug stock to John Knorr and the business will be continued under the style of Milner & Knorr.

Richville—F. C. Beland, who has conducted a general store here for many years, has sold his stock to Phillip Matzke, who will continue the business at the same location.

Afton—The Afton Mercantile Co. dealer in farm products, has been incorporated with an authorized capital stock of \$2,000, all of which has been subscribed and paid in cash.

Caro—F. L. Stone is erecting a brick and stone store building which

will be completed about August 1, when he will occupy it with the F. L. Stone & Son jewelry stock.

Muskegon Heights—Alex La Point has sold his grocery stock to A. L. Wood, who will continue the business at the same location at the corner of Sixth street and Hackley avenue.

River Rouge—The West End Lumber Co., retail lumber dealer, has been incorporated with an authorized capital stock of \$20,000, of which amount \$10,000 has been subscribed and paid in in cash.

Wellston—William E. Roudabush has sold a half interest in his stock of general merchandise to Raymond Richards and the business will be continued under the style of Roudabush & Richards.

Jackson—Frank B. Whipple, recently of Grand Ledge, has formed a copartnership with LeGrande Cortright and engaged in the grocery business at the corner of West Franklin and Fourth streets.

Jackson—The C. H. Franklin Iron Co. has been incorporated with an authorized capital stock of \$3,000, all of which has been subscribed and \$1,000 paid in in cash to engage in the junk business.

Jackson—T. Bergey has purchased the interest of his partner, A. Klasse, in the dry goods stock of Bergey-Klasse and will continue the business at the same location, 152 West Main street, under his own name.

Kingsley—The Kingsley Gleaner Shipping Association, dealer in farm products, has been incorporated with an authorized capital stock of \$3,000, of which amount \$1,980 has been subscribed and paid in in cash.

Lansing—F. J. Thoman has purchased the interest of his partner, Mr. Diehl, in the plant of Diehl & Thoman, manufacturers of automatic water heaters, and will continue the business under the same style.

Branch—William S. Charon and William T. Wilkinson have formed a copartnership and purchased the L. N. Lake stock of general merchandise and will continue the business under the style of Charon & Wilkinson.

Kent City—W. W. Putney, who conducts a cooper shop and lumber yard, has sold a half interest in the business to Charles Raymond and the business will be continued under the style of Putney & Raymond.

Lansing—Glenn H. Stephen, who conducts a shoe store at Flint, has opened a branch store here in the Prudden building under the management of Harry Wiley. The store will be known as the Economy Cut Price Shoe Store.

Three Rivers—The Maplehurst Gardens, growing and marketing garden truck and agricultural products, has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and \$2,500 paid in in cash.

Perkins—Joseph Gibbs & Sons, general dealers, have merged this business into a corporation under the style of the Joseph Gibbs & Sons Co., with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in property.

Bay City—A. B. Perkins & Co.,

dealers in fruits and produce, has merged its business into a corporation under the style of the A. B. Perkins Co., with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in property.

Cheboygan—James Duffin and Edward Durand have formed a copartnership and engaged in the dry goods business in the Kesseler building, which they have purchased and remodeled. The business will be conducted under the style of Duffin & Durand.

Wm. P. Granger, who has been manager of the local branch of the Sulsberger & Sons Co. for the past two years, is succeeded by J. L. Grauman, who comes from the general offices in Chicago. Mr. Granger will re-engage in the merchandise brokerage business.

Muskegon—Edward Bonjenoor and Andrew Leffring have formed a copartnership and engaged in the shoe business at 127 West Western avenue under the style of Bonjenoor & Leffring. Mr. Bonjenoor has been engaged in the shoe business here for the past ten years.

Lansing—A. D. Carr has purchased the interest of his partner, Mr. Allen, in the shoe stock of the Carr & Allen Shoe Co., Ltd., and removed it to the store building at 108 North Washington street, which has been remodeled throughout, including a modern plate glass front.

Detroit—The Finsterwald Furniture Co., dealer in house furnishings, has merged its business into a corporation under the style of C. A. Finsterwald, with an authorized capital stock of \$20,000, of which amount \$16,000 has been subscribed and \$12,050 paid in in cash.

Detroit—P. Andre & Sons, retail grocers, have merged their business into a corporation under the style of the P. Andre Sons, with an authorized capital stock of \$5,000, of which amount \$4,000 has been subscribed, \$1,000 paid in in cash and \$3,000 paid in in property.

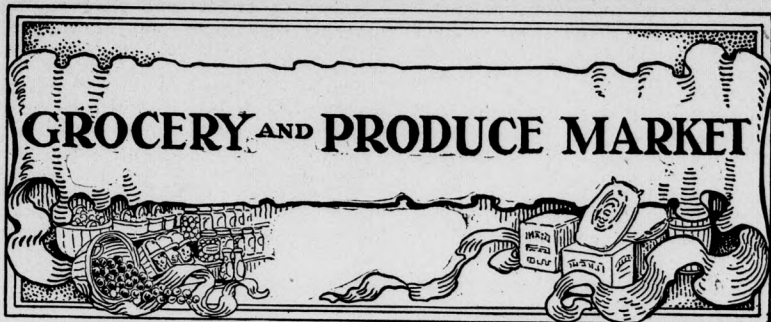
Midland—E. L. Gardiner, dealer in dry goods, clothing, shoes, hardware and groceries, has merged his business into a corporation under the style of the E. L. Gardiner Co., with an authorized capital stock of \$25,000, of which amount \$14,600 has been subscribed, \$600 paid in in cash and \$14,000 in property.

J. M. Hages, who for the past two years has been conducting the J. M. Hages Tea Co. at 1,548 Plainfield avenue, has changed his business style to the Creston Tea House.

Arthur Guidotti, who organized the Danbury Hat Co. here about one year ago, has succeeded Morton the Hatter, at the corner of Monroe and Ion'a avenues.

John VanGorp, formerly employed as a printer, has succeeded H. T. Aldrich in the grocery business at 733 South Division avenue.

Stephen F. Blok has bought out P. B. Peterson in the grocery and dry goods business at 1,209 Kalamazoo avenue.



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.

Beans—Pleas by the railroads and the wholesale grocers of the country for a standard 100-pound sack of beans were turned down by the Michigan Bean Jobbers' Association at a meeting held in Detroit last Wednesday and it was decided to adhere to the old weight, 165 pounds. Starting Sept. 1, 1916, all beans marketed in this State to fulfill the standard requirements of the Association must be packed in 11 ounce sewed or 12 ounce seamless bags.

Beets—60c per bu.

Brussels Sprouts—20c per box.

Butter—The market on factory creamery is 1c higher. The consumptive demand reported very good and the outlook is for an even lighter supply of the best butter within the near future. Fancy creamery is now quoted at 29c in tubs, 30@31c in prints. Local dealers pay 19c for No. 1 dairy 14c for packing stock.

Cabbage—\$3 per bbl. for home grown and \$3.50 per bbl. for new from Texas.

Celery—\$2.25 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 Cod Late Howes are steady at \$5 per bbl.

Cucumbers—\$2 per dozen for hot house.

Eggs—The market is firm on the present basis and the quality arriving is the best of the year. The trade is entirely supplied with new-laid stock. The opening of the storage season has tended to steady the market. Local dealers are paying 17½c this week but are looking for a decline ranging from 1@2c as soon as Easter is over.

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

Grape Fruit—The market is still higher than a week ago, dealers having advanced their quotations to \$2.50@3 per box.

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 stronger and higher, dealers having advanced their quotations to \$1.25 per 100 lbs. for red and yellow and \$1.50 for white; Spanish, \$1.50 per crate.

Oranges—California Navels are in 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 15c 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—45c 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.

J. W. Kingsbury and two other gentlemen whose names he prefers not to disclose at present have leased the Caulfield block, corner of Monroe avenue and Erie street, and will engage in general trade there under the style of The Fair. The business will be conducted by a corporation with a paid-in capital stock of \$50,000. Mr. Kingsbury will be President and General Manager. The company will handle groceries and meats as well as general merchandise.

D. W. Conine & Son, whose general stock and store building at Interlochen were destroyed by fire March 16, involving a loss of \$8,000 with \$6,500 insurance, have begun the erection of a new one-story store building, 24 x 60 feet in size. Orders for new stocks have been placed as follows: Dry goods with Grand Rapids Dry Goods Co.; shoes with Rindge, Kalmbach, Logie & Co., Ltd.; groceries with Worden Grocer Co. and Musselman Grocer Co.

J. Vandenberg has succeeded Otto Neef in the meat business at 457 North College avenue.

The Grocery Market.

Sugar—The market on New York granulated is now strong at 5.90c, while Michigan granulated is equally strong at 5.80c. Back of the renewed interest of the buyers have been the feeling in local circles that the surplus in Cuba would be smaller than anticipated. Stress is laid upon the reduction in Guma's estimate of over 300,000 tons to 2,355,000 tons, which is in keeping with the earlier action of Himely. It has been a case of too much rain and it is significant that more centrals were compelled to interrupt grinding this week, which will have its effect upon the receipts, the Easter holidays being also a factor.

Tea—Japans continue to hold firm, with a great scarcity in medium and low grades. Ceylons and Indias maintain their share of advances and arrivals are hardly equal to the requirements in certain grades. Low grade China teas are scarce and high. Formosas are quickly picked up at advanced prices. The increased demand from Russia has had its influence on Ceylons which, together with the loss by capture and sinking by German war ships, has created an unusual scarcity. The local market is showing more activity in purchases.

Coffee—Everything is quiet, with the exception of the higher grades of Rio and Santos, which are scarce and are taken at somewhat of a premium. Mild coffees are unchanged for the week, the demand being light except for very fine roasting grades. Prices are unchanged. Mocha remains scarce, high and in very light demand. Javas are unchanged and quiet.

Canned Fruits—Apples are cheap and dull. California goods show no change for the week, but it is developing that the surplus of last year's canned peaches will be very large, as stock seems to be sifting about, not only in packers' hands, but in retailers' and jobbers' hands, and is very hard to move. Small Eastern staple canned goods are unchanged and quiet, spinach being still high and firm.

Canned Vegetables—There continues a good demand for standard peas and also for standard corn, but no important business in either is chronicled. Medium and fancy peas and the finer grades of corn are strong, but the movement in them at present is small. Southern spring packed spinach is firm under an increasing demand. Tomatoes show no change for the week. Prices are exactly where they were a week ago, with demand very light. Nobody seems to have very much confidence in the tomato market and they are buying as they need.

Canned Fish—Demand for spot salmon improves slowly and concerns itself chiefly with the low grades. Offerings from the Coast are light but there seems to be little demand at the moment for forward shipments. Sardines remain firm under light offerings, but there is little demand from consumers at present. At the opening prices on 1915 tuna fish, although they are much lower than those of last year, comparatively

little business seems to have been done so far.

Dried Fruits—There is no business of consequence in future California dried fruits and only a normal jobbing demand for spot goods. Prunes are very dull. Prices are unchanged, both on spot and for future delivery. Peaches are very abundant, very cheap and very dull and there will also be a probable unsold surplus when the season ends. Apricots are quiet and unchanged. Raisins are dull, especially in the East, at unchanged prices. Currants and other dried fruits in fair demand for the season at unchanged prices.

Cheese—The market is steady and unchanged, with an increased consumptive demand. Nothing appears to indicate a radical change in the near future. Stocks are decreasing steadily and the market is healthy.

Provisions—Smoked meats are steady and unchanged, with a slightly increased consumptive demand. Pure lard and compound are both steady and in small demand. Barreled pork, dried beef and canned meats are unchanged and quiet.

Rice—The South is firm in its ideas for the remainder stock, and mills are not making concessions to move the same. It is figured that the available supply is hardly sufficient to take care of the consumption prior to the movement of the next crop.

Nuts—Shelled walnuts are easier and prices are more in buyers' favor owing to recent liberal arrivals following statements made by some importers that little, if anything, more could be obtained from the primary markets owing to the scarcity of labor on account of the war draining the factories of their hands. However, the French crackers seem to have been able to get all the help needed in cracking, pack being up to normal, but as similar reports have been put out in former seasons to be discredited by the final crop results, nobody here seems to be influenced by them. In 1914 crop Brazils on the spot there is some demand, but it is chiefly from stock needed for cracking purposes. Other foreign nuts in the shell are steady under limited supplies, but there seems to be no important demand from any shipping departments and as a result recent arrivals here have been heavy. Prices consequently have gone off materially, as supplies have been in excess of requirements.

Salt Fish—There has been no change in mackerel during the week and practically all the spot stock of Norway is in the hands of the representatives of the combination. Prices on the other side are even higher than the present comparatively low prices here. The demand for mackerel is fair, with no change for the week. Cod, hake and haddock are practically over their winter trade and the demand is light, at ruling prices.

Andrew Swanson, Charles Larson and Clarence Olson, all formerly employed by the Glasgow Woolen Mills local branch, have started in business as the Glasgow Tailors at 54 Monroe avenue.

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, March 29—Learn one thing each week about Detroit: At the plant of the Detroit leather companies 75,000 hides are used yearly besides the companies make 3,500,000 yards of imitation leather.

Walter Lawton, of Grand Rapids, Grand Junior Counselor of the United Commercial Travelers, was in Detroit last week on a business trip for his house. Mr. Lawton, who will be elevated to the office of Grand Counselor at the next meeting of the Grand Council, says that indications point to one of the largest conventions in years in Lansing next June. Lansing, besides many other points of interest, is geographically located so that it will be of easy access to the majority of the councils in the State. According to the present outlook, Detroit will send record breaking delegations to the Capital City.

Everything comes to those who wait, especially those who contemplate enlisting in Europe.

Jacob Smolinsky opened a men's furnishing goods store at 2483 Jefferson avenue this week.

The black hand will hold no fears for Nick Saba, of Koury & Saba, grocers at 2354 Jefferson avenue; that is, one black hand alone will not cause his sturdy frame to quake with fear—but four black hands, that's a steed of another hue. The other night Nick was ambling homeward with a portion of the day's receipts in his jeans when a black face—so black that the contrast made the night look like twilight—appeared from somewhere and suddenly another black face appeared, while accompanying the dusky faces appeared the four black hands referred to. Here we get down to facts, for Nick's version is that there must have been no less than a dozen black hands. With the aid of their muscular arms and hands and a young cannon, the colored men, with neatness and despatch, relieved Mr. Koury of \$47 in money and a watch valued at \$70 more.

Don Sanders, of Plantista reputation and also a resident of Grand Rapids, was in Detroit on a business trip last week.

The local councils will make a special effort to bring the 1916 convention of the United Commercial Travelers to Detroit. It has been a great many years since the Grand Council met here and those who have not visited the city in the interim would be astounded at the remarkable growth and changes in that time. In no city in the State will be found so many points of interest as in Detroit.

It is not to be wondered at that those who work for some one else all their lives have that hired feeling.

Morris Leppelle, representative for Boydell Bros. White Lead and Color Co., had the misfortune to run down a man last Saturday while driving his auto out Grand River avenue. The accident was though no fault of Leppelle. The authorities absolved him of all blame. The victim at this writing is in a serious condition.

Gordon French, general merchant of Chesaning, was in Detroit on business last week.

John Breitmeyer's Sons, florists, have opened a branch store in the new David Whitney building.

C. C. Hanch, Treasurer of the Nordyke & Marmon Co., Indianapolis, has tendered his resignation to become assistant to A. R. Erskine, Vice-President of the Studebaker Corporation.

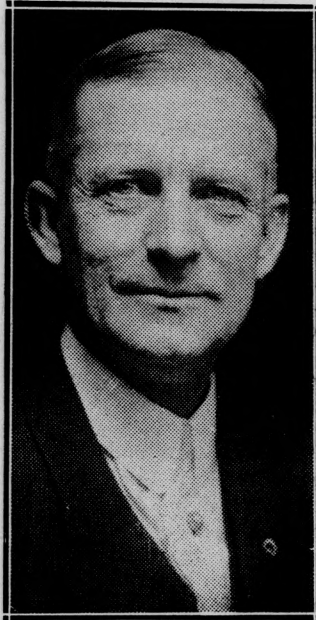
The bean jobbers of Michigan held their quarterly conference at the Hotel Cadillac last Wednesday. The subject discussed was, "Methods for creating a greater demand for beans as an article of food."

A. Larsen, of Bancroft, was a Detroit visitor last week.

An Eastern doctor says that marriages are generally accidents. Just a trifle wrong, doc. Marriages are generally the beginning of a series of accidents.

The flour warehouse on 17th street, owned by the David Scott Flour Mills, Inc., was burned last Thursday, the fire causing \$4,000 damage. The fire, it is believed, was of incendiary origin.

Undoubtedly there are many mothers, wives and children of merchants throughout the country who would like to see a law passed such as that enacted by the Walkerville, Ont., Council. On and after April 5 all jewelry, dry goods and grocery stores, butcher shops and other places of business in Walkerville must close at 7 o'clock, excepting on Saturdays, days before holidays and for two weeks previous to Christmas. The penalty is a fine not to exceed \$50 for violation of the law. Many merchants in the smaller towns seem to have no thoughts for the feelings of the families in their anxiety to gather in a few more shekels at an hour when reputable business places should be closed. Fortunately, in many sections, especially where business men's organization have been formed, one of the first reforms instituted is the early closing movement. Business men have found that the business has not suffered, while they in-



A. G. MAC EACHRON

identally have an opportunity to visit with their families before the village electric current is put to sleep.

The new building to be erected at the corner of Woodward and Gratiot avenues by the Sallan jewelry store will be occupied as follows: the Karsten Cafeteria Co., of Pittsburg will occupy the basement, the Sallan jewelry store will have twenty feet on Woodward avenue and E. M. Harris & Co., cigar dealers, the House or Herbst and the National Silk Co. will have stores on the Gratiot avenue side of the building. S. E. Sallan will erect the building.

Wallace Groff is making his debut as a traveling man, representing the underwear department for Burnham, Stoepel & Co., covering Southern Michigan territory. Wallace is a chip of the old block, his father having represented a well-known hosiery mill for a number of years in Michigan and Indiana.

Frederick H. Morse, probably one of the best known typewriter salesmen in the city, has been appointed manager of the Royal Typewriter Co., Inc., with offices at 29 Washington boulevard. The territory embraced by the office will include the State of Michigan. Mr. Morse will be remembered by many in Grand Rapids where he acted as manager of the Remington typewriter agency, coming to Detroit from the latter city about seven years ago to act as city representative for the Under-

wood Typewriter Co. Mr. Morse is popular, both in business and fraternal organizations. He is an active member of the Detroit Board of Commerce and is Secretary of the Exchange Club.

Occasionally, by way of variation, our co-scribe from Petoskey, while not writing the remainder of a man's biography writes of a man's religious belief—using the ridicule route.

It's not what a man used to be, but how much has he got to-day.

The fact that Will Sawyer's term as official news reporter for the Grand Rapids U. C. T. expired should be but an incentive to hasten to re-appoint him to the office he so ably filled.

The King of Spain has prohibited bull fighting. Judging by the reports of the countries who are at war, they still continue to throw the bull, however.

Gunsberg Bros. have let the contract for remodeling and altering their store building at 2228 West Jefferson avenue.

P. A. Bowen, formerly of Detroit, now engaged in the clothing business in Tecumseh, was a Detroit visitor last week.

"What I can't understand," says Frank Ferris, the well-known Michigan representative for the Royal Worcester Corset Co., of Chicago, "is why, when driving through a wet county, the dust always settles on a man's clothes, but when driving through a local option county it always steers for his throat." Imagination is all, say we—just pure imagination.

W. F. Muck, of Onsted, was in Detroit last week in the interest of his general store.

James Ruggeri, grocer at 665 Riopelle street, was shot in the head just after leaving his store Saturday night. While three shots were fired, but one took effect and it is thought that Mr. Ruggeri will recover. A man whom the police believe did the shooting has been arrested.

News has reached Detroit of the death of Lemuel Hurbut, former well-known Detroit hardware merchant, in New York, where he had been making his home. He is survived by a widow, one son and a daughter, all of New York.

Thomas Oleoriski has opened a men's furnishing goods store at 659 Forest avenue.

Charles E. Jones, formerly of the Schroeder Paint & Glass Co., is President and Frank Butterworth, formerly of the Detroit White Lead Works, is Secretary and Treasurer of the recently-organized Jones-Butterworth Co., a new paint and varnish jobbing house at 154 Randolph street. The company will handle paints, varnishes and well-known brands of brushes.

Many of the largest manufacturing concerns in the city are using the new "Made in Detroit, U. S. A." trademark on their products which are shipped to all parts of the world.

Detroit councilmen have increased their own salaries, together with those of hundreds of other office holders. A great howl arose from the populace, nearly all of whom think their employers do not pay them what they think they are worth.

Harold P. Holderness, well-known clothing salesman, has been appointed manager of the local branch of the Associated Clothing Stores Co., with offices at 208-209 Farwell building.

S. Rosenstock, general merchant of Pinnebog, was a Detroit business visitor last week.

We were pleased to see Guy Pfander awaken from his winter lethargy and turn in a half column. Welcome, Guy, to our humble midst.

New York City directory contains 1,832 pages. Of course, it is impossible to keep the pages checked to date with the New York gun fights.

A fire that threatened for a time to spread to other buildings broke out in a small building of the Buhl Stamping Co. last Wednesday. The damage was small.

Editor E. A. Stowe, of the Tradesman, accompanied by Mrs. Stowe, was in Detroit on a business trip last week, returning to Grand Rapids Sunday.

Charles F. Runge, one of Detroit's pioneer shoe dealers, died at his home, 1136 Seyburn avenue, Sunday, March 21, after an illness of two years. Mr. Runge was associated with his father, John E. Runge, of 227 Gratiot avenue, in the shoe business for forty years. He was born in Detroit fifty-nine years ago and lived here all his life. Surviving are his widow, two sons and a daughter all married and residing in Detroit.

George Little, of Wyandotte, intends selling out his stock of dry goods and furnishing goods and moving to DOWAGIAC, where he will devote his entire time to the dry goods store he owns there.

The annual Board of Commerce cruise will begin June 10 and already over fifty reservations have been made. A. A. Higginson is chairman of the committee having charge of the cruise.

Walter R. Bamford, for a number of years connected with the automobile industry, has been appointed Michigan distributor for Monarch cars by the Monarch Motor Car Co., of this city.

A. G. MacEachron, whose picture graces this page, has been re-appointed Chaplain of Cadillac Council for the seventh consecutive term. Each Senior Counselor, in turn, has recognized Mac's ability as an orator and his adaptability to the office. Few if any U. C. T. members in the State can deliver the now famous Ray of Hope lecture as he can. Mr. MacEachron is also chairman of the Grand Executive Committee. As an all around booster for the order, Mac cannot be surpassed, but Cadillac Council is made up of boosters who at least in that particular line are his equal.

"Shortage of war supplies worries Kitchener," reads a headline—Can't kill men without ammunition.

James M. Goldstein.

Notice of Sale Under Trust Chattel Mortgage.

By virtue of a Trust Chattel Mortgage executed by Charles W. Barnhard, of Freeport, in the Township of Irving, Barry County, Michigan, to Fred D. Keller, of Detroit, Michigan, as trustee for all of the lawful creditors of said mortgagor, dated the 15th day of March, 1915, and filed in the office of the Township Clerk of said township of Irving, and upon which default has been made, I have taken and shall sell at public auction on Thursday, the 8th day of April, 1915, at two o'clock in the afternoon, at the store formerly occupied by the said Chas. W. Barnhard, at Freeport, Michigan, the property mortgaged, consisting of a general stock of merchandise, including store furniture and fixtures. The property is inventoried as follows; merchandise, \$3,157.36; furniture and fixtures, \$368.00.

An itemized inventory may be seen at the office of the trustee, care of Edson, Moore & Company, Detroit, Michigan, and will be on hand at the sale.

Fred D. Keller, Trustee and Mortgagee.

Hilding & Hilding, 307-8-9 Fourth National Bank Bldg., Grand Rapids, Mich., Attorneys for Trustee and Mortgagee.

But it is not expected that more than the average of new construction will be indulged in by Western railroads this season. The Atchison announces that the only new work contemplated for this season is a line about twenty-eight miles long in the Oklahoma oil fields. Railroads are living within their income as much as possible, and there is no necessity of the average new construction this year.

ARGUMENTS

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The Biggest Stock of Grocery Merchandise in Western Michigan.

A Strong Organization with Expert Buyers and Capable Sellers.

A Line of Merchandise Bought Because of Its Merits, and Standards Absolutely Maintained.

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Always and Ever Interested in Good Merchandising, and Strongly Opposed to Price Juggling, Secret Rebates or Playing Favorites.

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GRAND RAPIDS—KALAMAZOO

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Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

March 31, 1915.

THE PARTING OF THE WAYS.

One of the penalties of public life which appears to be as inexorable as the laws of the Medes and the Persians is to be at times miserably misunderstood and unjustly maligned. Cassius L. Glasgow now faces such an ordeal as the result of the wretched factional fight which has long disgraced the Democratic party in this State.

It was very generally conceded that Governor Ferris' appointment of Mr. Cunningham to the Michigan Railway Commission was an unfortunate one, because of the personal unfitness of the appointee. Time has served to fully confirm this impression. The unprecedented action of Mr. Cunningham last week in masquerading as the hireling of the railways wrote him down as an ass and should have resulted in his instant dismissal by the Governor. Instead of taking summary action, however, the Governor evidently listened to a faction of the Democratic party which is controlled by the powerful railway lobby now in evidence at Lansing and undertook to divert attention from the real issue by seeking to discredit Mr. Glasgow on the testimony of an unscrupulous newspaper reporter whose unsupported statements clearly indicate his general unreliability. Mr. Glasgow is too clear headed and clean handed and has too many years of faithful service devoted to the public welfare to his credit to be permanently injured by such an infamous attack, and the Governor has alienated many of his most steadfast friends by his apparent effort to make Mr. Glasgow the goat in order to divert public attention from the Cunningham fiasco.

The Tradesman has been the steadfast friend and supporter of Governor Ferris from the inception of his public career because it has always believed him to be inherently honest. He has made many mistakes—all of which go to show that he is distinctly human. In reviewing the Cunningham case, carefully and dispassionately, weighing the evidence presented on both sides with much thoroughness, the Tradesman can find no excuse for the Governor's action, except on the theory that he is driven into a corner by the bitter factional fight in the Democratic party and is unable to take a decided stand without an-

tagonizing powerful political friends—powerful because of their association and affiliation with the railroad ring which assumes to dictate legislation and assassinate the character of anyone who opposes its nefarious methods. Governor Ferris is too shrewd and broad minded not to discern the unfortunate position his recent action places him in the estimation of the people of Michigan and the Tradesman believes that he will very soon reach a realizing sense of his duty to the people by dismissing from office the man who has disgraced himself by betraying the people and thus cast great discredit on the Ferris administration. The Tradesman believes that the Governor will also set Mr. Glasgow aright before the people by withdrawing the unjust aspersions he cast on the character of this most faithful public servant. Unless he does both, quickly and effectually, he will suffer severely in the estimation of thousands of business men of the opposite political faith who have supported him heartily in the belief that he would scorn to do an unfair thing and refuse to permit any member of his official family to be unjustly smirched in the mire of party politics to satisfy the clamor of the railroad ring.

Governor Ferris has devoted his long and useful life to combatting the evils of unfairness, injustice and prejudice. For forty years his clarion voice has been raised thousands of times in behalf of honesty, integrity and fair play. He has been a most eloquent champion of the square deal and his influence as a character builder and the inspiration he has implanted in the hearts of millions of men and women make him the most valuable asset Michigan has ever possessed. His value to the commonwealth can never be computed in dollars and cents. The precious memory he will leave behind when he is called hence will be the most priceless heritage our commonwealth has ever enjoyed.

Can Governor Ferris afford to cast a blemish on such a splendid name and tarnish such an eternal fame by being a party to wronging a man whose unselfish life has long been a blessing to his fellows and a matter of pride and gratification to every right thinking citizen?

In the village of Bankville, Pa., recently, the church people inaugurated a movement against the saloons and other places where liquor is sold. They turned themselves into amateur detectives, disguising themselves as medicine peddlers, jewelry agents, tramps, etc., and went around hunting up evidence. They read all the detective stories they could get and followed up what they believed to be the most modern and approved methods. The reports say, however, that their efforts were not especially successful in getting legal evidence which would be admitted in court. Not everybody who reads a good story on that subject will make a good detective and not all that looks like evidence will be accepted as such in a court of record.

WILL EXPORTS KEEP UP?

Foreign governments are buying wheat and oats on all sharp declines, making it unpleasant for speculative sellers, who get short on the dips, and are scared into covering on bulges. Exporters here are divided in their opinion as to continuance of foreign buying on a fairly liberal scale for the next two months. Some predict a good business, while others say the reverse, looking for a reduction in the buying from this time forward, and for decreased export clearances after the middle of April. The European visible supply exceeds last year's, while stocks in the United States and Canada are much less. Those entertaining a bullish view on May wheat say that England and France will want to keep on the right side of the United States, and will buy our wheat in preference to that of Argentina. That country and India they believe will be unable to supply Europe's wants until new crop in the warring countries is available.

Having sold and exported the bulk of our surplus of wheat, the belief of the bulls is that sharp price fluctuations are to be witnessed from time to time as the removal of hedges absorbs offerings by speculative longs, and is gradually tightening the market. Close students of the market do not believe that activity by the German submarines had anything to do with the decreased exports last week, but that the recent heavy exports and scarcity of wheat, combined with increasing exports from Argentina and harvesting in India, have contributed largely toward the decrease.

A falling off in the flour demand in all parts of the country caught many millers with liberal stocks of wheat on hand, little of which was hedged. With an erratic market, some have hedged their wheat of late, while others have sold part of it to terminal markets.

Those ravaging railways, with their monstrous desire for more pay in carrying the mails and for an annual determination of mail weights, are scarcely vanquished by the logic of Postmaster-General Burtleson's last outburst. He returns to his old contention that, measured by express rates, the roads are really overpaid. The express rate on 100 pounds from Boston to Chicago is \$2.50, of which the railroad gets for transportation just one-half, or \$1.25. The average railway mail pay for 100 pounds between these cities is \$2.81, or twice as much. Could proof of Government liberality be more triumphant? But even the ordinary observer is struck by the fact that 100 pounds of express matter will cost a good deal over \$2.50 if mailed in twenty separate packages, and that 100 pounds of mail represents hundreds of units, occupying a space vastly larger than one bulky parcel. The Postmaster-General, again, points out that the Government pays the railways \$1.20 on a 20-pound package sent by parcel post from New York to Chicago, while the express companies pay the roads 64c on such a package. But the express companies

have just been granted a hearing by the Interstate Commerce Commission with a view to increased rates, they having shown that in 1914 their operations resulted in a deficit of \$2,000,000. It is apparently a necessity that they receive more from their patrons and pay the railways more. Why Mr. Burtleson should object to the obviously fair proposal to substitute annual for quadrennial weighings is a mystery.

Even in the most strenuous war times it is impossible to restrain the enterprise of an energetic business man. It is altogether probable, indeed accepted as a foregone conclusion that the Turks will be driven out of Palestine. It is said that Englishmen are already planning upon transportation and hotel improvements there. There would be a lot more tourist trade there if the region could be made more comfortable for those who visit it. The hotels in Jerusalem at the best are none too good and those in Jericho are fierce. There is a perfectly good automobile road between the two places, but there are no automobiles to run over it. It might be a little difficult to build a trolley line there, but one could go from Jerusalem to Bethlehem as easily as they could go from Utica to our ancient suburb. With the expenditure of a reasonable amount of money and a fair amount of well directed enterprise, Palestine could be made one of the most attractive tourist resorts in the world.

Until the naval attack at the Dardanelles the briskest business of the naval forces of the European war has been the work of the submarines. It is noticeable, however, that they have for the most part succeeded only in sinking merchant vessels, and small ones at that, although a considerable number. They have not made such headway against the great cruisers or war ships, which make up the naval armament of any nation. For the most part they have interfered with merchantmen carrying cargoes hither and yon, pursuing a purely peaceful business without intending harm to anyone. The submarine is a great engine of destruction and an important arm of the navy, but somehow it seems a little beneath its dignity to confine its activities against little boats unarmed, whose crews and cargoes, to say the least, are peaceful. To use a common American phrase, it seems like stealing candy from a child.

A man who has just retired from business, at the age of 42, with wealth enough to keep him in comfort the balance of his days, says he was successful because he worked like a Trojan when there was work and he worked until the job was done. Then, and not until then, did he play. He worked many more hours than he played and says he will have to live a long time to play enough to break even. But at 42 he has a fortune and he proposes to play instead of keeping on at work and piling up more money, to the detriment of his health. Sensible man!

MUNICIPAL OWNERSHIP.

Final Appeal of the Tradesman to Its Readers.

Written for the Tradesman.

Arthur Williams, of the New York Edison Co., hit the nail on the head when he said: "The average non-property owning citizen seems to entertain the conviction, consciously or subconsciously, that his enjoyment of the various activities of the municipality in which he lives are paid for, largely if not entirely, by others."

In this statement really lies the keynote to the popularity of the municipal ownership idea. It can be stated with certainty that but few property owners, and therefore direct tax payers, favor municipal ownership unless they have a political ax to grind. Size up those who are loudest in favor of municipal ownership and you will find they own the least.

The reason for this impression on the part of the non-property owning portion of any community is not hard to find. No bills are presented to them for municipal expenditures, and only by a difficult mental effort can they realize that this burden is somewhere hidden in his living expenses, his food, clothing and rent. For the renter, whether it be of a house, a flat or a furnished room, bears his full proportion of the burden of taxation. But few make this mental effort and it is not strange that other facilities such as gas can be obtained on what seems modest terms, if they are paid for through the public purse. The ordinary non-tax paying wage earner does not stop to realize that in higher rents, higher prices for clothing, food and other necessities of life, he is really paying the freight for the municipal ownership and operation of a public utility, the cause being higher taxes. All this together with the disadvantages of political control can be avoided by allowing hazardous commercial, and manufacturing enterprises to remain under the control of private companies, the municipality having the power of regulation as to rates and quality.

If the Grand Rapids Gas Company continues the operation of the property the consumer gets the benefit of the service at reasonable rates without assuming his share directly, or indirectly, of the indebtedness the city would incur in the purchase of the property.

All must admit that there are many departments which should be operated by the municipality.

Public utilities can be divided in two classes. One admitted as properly municipal is the ownership of public buildings, parks, play grounds, sewers, streets, police and fire departments, street cleaning and public charities, and the system of water supply.

These services are so closely identified with the public welfare that in the interests of all, they should be conducted by the public itself. The other class where the necessity to public welfare is less marked, includes those utilities for the management of which is required trained skill, long and continuous study and a high order of technical and managerial ability. These include the

telephone, gas and electric services and the transportation of passengers by steam or electrical systems. They constitute a character of service utilized only by a percentage of the citizens. If operated by the municipality the cost of serving this percentage falls upon the whole of the community, users and non-users alike. Those who do not use the telephone should not be taxed for the benefit of those who do. Those who do not use gas should not be obliged to share the cost for the benefit of those who do use gas. Those who travel but little, or those who do not travel at all should not be compelled to help pay for the cost of transporting those who do.

The best skill, the result of thorough training and careful study is rarely available for politically controlled enterprises. This is true, for several reasons. Men of this character

men of real ability are found for the management or operation of public utilities of the last class described their rate of compensation is abnormally high due to the fleeting character of the tenure of their office, thus increasing the cost of the operation of the utility which must be paid for either in higher rates, or by the tax payers when they are called upon to make up a deficiency. Granting that a change of administration which throws out a man of ability, skill and experience, finds another ready to take the place, the new incumbent necessarily takes time to familiarize himself with local conditions and by the time he has mastered his problem and the people are receiving the service to which they are entitled a change in the controlling political power makes another change.

The maintainance of a good physical condition of the property under political

failures in the United States. These conditions cannot be avoided where a man's fitness for his permanency in office is determined by political and not economic considerations.

Experience has shown conclusively that when public utilities, such as gas, electric light and power, and street railways, are operated by a municipality, the result is almost universally the exercise of a most undesirable and dangerous form of political control, and financial and service failure.

Public service politically controlled strangles the initiative and ambition, and the removal of personal interest and incentive removes the most potent of all influences making for progressive service. Arthur Williams very truly says: "The average public worker has little or no prospect of promotion for efficiency, and if incompetent, very little fear of dismissal. It is required only that his politics shall be of the proper brand."

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

"The municipalities have been very inefficient in the performance of governmental duties. Without seemingly being aware of it we are drifting toward municipal ownership, control and operation of many lines of production and the next step is state socialism. This tendency is the antithesis of individualism which is and has been the very foundation of Anglo Saxon progress. The liberty of the individual is just as certainly invaded by the entry of Government into competition in business with him as it is by any other oppressive and unnecessary interference with him by the Government. The system of municipal ownership and conduct of business not only interferes with the liberty of the individual, but is a wasteful method of accomplishing the purposes. As at present organized our municipalities are wholly unfitted for wise and prudent control of such undertakings."

The views of a jurist of Judge Lockwood's standing should be seriously considered in determining the question of municipal ownership. The introduction to the record of 263 municipal ownership failures in the United States says very truly, municipal ownership frequently fails without the knowledge of the tax payers or users of the service because a municipally owned public utility can be operated indefinitely at a loss so long as the tax payers can be assessed for the deficits. A private business on the other hand which fails to meet expenses goes into bankruptcy.

In Chicago, Ill., the loss on the municipal electric light plant operated by the sanitary district, amounted to \$199,781 in 1911. The total losses during the four years of operation up to that time aggregated over \$600,000.

At Columbus, Ohio, the 1910 report of the municipal electric plant says:

"The overhead lines were in poor condition; every wind that came broke the leading wires at the lamps, wires falling down on wires of other companies, thus resulting in very poor service and very high maintenance cost. Boilers were



A Pipe Dream

find lucrative employment carrying with it virtually a life tenure of office in the service of private corporations and are not likely to surrender such positions to positions under a political administration which may be changed in a year or two.

The argument has been advanced that a change of administration does not necessarily mean the ousting of the managers and skilled operators of a public utility. That may be true, but the possibility of such a result is there, and men of a high order of ability are very few who will surrender a good berth to take the chances which go with every political appointment.

One of the principal reasons for the 263 municipal ownership failures in the United States is found in the situation just outlined; the lack of this technical training and practical experience. When

control is next to impossible for the reason that the administration in power desires to make a showing of economy. This is too often done at the cost of deterioration. Another administration finds it has as a legacy a property badly in need of repair or renewals. One of two things must occur. Either the new control must lay itself liable to a charge of extravagance from their political opponents because of the necessary expenditures or these expenditures are not made and the property goes from bad to worse, finally landing on the scrap heap as useless junk with the city still paying interest on the bonds issued for the purchase or construction of the plant.

These are not theories. They are concentrations of experiences as shown by reports of public officers in the 263 authentic cases of municipal ownership

very scaly, coal conveyor in poor condition, a very poor grade of coal was used, and the amount of coal burned was excessive."

This is a very good illustration of municipal operation.

At Kalamazoo in 1912 the citizens had to vote \$125,000 to rebuild the municipal lighting plant, no depreciation fund being available.

The citizens of La Crosse, Wis., in 1911 had to appeal to the Railroad Commission to force their own officials to bring the water plant to a state of efficiency. The plant was so run down that it required \$250,000 to put it into shape. The water was so poor that it could not be used for domestic purposes and several fires proved disastrous because of lack of pressure.

At Seattle, Wash., in 1911 the taxation committee of the Seattle Chamber of Commerce reported: "The municipal electric plant collects direct from tax payers an average of \$181 per kilowatt per year for street lighting while private consumers are getting service at from \$45 to \$80 per kilowatt per year. The street lighting requires 12 per cent. of the maximum demand of the power plant and the tax payers contribute 32 per cent. of the gross receipts of the plant. The plant cost \$3,500,000 and is not making enough to pay fixed charges and operating expenses although the city itself contributes one-third of the gross revenue. In 1912 the private company offered to do the street lighting at a figure which would have saved the tax payers \$127,000 a year, but the offer was rejected by the administration. The loss on the municipal street railway in Seattle in July, 1914 was \$1,528."

An investigation of the waterworks of Spokane, Wash., made in 1913 disclosed the fact that the waterworks deficit for 1912 was \$225,329.71.

These are but a few of the many many instances of a failure of municipal ownership, but they are typical.

It is fair to ask the question: **In the face of all these authenticated cases of failure why should Grand Rapids try an experiment which has proved so costly to other cities?**

Judge George S. Adams, of Cleveland, recently hit the nail on the head in a recent speech when he said: "Public officials are not elected to keep the tax rate down."

Grand Rapids would do well to follow the example of Canton, Ohio, where the petition for a municipally owned lighting plant was recently voted down by the public light committee of that city, "for the reason that an expenditure of money for a lighting plant was thought inadvisable when large sums are needed for the sewage and water departments."

Paul Leake.

The amount of money sent annually by our alien population to friends in the old world is estimated by some authorities as high as \$250,000,000. That is one large item to be reckoned with in figuring on our balance of trade. It is a question whether these remittances will increase or decrease from this time on. The need of people in Europe is greater than ever, but their friends on this side are less able to help them than heretofore, because of unemployment.

REPRESENTATIVE RETAILERS.

George Carrington, Pioneer General Merchant of Trent.

George Carrington, who was engaged in general trade at Trent for forty consecutive years up to four years ago, when he retired, will celebrate his 85th birthday at his residence, 841 Cass avenue next Tuesday. Mr. Carrington's life has been a long and useful one and his career has been so full of action and so replete with accomplishment that the Tradesman is pleased to present a brief review of same for the edification of its readers.

of 1858 he purchased a farm two and one-half miles north of Trent, which he successfully cultivated for about thirteen years. He then removed to Trent and engaged in the general merchandise business which he continued for forty consecutive years—from 1871 to 1911—when he removed to Grand Rapids, where he has since resided. For twelve years he conducted a grist mill at Trent and he also engaged in lumbering operations and in the purchase and sale of farm products generally.

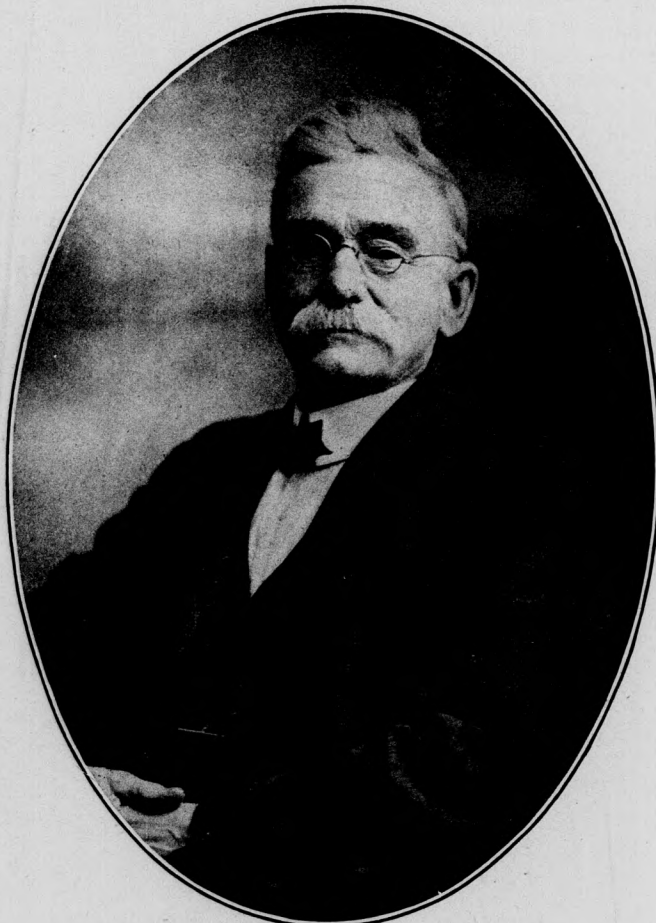
Mr. Carrington was married Dec. 16, 1857, to Miss Sarah Mitchell, of Greece, N. Y. They had three chil-

country with Forbes Robertson, the great English actor, to whom she is related by marriage.

Mr. Carrington is a member of the Masonic lodge of Newaygo. He has been a member of the Odd Fellows lodge at Trent for thirty-five years. He is a charter member of Carrington Tent, K. O. T. M., which was organized about twenty-five years ago. Aside from these associations he has no other fraternal affiliations. He is not a member of any church, but is a steadfast friend and sturdy supporter of Mel Trotter, of the City Rescue Mission.

When Mr. Carrington first located in Michigan his only means of locomotion was an ox team, which was quite a change from the spirited horse and easy riding buggy he possessed in his former home in the Empire State. In those days it took about three days to make the trip to Grand Rapids and back, part of the way the road being nothing but a blazed trail. The distance from Grand Rapids to his farm was about thirty-three miles. When he came to Michigan he registered a solemn vow that he would never buy anything he could not pay for promptly and this vow was rigidly lived up to during his long and useful business career. He is now rounding out a well-spent life in peace and quietness, surrounded by his wife and daughter and enjoying all the creature comforts a man is entitled to whose life has been as strenuous and whose efforts have been as successful as his have been.

One fact is worth remembering: Should there be a rush to buy material of all kinds later in the season, railroads and consumers in general will not find it easy to supply their wants. There is no surplus anywhere in manufacturers' hands.



GEORGE CARRINGTON

Mr. Carrington was born at Leister, England, April 6, 1830. Ten years later his parents came to this country, locating at Onondaga Hill, N. Y. Three years later they removed to Greece, N. Y., a small town near Rochester. In the spring of 1853 Mr. Carrington decided to make the trip to California, which was then about as arduous an undertaking as a man could conceive. Instead of going overland, as many of the 49ers did, he sailed from New York for Aspinwall and crossed the Isthmus by three methods of transportation. The railroad was completed twenty miles of the way to Panama City. A pole boat conveyed him about a dozen miles further and the remainder of the distance he traveled on foot. He remained in California about three years, meeting experiences enough to fill a good sized book, when he returned home by way of the Isthmus, which was then completely spanned by the railroad. He came to Grand Rapids in 1856 and worked at the carpenter trade for a time. In the spring

dren, only one of whom is still living—Mrs. Charles North—who has resided with her parents all her life, except about three years which were spent in Muskegon. Mrs. North's daughter, Carrington North, is a talented actress who is now touring this

We are sellers and buyers
**Clover
Timothy Seed**
Medium, Mammoth, Alsylke,
Alfalfa, Red Top, Orchard Grass
All kinds Field Seeds and Beans
Call or write
Moseley Brothers
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Headquarters for

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We will save you money
and relieve you of your old
ones. Write for our propo-
sition.



Grand Rapids Merchandise & Fixture Co.

803-805 Monroe Ave.

Grand Rapids, Mich.

THE MEAT MARKET

Talks by the Butcher Philosopher.

I was talking to a butcher the other day whose market is located on a somewhat quiet side street, and into my ears he poured his tale of woe.

"Huh," said he, "I read all your articles about how to do better business, but what good are they to me? Here I am, located down here, with mighty few people passing my shop, so why should I spend time and trouble on a window display? Hardly anyone would see, and those that would, would pass it by with scarcely a glance. Your stuff is all right for the fellows on the avenue, but its mighty little good to me."

I admit that I was stuck. The complaint of this butcher seemed to me to be a mighty good one, based on facts that could not be overcome. But, second thoughts showed that there wasn't so much truth to it as appeared at first glance; the butcher drew too gloomy a picture of the difficulties with which he had to contend.

I know that some of those side street shops are the most profitable going, considering the size of the investment that is made in them. Now, I never saw the shop where trade came of its own volition. Trade never goes to any store in that fashion. If it comes, it comes because it is invited, and the invitation must be a mighty pressing one. If it stays, it stays because it is made to feel that it is welcome, and it takes mighty little to make it feel that its welcome is worn out.

During the past two weeks I have been studying side street markets, and have discovered quite a few surprising facts. There are just as many butchers who run this class of establishments, devoting attention and care to their show windows and to their markets, as there are butchers whose shops are on the main thoroughfares. And the same condition holds good in both cases, those that do run the largest and most profitable business. There I found my answer to my side street friend.

The butcher no matter whether he is on a side street or on a main thoroughfare, finds in the appearance of his market and his windows, his one best asset in obtaining new trade. Perhaps the man who has a hundred people pass his market every ten minutes has some advantage over the man whose windows are only passed by ten people in the same time; don't forget that the latter usually has the only window on the street and gets

all of their attention; while the former has a number of attractively dressed windows to compete with in drawing the passerby's attention, and runs just as much the less chance of getting it.

It's the old story of the three-ring and the one-ring circus all over again; in the first case, we tried to see everything and didn't succeed in seeing much of anything; in the latter case, there wasn't so much to see, but we did manage to see the whole blooming show.

That's the answer to my friend who couldn't see why he should devote time and trouble to window displaying. They are just as important to him as they are to any of the other butchers, and the sooner he sees it the better it's going to be for him.

I meet lots of butchers just like him. They see what appears to be an obvious obstacle in their path, and they quit cold. They never take the trouble to try and see over it or around it. If their business career were a nice straight road, where they could just keep on walking steadily, they would be howling successes. But the minute it doesn't appear that way they sit down and take a rest, and that's the end of them, for a man who rests when he ought to be fighting his difficulties never does amount to much.

Seems to me that the psychology stuff we read about amounts to a good deal. The other night I was reading that a man's surroundings make him in most cases, and I guess that's true. It's only the exceptional man who can make his surroundings, and he is always successful.

Now this butcher allowed the surroundings to rule him. He saw very few people walking by his shop, but a good many walking in front of the market around the corner. Immediately he jumped to the conclusion that he couldn't do a blame thing, and instead of minding his own business he gave up most of his time watching his neighbor jealously, and enviously wishing that he was in the latter's shoes. And business took a fall right off the bat, with nothing, according to my friend, but the surroundings to blame.

Another thing that I want to speak of here, is that few butchers seem to be interested in their work. Of course, they are interested in the profits, but there will be mighty little of them, unless you are interested in the work that creates them. Get out of the routine, and do your work with interest. It's the only way to get results.—Butchers' Advocate.

Advantage of Fish Department to Butchers.

Warm weather is an aid to fish business. Many people curtail their purchases of meat in the summer, as they are convinced that it is too heavy an article of diet for that period. Fish is regarded as an ideal substitute, one that finds a place on many tables during the summer months.

In going after this trade attractiveness is everything. The housewife who comes to your market on hot mornings is probably suffering from a jaded appetite herself and is at her wits' ends to provide a dainty and attractive luncheon or dinner for her family. A woman in this condition of mind is hard to impress; but once you provide the solution of her problem you have gained her good will once and for all.

A butcher who has made a specialty of fish for quite some time used the following scheme with great success last summer: He had a few hundred cards printed with the heading, "Timely Suggestions." Then he had his office girl typewrite a hot weather menu on a proportion of them daily. These were distributed to women as they came into the market and it was surprising to see the large number of them that followed the advice which the butcher had given them.

In this market a handsome display of fish was made daily in a refrigerated showcase. This had a prominent position in the shop and seemed fairly to radiate coolness. Careful attention was given to the trimming of the case, and a display that really sold goods was the result.

Another butcher, who conducts three good sized markets, all of them handling fish as a staple article, had a number of small booklets printed, giving recipes for hot weather dishes in which fish was the prominent product. These he distributed to his customers, and as the recipes had been carefully chosen and were out of the common run they created a good deal of business for him. There is no way in which you can win a housewife's good will faster, and hold it longer, than to make her acquainted with new dishes which will relieve the monotony of the ordinary summer dinner table and which will tempt the jaded hot weather appetite.

All this can be done without any harm to your meat sales. You are simply working here to hold the customers who otherwise would transfer their custom to other merchants, as they would curtail their meat purchases in any event.

Meaning of C. I. F.

When goods are sold at a certain price c. i. f. the seller undertakes, for the amount named, to supply the

goods, to pay the freight and to insure them at his expense during their transportation. Having entered into the contract, he delivers the goods to the carrier, insures them and pays the premiums, and either prepays the freight or deducts it from the bill. Then he forwards the document to the buyer and his duty is done. If the goods do not reach the buyer, or if they reach him in a damaged condition, the loss is the buyer's except insofar as he may be able to collect from the carrier or the insurer. This is the original meaning of the term, and it is still the same as it has been except in any case where a trade usage may be allowed to grow up, placing some slight additional burdens upon the seller. There are often small charges at the shipping point, in addition to the freight and insurance, especially when the sale is for export, and sellers in some lines have tacitly agreed to take these upon their own shoulders without charging it up against the buyer. When any such usage is charged by the buyer the burden is upon him to establish its existence by proof. Cartage at destination and all other charges except those here named are for the account of the buyer. If the consignee insures the goods he can not hold the seller for the premium unless the seller himself has failed to insure, as his contract bound him to do.

MAAS BROTHERS Wholesale Fish Dealers



Sea Foods and Lake Fish of All Kinds

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



Advise Your Customers
That by using

Mapleine

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

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

OFFICE OUTFITTERS LOOSE LEAF SPECIALISTS

The Tisch-Hine Co.

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



TANGLEFOOT



The Non-Poisonous Fly Destroyer

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



What Constitutes Good Clothing Store Advertising.

The question, "What constitutes good advertising?" might satisfactorily be answered with a long, involved statement. But the substance of the reply, whoever the author be, may accurately be interpreted by the simple phrase that the advertising which produces customers who are not only profitable, but permanent, constitutes good advertising.

To properly appreciate the tremendous import of newspaper advertising you must at the outset form a mental picture of the really extraordinary power and grave responsibility, we can truthfully term the privilege, vested with the advertising man. For, stop to consider but for a moment the intensely delicate instruments, I might even call them dangerous instruments, newspaper space, words, thoughts, pictures, which he is handed to do with as he pleases. And, what is of greater importance, is your name in the advertisement, your signature, your approval, your endorsement, your guarantee and your complete responsibility for anything and everything the advertising man may choose to say in the newspaper space.

You cannot afford to permit yourself to become too closely engrossed with the details of your business, to the complete exclusion of some attention to your advertising. For advertising is about the easiest way imaginable to waste money—and, properly handled, about the easiest way to make money in the entire conduct of a retail store.

To my mind, any remarks from me concerning the advisability of truthful advertising would indeed be a reflection upon the character, intelligence and caliber of merchants, progressive enough, broad-minded and farsighted enough to appreciate the advantages of an organization of this kind. But I want only to caution you, gentlemen, of this one thing. To secure the whole-hearted and deep rooted confidence of the buying public it is necessary not only to be correct in what is actually stated, but also in all the inferences which a reader is likely to draw from the copy. You cannot afford to salve your conscience with a statement or set of statements which, dissected, might be proven truthful, but which in fact leave an exaggerated or untruthful impression with the reader. You will fool him once, but if you do you'll never fool him again. The one-time customer is not worth the price, and advertising calculated to fool a customer into buying once, and only once, is neither

good advertising nor good business.

The question is asked, What constitutes good advertising? It cannot be answered in any specific manner. That advertising which would constitute good advertising for one of you gentlemen would not be good advertising for another. Take an advertisement that is well written, effectively displayed, graced with a beautiful illustration and bordered most attractively—it is a good advertisement, as advertisements go, but such an advertisement is not necessarily a good advertisement of your store.

You cannot find two single stores that are exactly alike, and yet to read a newspaper, and judge by this medium only, you would imagine that almost all the stores of a given city are identical in every respect.

Before anything else, the advertisement should mirror your store. If you sell low-priced merchandise you certainly do not want aristocratic illustrations or any highbrow selling editorials. These things may look good to you. You may like to see such advertising appear above your name in the papers, and you may prefer to read the highbrow paper of the town, but you cannot afford to let your personal pride and vanity run away with your better business judgment. Remember, you are not advertising your merchandise to yourself. Results, sales—not vanity, prejudice or personal preferences—should be your guide in the preparation of your advertising matter and in the selection of papers. You cannot use your own likes and dislikes as the measures of likes and dislikes of your customers.

Come to the people in your advertisements. Do not waste your money in missionary endeavor to educate the people to the standard you have set for your store. Rather drop to their level—if you want to sell. If you cater to a high-class, exclusive trade your advertisements must be prepared to attract and favorably impress this class of buyers. In either event the advertisement should harmonize with the character of the store; it should be a typical selling talk of the store; it should fit the store and the patrons of the store; it should be a truthful reflection of the store; it should be your store on paper. Advertising that fits the store, for one thing, constitutes good advertising.

Just a few words on the writing of advertisements. The careless indifference with which many advertisements are prepared would actually lead one to believe that advertising

is held as a disagreeable but indispensable appendix of the business, when, in fact, advertising is a most important function of the store. And it is for this reason that most advertisements are written; not because the merchant has something to say that will prove of interest or of benefit to the readers, but because he feels that he must advertise, that his name below an advertisement should be in the papers. One could not approach the task less fit. He writes the advertisement because he has to write an advertisement, not because he has prepared or discovered any special knowledge on the subject. And the result is that the advertisement is uninteresting, dull, stale.

When I am called upon to answer the question, What constitutes good advertising? I must also say that that advertisement which offers something new, something different, something interesting, constitutes good advertising.

We now follow logically to the subject of copy. Trimmed of all verbiage the end to which advertising is directed is sales. If we boil the whole purpose of advertising to a single issue we must concede the point that advertising is primarily intended to sell; not to attract, not to amuse, not to inform, not to surprise and not to tickle your vanity—but to sell. Advertisements might include any one or all of the elements I have mentioned, but, if included, these elements should so be injected as to serve as an agency, to the end of sales. If an advertisement includes the element of attraction it should be attraction to the end of a sale. If an advertisement includes an element of timeliness, then timeliness should be but a means to the end of a sale. Pretty advertising will leave a favorable impression with the reader. "Different" advertising will attract the reader. Clever advertising will amuse the reader, but the principal thing, after all, is to sell the reader. The purchase of a suit of clothing, to the average man, is a rather serious proposition, and before he is induced to buy he must not only be attracted, amused and interested, but he must be convinced.

The only clever advertising I can reconcile myself to is that advertising which is clever enough to get the

reader to come into your store. Most so-called clever advertising does not do this; the clever advertising we see begins and ends with being clever.

When the question is put to me, What constitutes good advertising? I must also answer that that advertising which is not merely clever or attractive, but which convinces a man and persuades him to come to your store to buy, constitutes good advertising.

In conclusion I want to impress you with this one thing: Good advertising is constructive, upbuilding, successive layers in the forming of a solid, permanent business. Each "good" advertisement, besides serving its particular purpose, represents a link in the chain, an element in the construction of the reputation of the store for character, honesty, service and progressive methods. The advertising of to-day receives impetus from the "good" advertising of yesterday, and, the advertising of to-morrow can lean on the "good" advertising of to-day. The results of "good" advertising are cumulative as well as individual. Money spent in "good" advertising represents an investment that will yield you dividends during the entire life of the store. S. N. Baskin.



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.

"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

FUNCTION OF THE MERCHANT

He Is a Factor in Educating Public Taste.

There have been retail stores for hundreds of years; there are likely to be retail stores for some hundreds of years to come. There is a definite need for them; there will continue to be a definite need for them.

Retail stores may change in type of organization and in ownership. Possibly—don't say probably—we might have retail stores all under one ownership, in the form of a chain store organization, in the form of a monopoly perhaps. Possibly all stores may some day be owned by the consumers in co-operative organizations, but whatever type of ownership, we are sure to have retail stores.

The history of retail stores is different in every country. The history in England is perhaps more typical than in any other country. Some 800 or 1,000 years ago in England, all manufacturing was home manufacturing. Home manufacturers made cloth, shoes, hardware, etc., and sold or traded their products with other people. Some of these early manufacturers were found to be much more successful in selling than others. Some were more successful in making the cloth. Some there were who liked selling better than making. In the course of time those who liked selling better than making were selling a considerable part of the products of their neighbors as well as their own. Then the time came when they sold only other people's products and not their own. This was the beginning of the retail dealer.

The Blessing of the Retailer.

The beginning of the retail system meant a great gain to civilization. It meant that people could get goods at any time and at convenient place, as well as in convenient amounts, things that had been impossible before. Retail dealers came into existence long before wholesalers, and came into existence as there was need for them. The kind of goods that the people wanted were brought together at some central place, the retail store, and these goods were then distributed and sold at the time and in quantities the people wanted.

Potatoes out in a Kansas field are of no account to the people who live in cities until distributed. Shoes in shoe manufacturing concerns are not much use until they can be placed in places where people can come and get them.

There is a feeling that the distributors are a tax on the community, that they are, perhaps, a necessary evil, but that's all foolishness. The retailer is to the business body what the arms are to the body of a person. There should be greater public recognition of the service of retailers, of their usefulness in the way of distribution. They are not a useless tax. They are occupying a place that must be filled by some one.

The Salesman as an Educator.

Salesmanship has not been given full credit for the good it has done. The introduction of all new goods has

come through salespeople. We could not get along without these things now. We would not want to go back to living as we did fifty years ago.

One of the most interesting things, to my mind, to be seen in Washington is the patent office. More than a million patents representing various devices made by the American people have been issued since the office was started. Not more than one out of a hundred of these patents have ever resulted in a marketable product that has been sold and used by the people. The reason is that before a thing can come into use, it must be sold to the users. Even some of the inventions that I thought foolish may be both reasonable and sensible. If they were presented and demonstrated properly, I might see them in an entirely different light.

My point is this: Salesmanship as exercised by retailers and their salespeople performs a great service. They obtain new goods and introduce or sell them to their customers. The result of this service is that the whole public lives a better life to-day than people have ever lived before. The wage earner, making \$1.50 or \$2 a day, lives better and more comfortable to-day than princes and even kings did four and five hundred years ago.

Salesmanship's Public Service.

Great services have been performed by the store in the past. A good shoe merchant does not permit a customer to leave the store with a pair of shoes that fit him badly. Seven or eight people out of ten have some trouble with their feet. Now, what is the reason for so much foot misery? Is it not the effect of poor retail shoe sales service? Three-fourths of the people are suffering from bad feet in one form or another to-day, but with better retail sales service, a large part of this would be eliminated.

The same thing is true of the grocery line. Efficient grocers get their customers to buy better products and more suitable foods. It is also true of the clothing line, house furnishing line and many others. You can make the homes of the people in your community more beautiful.

Profits as Wages.

Retail sales service is needed in every community. Such service is needed by customers. Retailers are teachers of the public, and when they are performing their full duty, they are really helping to make people more efficient in every way. Efficient service is the thing that we must work towards, both in larger and in smaller places. The profit we get out of our business is nothing more or less than a wage for this service. The better the retailer does his work, the more profit he is entitled to. The retailer who does not perform a fair service very frequently does not get profit, and whoever gets profit for which he renders no service is nothing but a common grafter.

Take the handling of farmers' produce. Farm produce constitutes a difficult problem for most retailers. As a rule, retailers are not efficient in handling farm products. They have not made a study of handling

farm produce and it is frequently handled at a loss. Commission merchants in some cases have taken advantage of the retailers and have reaped better profits than the retail dealers have.

Farmers Need Training.

The farmers themselves have become dissatisfied. I am inclined to think that in some places one of the best things we can do as retailers is to encourage the farmers to organize and do their own marketing. Farmers have to learn a great deal about marketing. Such education must include knowledge of what to raise, how to raise it, how to collect, sort, pack, store and transport their products. At Washington, D. C., they are making a study of the best way to handle these products all along the line from producer to consumer. It will probably be two, three or four years before some of the problems will be solved, but when this information comes out, you want to get it.

Another vital matter of store service is the conveniences that you provide for your customers; not only in the way of displays of merchandise, proper heating, lighting and ventilation, so as to make the shopping conditions pleasant, but also for the people who enter your store regardless whether they buy or not. Make customers feel at home in your store. That is the most important point in store service in this country.

Retail-Social Development.

There is at present a strong tendency in this country toward the development of social centers. In the past the town has served as the social center for the country round about it. The town is the natural place for such social centers. But for one reason or another this social center relationship has been stunted in its growth in many towns. Consequently, farmers have developed their social centers around country school houses, town halls and other

country institutions. In this way the country has grown away from the town. The result has been a diminished interest to the town and an increase in the mail order business.

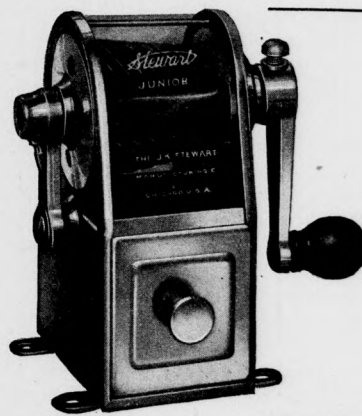
My suggestion is that you merchants make your town the social center for your community. Forget about your business interests in this matter. Get the country people interested in your town school, get them to send their children to your school, get them interested in your churches, your fairs, your welfare movements and so on. Put farmers on your committees, working for the development of the city. When country people begin to be interested in your schools, your churches and your municipal problems, it will not be difficult for them to become interested in business matters also.

The social center idea is developing rapidly all over the country. The American farmer is losing his desire to live all by himself as a strong individualist. In a few years he will have his relationships just the same as townspeople now have. If those relationships are not formed in your own town, it will be the fault of the retailers themselves.

Paul H. Neystrom.

John Wolf, a rural mail carrier living in Pennsylvania, cured a toothache recently, but it was a more costly proceeding than a visit to a dentist. He took to bed with him an electric light bulb which was in direct connection with the city power plant. The soothing warmth of the bulb caused him to sink into deep slumber until nearly 4 o'clock, when he attempted to beat out a fire, had to turn in an alarm, rouse his family and make his escape from his home, which burned to the ground. But his toothache was gone.

The fact love is blind is a poor excuse for the neckties some women buy for their husbands.



**We Will Give You This
Stewart Pencil Sharpener
FREE**

To introduce our new No. 99 advertising pencil we will give free one of these Stewart Sharpeners with each order for 1000 or more pencils. These pencils are strictly high grade, with a smooth, velvety lead, long fancy gilt tip, red rubber eraser, yellow enamel finish, and your advertisement will be printed on your order free.

Both pencil and sharpener are the best the market affords. Send for prices and free sample.

John E. Pennington & Co.
"The Pencil People" Charlotte, Mich.

Public Seating For All Purposes



Manufacturers of
American Steel Sanitary Desks

In use throughout the world
World's Largest Manufacturers of
Theatre Seating



American Seating Company

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



Details for the joint ownership plan of the First National Bank and the Bay County Savings Bank under what is known as the Grand Rapids plan, have been completed and the boards of directors ordered the necessary entries made for the increase of the capital stock and surplus of the banks. The capital of the First National Bank is placed at \$200,000 with a surplus of an equal amount, while the capital of the Bay County Savings Bank is placed at \$100,000, with \$100,000 surplus, making the capital assets of the two banks \$600,000. The joint ownership plan was ratified by the stockholders at meetings held within the past few days. Under this plan for each two shares of stock held in the First National Bank the owner will also hold one share in the Bay County Savings Bank, and a single stock certificate will be issued to each holder of shares of both banks. The boards of directors of the two banks will also be identical, and meetings to elect new directors in order to bring this about will be held in a short time. At present many of the directors of one bank are also on the board of the other, but this does not apply in every instance. One of the features connected with the joint ownership plan of the banks has been the payment, by the First National, of an extra dividend of 50 per cent., done in order to put the value of shares in the two banks on an equal basis. The First National is planning to move to its temporary quarters in the Phoenix building within a few weeks and it is expected that work of demolishing the buildings on the property owned by the First National will be started in a short time, in order to permit work on the new banking house to start early in the summer.

The bill drafted in the Attorney-General's department for a law to regulate the sale of bonds and stocks—to supersede the act of the 1913 session which was invalidated by the Supreme Court—passed the House in Lansing on the evening of March 22. It previously passed the Senate.

The new law will be in many essentials like the old law. The Banking Commissioner, State Treasurer and Attorney-General will constitute the Michigan Securities Commission. Except those securities exempted under the provisions of the new bill no securities of any kind can be offered for sale in the State until there has been filed with the Commission copies of all contracts, stocks, bonds or other instruments, copies of prospectus and proposed advertisements,

and other specified data which will enable the Commission to determine the worth of the securities.

The Commission may cause an appraisal to be made at the expense of an investment company of the property of said investment company, including the value of patents, good will, promotion and intangible assets and it may fix the amount of stocks, bonds and securities that shall be issued by any incorporation, foreign or domestic, in payment for property, patents, good will, promotion and intangible assets at the value it shall find the same to be worth and may require that such stocks and securities so issued for such property, patents, good will, promotion and intangible assets shall be deposited in escrow under such terms as said Commission may prescribe. And the Commission may withhold its license to sell such stocks, bonds and securities if such corporation has issued stocks, bonds and securities in payment for property, patents, good will, promotion and intangible assets in excess of their value as found by said Commission or if said stocks, bonds and securities are not deposited in escrow according to the terms fixed by such Commission until such stocks, bonds and securities issued in payment for property, patents, good will, promotion and intangible assets in excess of the value so found by said Commission has been surrendered to such corporation and canceled by it, and until the said stock has been deposited in escrow under the terms prescribed by said Commission.

If the Commission finds a particular issue of securities will, in its opinion, work a fraud upon a purchaser, its sale shall be forbidden. On certificates issued by the Commission approving the sale of a particular issue the words: "The Commission does not recommend the purchase of this security" shall be printed in type two sizes larger than any other part of the certificate, and the same words shall be printed in all advertisements in type two sizes larger than the rest of the advertisement.

All dealers in securities must register with the Commission, and the registering fee will be \$50. Authorized agents of any dealer shall also be registered with the Commission and the name of the agent shall be stricken from the register upon request of the dealer. The fee for registering an agent will be \$3. A part of section 14 reads: "It shall be unlawful for any investment company

or dealer, or its or his agents, to issue, circulate or deliver any advertisement, pamphlet, circular, prospectus or other document in regard to its stocks, bonds or other securities in the State of Michigan differing in any way from the copy filed with said Commission as provided by this act. It shall be unlawful for any newspaper published in the State of Michigan to advertise the sale of any stocks, bonds or securities which have not been approved by said Commis-

sion or which are not exempt under the provisions of this act."

These securities are exempted from the provisions of the new law: Securities of the United States or any foreign government, or of any state, county, city, township, district or other public taxing subdivision, unsecured commercial paper, securities of public or quasi public corporations, the issue of which is regulated by the State Railroad Commission or

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

Fourth National Bank

Savings
Deposits

3

Per Cent
Interest Paid
on
Savings
Deposits

Compounded
Semi-Annually

Wm. H. Anderson,
President
John W. Blodgett,
Vice President
L. Z. Caukin,
Cashier
J. C. Bishop,
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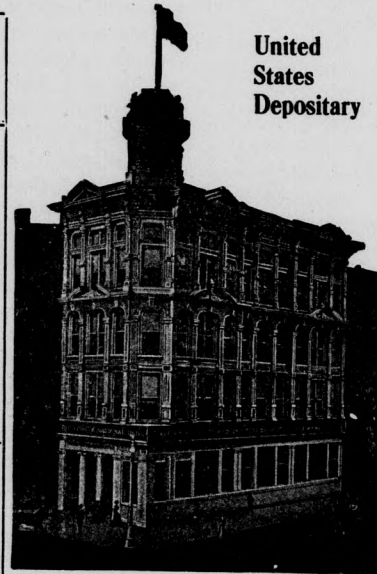
United
States
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Commercial
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3 1/2

Per Cent
Interest Paid
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Deposit
Left
One Year

Capital Stock
and Surplus
\$580,000



The Old National Bank

GRAND RAPIDS, MICH.

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

by a public service commission of equal authority of another state; securities of state or National banks, trust companies or building and loan associations, securities of any domestic corporation organized without capital stock and not for pecuniary gain, or exclusively for educational, benevolent, charitable or reformatory purposes, mortgages upon real and personal property situated in Michigan where the entire mortgage is sold and transferred with the note or notes secured by such mortgages, increase of stocks sold and issued to stockholders, and also stock dividends and securities which are listed in any standard manual of information approved by this Commission.

While the East has its eye on the record-breaking foreign trade balances, the spectacular movement of the foreign exchanges in favor of New York, the import of gold, and the rise on the Stock Exchange, the West is watching with much impatience and with some disappointment for the trade revival which usually comes along with such other manifestations. No such trade movement, on a scale of noteworthy importance, is in sight, however. What we of the West are beginning to ask is, whether general business is not still feeling the strain and uncertainties of the European war.

The war conditions certainly helped in making a profitable market for the farmers' grain. They have brought large orders to every concern which can manufacture war material. But spring is now here, and general business of large volume throughout the West is still in complete abeyance. Business authorities will tell you that the uncertainties resulting from war in Europe are exercising considerable influence, and are expected to continue doing so, as long as war lasts.

There is not visible today, among consumers, the disposition to buy merchandise that has characterized other years at the opening of spring—even when the harvests had been far less remunerative, and when there was much less abundance of money in the West than that which exists at present. The merchants say trade is "spotted." There is some growth in trade as spring approaches and better weather prevails; but there is not the rush in buying which seemed about to begin, a little while ago, and which was expected to continue.

The spring trade with jobbing houses, and especially the dry-goods houses, has been rather disappointing. It is below last year's, and the buying for fall delivery, while it is coming along well, shows, as yet, no large gains over last year. Its relatively better showing is ascribed, however, to belief that the war may be over by autumn, and that business will then dismiss its apprehensions.

Other influences than the course of the European war are at work; among them a growing feeling that the Administration at Washington realizes that hampering influences of the past

must be removed. Contrary, perhaps, to Eastern opinion, a feeling prevails here that, with the new Trade Commission in charge, the Government's attitude towards business will be along constructive lines, rather than destructive. If so, it would certainly result in a better feeling among leading interests; which, with good crops and restored confidence, would render the outlook for the fall and winter trade most promising. But in its immediate spring and summer plans, trade is conservative, and is expected to continue to operate on that basis.

Not that there is any scarcity of money in the agricultural regions; but there is less disposition to spend it until the war is over, and another crop is raised. Interior distributors are buying only as their necessities require, and there has been a complete change in the operating plans among business men within the past eight months. They buy goods as they are forced to have them. The high prices for grains have not brought the rush of buying from farmers that has been witnessed in other years of good crops. It will take some time to overcome this hesitation. A really strong point in the trade situation, however, is the absence of extravagant buying or inflation, such as often comes with war times.

Manufacturers are getting more business, especially in the steel line. Unusual activity prevails among manufacturers of tools of all kinds, and machinery is also being taken with a freedom that has not been witnessed in more than a year. Machines for making ammunition are in active demand. Railroads are in the market for more than the usual quantity of shop supplies, and are in most instances either operating their shops to greater capacity, or else preparing to do so, with a view of getting their cars in shape to handle the next harvest. Steel mills are working at 70 per cent., with prospects of a further gain, as there is a vast amount of repair work to be done this spring and summer.

Kent State Bank

Main Office Fountain St.
Facing Monroe

Grand Rapids, Mich.

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

Resources Over
8 Million Dollars

3 1/2 Per Cent.

Paid on Certificates

Largest State and Savings Bank
in Western Michigan

Ask for our Coupon Certificates of Deposit

Assets over \$4,500,000

GRAND RAPIDS SAVINGS BANK

We offer
a limited amount

City of Muskegon

4 1/2% School Bonds—due 1919
to net 4 1/4%

GRAND RAPIDS TRUST COMPANY

Ottawa Avenue and Fountain Street

Grand Rapids, Mich.

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

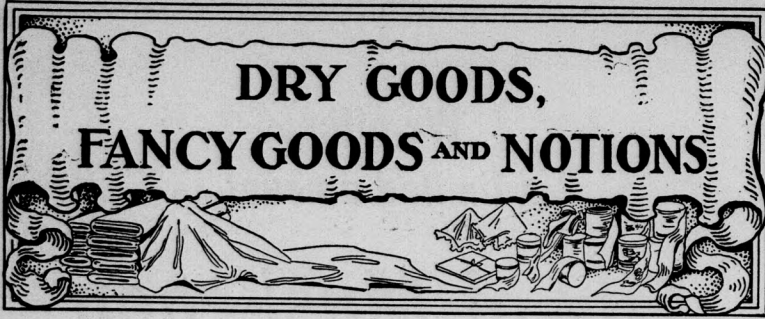
The Preferred Life Insurance Co. of America Grand Rapids, Mich.

ESTATES entrusted to the care of this company
are managed upon strictly business principles.

It is conservative and impartial, yet it gives due consideration to the wishes and necessities of the family and others interested. Its transactions are strictly confidential and great care is exercised in the management of an estate.

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

THE MICHIGAN TRUST CO.
of Grand Rapids



The Kind of Traveling Man to Buy From.

Written for the Tradesman.

The dry goods dealer who has a good rating and keeps his credit high can make his own choice of the men and the houses from whom he will buy. Of the whole number of commercial travelers or drummers who bring their grips or seek to bring their trunks to his door, if wise he probably will place orders with only a fraction. Of what sort shall these be?

The first requisite of a good wholesale dry goods salesman is a good house behind him. The man may be all right, but if his house is wrong, his efforts can not render it a satisfactory source of supply. He can not make over his firm's goods or their business methods. So if their goods are not right in price or not adapted to the needs of your trade, or if their business methods are careless and slipshod, the personal merits of their representative can do little to atone for these unpardonable failings. So it may be set down as an indispensable of a good traveling salesman, that he be in the employ of a thoroughly reliable, up-to-date, aggressive house.

As a poor house will make of little avail the efforts of the best salesman, just so surely will a wrong-headed salesman, one who is not imbued with correct principles and does not understand the true relations between seller and buyer—annul the greater part of the benefit that you should receive from a first class house.

This is merely another way of saying that the man on the road should be a representative, not in name only but in reality, of the house for which he travels. He should be in genuine and whole-hearted accord with its principles and policy. And these principles and this policy should be right in line with the present-day idea that the interests of wholesaler and retailer are indissolubly linked together. The notion that the buyer is the natural and proper victim of the seller had wide acceptance not an extremely long time ago. But it is not now countenanced by the better class of manufacturers, wholesalers and jobbers.

So cut dead any salesman whom you find disposed to take advantage of you. In justice to yourself you should refuse unqualifiedly to buy of any one who is not square and honest and aboveboard, or who shows a desire to load you up with articles that will prove stickers, merely to swell his sales or to help his house unload

overstock or undesirables. You want the sort of man who will not fail to call your attention to any specials or bargains he has that will benefit you, but who will not urge you to take goods not adapted to your needs—who would even advise against your making such purchases.

It is not enough that the commercial traveler be honorable and in intention true to your interests. He should also be thoroughly well posted in his lines, and, as far as possible, in your requirements. This is especially true if you are located in a small town or in the country, and the salesman is the general man for the house from which you buy a large part of your goods.

In a sense you yourself, the proprietor and manager of your establishment, should be the best possible judge of what will be wanted—what will take with your trade. (We assume that you do your own buying.) You must be the final arbiter of every question that comes up of whether to buy or not to buy. And you must have enough independence of judgment and backbone to withstand all the blandishments of the smoothest-tongued and most persuasive drummer on the road.

But this so essential self-reliance needs to be accompanied by a constant desire to learn and gain new ideas from every possible source. Not the least of the many tasks that confront the dealer in dry goods is that of keeping informed as to materials, accessories, modes of making up, etc. These being never stationary, he must add to his knowledge daily. One of his best and most available sources of information is the right kind of traveling salesman. The salesman being in constant communication with his wholesale house, which must always be some months ahead of the retailer, should be able to give his customers straight tips of great value. But to perform this service he must himself be thoroughly conversant with dry goods in general and be posted to the minute in all changes. Moreover, he must be candid in what he says—his statements must never be bent or swayed by the fact that his house is long or short on a given item.

In this important capacity of counselor to his customers, the man who has had practical experience in the same kind of a store and with the same class of trade, will be best. However, an accurate observer as to what is doing in other stores similarly situated will be a close second.

It may even be within the province of the commercial traveler to describe

in a tactful manner, displays, etc. which he has seen in stores he has visited, and business methods in use by merchants he knows to be successful. The salesman of discrimination will know where such hints will be acceptable, and never will venture them where they are not. And even in advice relative strictly to the lines he is selling, he will never seem in the least officious or take an attitude offensively paternalistic.

In writing up every order he secures, the salesman should take care not only to make no errors, but to give descriptions full enough that the meaning will be unmistakable. Not infrequently items are needed of which he has no samples and which he does not have listed. What shall be sent must be left to the discretion of the house. In such cases he should not fail to tell definitely and clearly just what the customer wants. I have known cases where, if anything special was needed, a customer might better write in to the house himself—the salesman being unwilling to take the little trouble to write a brief description.

Nothing has been said about the salesman's having a pleasing personality. No dealer is likely to place his orders with a man whose manners and presence are disagreeable. But it can not be made too emphatic that affability in a salesman is really a trait of only secondary importance—that is from the point of view of the buyer who cares more about laying out his money to the best advantage than

about having his own pride and vanity flattered. To the drummer himself it may be said that he never can afford to be anything but courteous, and he should at all times cultivate a winning address. But he must be more than ingratiating. Any shrewd and level-headed buyer knows how far superior the kind of salesman described above is to the jolly good fellow whose main business qualification is his personla magnetism, and whose chief means of gaining and holding patronage is good cigars and other entertainment more expensive and sometimes more reprehensible.

Fabrix.

RECEIVERS SALE.

Notice is hereby given that the undersigned Receivers in cause No. 2384 in the Elkhart Superior Court, of Indiana, entitled William H. Reynolds vs. Reynolds-Jewett Company, a corporation, pursuant to the order of said Court, will, between the hours of 10 o'clock A. M. and 5 o'clock P. M. on the 15th day of April, 1915, at the store rooms known as Nos. 221 and 223 South Main Street, in the City of Elkhart, Indiana, offer for sale at public auction to the highest bidder, the personal property of said Reynolds-Jewett Company, located in said store rooms, consisting of a retail stock of dry goods, notions and other kindred articles of merchandise, together with its store furniture and fixtures and book accounts, notes and bills receivable.

That said property will be sold for cash, at not less than two-thirds of its appraised value, as shown by the appraisal on file in said cause. Said property will be offered and sold in bulk as a running business or in lots, one lot consisting of the stock of merchandise; one of the accounts and bills receivable, and one of the store furniture and fixtures, as may be in the best interests of the estate.

JOHN I. LIVER,
FRED D. KELLER,
Receivers.

Edward B. Zigler, James H. State, Attorneys.
24-31-7.

Dexter Knitting Cotton

"The Best in 1820—The Best To-day"

WE are distributors for this well known cotton and always have in stock sizes 6 to 22 in white and size 10 in black, pink, light blue, red and lavender. Price of white is 78 and colored 96 cents per box.

Try our Notions and Fancy Goods Department for any well advertised item—if it's worth having you will find it in our stock.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

CREDITS AND COLLECTIONS

How They Look to a Hardware Dealer.

This subject has been divided into two parts, Credits and Collections; of course there would be no use for the latter if it were not for the first.

What is credit? The ability to borrow is the usual meaning applied to the word, but to the retail world it has a different meaning. If A borrowed money from B and gave him a deed of trust upon property that is its equivalent or more, that is not a credit transaction, for A has transferred to a third party property to secure B; but if you loan your money or merchandise to another without security you are placing confidence in that person—that he will pay you at some future time, either fixed or indefinite, and this is the class of credit that we as retail merchants have, and just to the amount we have put out, so we have just that much capital invested, so in our business we have to reckon our ability to carry this much capital, for by it we continue in business or we go down with 50 per cent. of failures.

I believe that Dun and Bradstreet have given out that next to inexperience the credit system has been the rock upon which more retail merchants have sunk than any other.

I believe that there is a way that this risk can be reduced.

Now, I know that there can be no specific remedy for this great loss, but like all business problems there is an underlying principle which radiates ideas, which when we apply them to our individual needs will at least eliminate a part of this loss of bad accounts.

There are a few things I think we fail to do when we are approached by a customer for credit. First, we do not have a definite time set for the payment, but let the customer dictate his own terms. I know from my own personal experience that I used to be afraid to say "No" when I was asked for credit. The customer would come in and say that he wanted to buy a range. Can he get some time on it?

I would say all right if I thought he would pay at all. The time was indefinite but I have grown wise to that now. We never let an account of any amount start without a thirty, sixty, ninety or one hundred and twenty day limit, and when the time is up we have an excuse to go to him for the money—it has been a fair contract and you will not stand to make him an enemy if he comes back at you with the "I have not the money"—then set another time, say thirty days. We can learn a lesson from the bankers. They loan money to people that you would be afraid to trust an account with for the simple reason that they have been educated to know that they will have to pay when the time is up.

I think that the retail merchant is somewhat to blame for the present credit condition. I believe that we are laying the grounds for a better condition; I believe that this asso-

ciation will be worth untold value to the coming generation of hardware merchants.

Speaking about a definite time for the payment of an open account I had an experience this fall which I can relate that will illustrate my point.

We have all been up against the farmer and the feed proposition for the last two years. A farmer's wife came into our store this fall and selected a range. A few days later her husband came in for the range and I anticipated that he would want some time on it and I was not wrong. He asked me if I could wait until next May for my money, to which I replied: "No, Mr. K., but I will give you sixty days on the stove." He said that would do him no good. He turned around and gave me a check for my money. He wanted to use my money to feed his stock. The point I wish to make is this—that we have not been dealing with the farmer on a business basis; we have been letting him make his own terms.

We do not sit down and look the facts in the face. We all take too long a chance and trust to luck for the money. I believe that all local associations should have some system of rating the patrons of the town. I believe that a plan could be worked out—I know that it is being done in one town. I believe that all merchants of towns of 2,000 population and up could well afford to employ a secretary together with other duties to keep tab on the people, of their willingness and ability to pay, and then supply that information to the members of that association.

Now comes the problem of collecting that account. I am of the same opinion of the physician who says it is easier to prevent diseases than it is to cure them. Just so with collecting an account. It is much easier to prevent making a bad debt than it is to collect one. The very best plan for collecting is to be careful in making accounts, but we all will have bad and slow accounts if we do a credit business.

There is one thing of which I disapprove, and that is commercial collecting agencies, for I think they are a snare and a fraud; we have tried several of them and they have never collected an account for us that we could not have collected ourselves if we had put a little time on it.

I think we should pay more attention to the small accounts. Run over your old accounts and I think you will find that the loss has been greater than you would think. I know that I found that the case with us when I ran over the accounts we had charged off our ledger.

We should have regular times for collecting accounts and adhere to them. I don't mean that old "All accounts due in thirty days" that is printed on most of our statements. Accounts are due when you can get them. We see everybody whose name is on our books twice a year. It does not matter whether it is only for 10 cents, we go and see them January 1 and July 1. I have gone these stated times for twenty-three

years. We never send a clerk or collector, we do not think it is good policy. If you go yourself there are three things that will be of benefit to you. The first is—they would pay you when they would turn down a clerk. The second is—if there is any mistake you can correct it satisfactorily; and the third is that you come in contact with the customer on the outside of your store and you see him from a different viewpoint and you may pick up the fact that he is going to paint or make some other needed improvement that you can talk to him about and supply him with materials when the time comes around.

Now there is another thing that will keep down long accounts and possibly loss—that is to have a system of book-keeping so that the account is at all times itemized. How many times have you had a customer come into your store and say—if you will itemize my account I will pay it. He goes out, time goes on and you forget it, where if you had had it ready you would have gotten your money—had the use of it and had more time to have put on the slow fellow.

Now there is a plan we work which we find helps us in our collecting the small accounts, and that is calling customers' attention to them when they come in the store. You do not have to make them mad. Just to illustrate: after a man has done his trading say something like this to him: "Mr. A. there is a little account on the books against you that no doubt you have forgotten, and as these small matters escape our notice we thought perhaps you had overlooked it and would like to pay it." I have collected many a five dollar account in that way and when I went out on my semi-annual rounds I would not have him and many others to see.

We also use a series of printed letters well worded and have found them very beneficial.

Now I know that a great many people close their accounts by note, but we are not long in closing an account by note. Up our way a great many people have got it in their heads that when they give their note for an account, that they have paid the bill. I can collect an open account much easier than I can a note.

There is a thing that we all practice that we can blame no one for

but ourselves and that is jumping at the stranger that comes into our midst and going to the limit with him in our credit department, without making some enquiry as to his credit standing from whence he came. I have a friend in Covington, Tennessee, whose hobby is collection, and he gave a talk before the Tennessee convention in which he referred to this class of people as migrators, and he has a little poem on them that runs something like this:

Owen Moore left town one day,
Owing more than he could pay,
Owen Moore came back one day
Owing more.

Now there have been many books written on the subject of collection, such as "How to start a collection letter;" "How to cure slow pay;" "When to resort to law," and many more that will all bear reading and study—but they have all been written by credit managers of large wholesale houses who never did nor never could get down to the credit proposition that you and I are up against. In a way they live in another world; but we can make deductions from them and work out wonders for our good. I think we should read them with thought and study.

James M. Campbell.

Business Foresight.

A firm of not-on dealers in Detroit had gone out of business via the bankruptcy court, and the attorney for the principal creditors was going through the accounts of the concern.

In the back of the safe he came on a partnership agreement, drawn up by the two bankrupts when they engaged in commerce and jointly signed by them. The second clause read as follows:

"In the event of the failure the profits are to be divided equally."

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

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

Henry Smith
FLORIST
139-141 Michigan St.
Grand Rapids, Mich.

The Successful Merchant

Is the one that handles well known brands. For this reason we carry the following in Underwear and Hosiery:

Underwear—B. V. D., Olus, Poros Knit, Lawrence, Richmond, Cumfy Cut, Setsnug, Etc.

Hosiery—Ipswick, Bear Brand, Rellim Made, Hirner Fashioned Foot, E. P. W., Bachelor's Friend, Burson, Durham, Chipman Knit, Knoxnit, Etc.

PAUL STEKETEE & SONS
Wholesale Dry Goods Grand Rapids, Mich.



Michigan Poultry, Butter and Egg Association.

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

Plea For National Poultry, Butter and Egg Association.

Chicago, March 30.—There is an ancient saying that man is born to trouble as the sparks fly upward. If old King Solomon entered that as a complaint—and I am credibly informed that he did—the Interstate Commerce Commission of those days would have been justified in overruling his protest on the grounds that any man with 800 wives was not born to trouble but went looking for it. But we engaged in the butter, egg and poultry business have to meet not only the trouble incidental to the proper conduct of our own business but also all those that are thrust upon us by meddlesome and ignorant politicians—city, state and Federal. Let me cite you a few examples.

New York State has a vicious piece of class legislation called the Cole bill. Pennsylvania has a cold storage bill conceived in ignorance and brought forth in the midst of graft. Our Ohio friends are now fighting the Nungesser measure, a bill similar to the Cole bill in New York. Chicago had to fight the Lawry ordinance last winter, and we all have had to take part in the fight against the McKellar cold storage bill at Washington.

These are some of the troubles we have to meet, and without organization how could we meet them? Great credit, therefore, is due to the men who fathered the National Poultry, Butter & Egg Association and nursed it through the days of its swaddling clothes. Great credit is likewise due to those who proceeded farther and built up around it a complete Federal system. Certain men, who evidently know little of what has been accomplished or what is being done, say our business needs organization. I say in reply that, although it has taken years to do it, you have now the ideal organization made up of the National Poultry, Butter & Egg Association with members in thirty-one different states and ten affiliated associations, as follows: Ohio Butter, Egg & Poultry Producers' Association, Michigan Butter, Egg & Poultry Association, Indiana Egg & Poultry Association, Illinois Poultry & Egg Shippers' Association, Missouri Association Wholesale Dealers Poultry, Butter and Eggs, Kansas Car Lot Shippers' Association, Iowa Wholesale Egg, Butter & Poultry Dealer's Association, Minnesota Butter, Egg & Poultry Association, Southern Poultry & Egg Shippers' Association, Canadian Producer Association.

Consider a moment and I think you will agree that this organization has been well conceived. Furthermore, the National Poultry, Butter & Egg Association is recognized as the thoroughly representative head and as the spokesman for our business by the Railroad General Managers' Association at Chicago, by the various official classification committees, by all the railroads, by the Interstate Com-

merce Commission and by the Federal Government at Washington. Therefore, I say to support the Association and use it. Every packer and shipper in these great mid-Western producing states—be he carload or less-than-carload shipper—be he live poultry or dressed poultry shipper—should belong to the National Poultry, Butter & Egg Association. The hopes and aspiration or the troubles of the Indiana and Michigan shippers may not be identical with those of the Kansas, Nebraska or Iowa shippers, but there is some community of interest or some common ground to which all can come as to a rallying point. One such common meeting ground is a continued fight against illy considered or discriminatory, city, state or Federal legislation. A few examples have already been mentioned.

Another common ground and the one that is pressing hardest at the present time is the attitude of the railroads with their—I may say daily—freight tariff changes and rate increases. I need only mention the Erie's 5 per cent. deduction from your damage claims, and that other change whereby the railroads operating east of the Mississippi and north of the Ohio no longer provide refrigeration for your butter, poultry or eggs while in transit. This is additional and must be paid for. These are questions that touch farmer and consumer as well as the packer, shipper and commission merchant, and the fight being made against them and all others of like character by the National Poultry, Butter & Egg Association should be backed up by every affiliated state association and every member of the National Poultry, Butter & Egg Association.

This entire freight question is a most important one. What with concentration rates in one state and none in another; carlot and less-than-carlot rates in states west of the Mississippi and the same rates for carlots and less than carlots in states east of the Mississippi, there is much confusion. There is only one solution—a complete revision and readjustment of freight rates that apply to the commodities we handle. This question is receiving the careful attention of our Transportation Committee.

Are there any other reasons why the National Poultry, Butter & Egg Association deserves your support? I call attention to the National grading rules. Every member in good standing has been provided with this booklet. Heretofore you have one set of rules in Chicago, a different set in Boston, something else in New York and a different standard in Philadelphia. Your eggs may have graded first in Chicago, ordinary current receipts in Philadelphia and common truck in New York. Every shipper in Iowa could pack his eggs in accordance with these standard rules adopted by the National Poultry, Butter & Egg Association and many of you do. Inspectors have been selected for Boston, New York, Philadelphia, Buffalo, Detroit, Chicago, Omaha and, should occasion require, they will issue inspection certificates based upon the identical standard you followed when packing your car.

Our Transportation Committee is

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

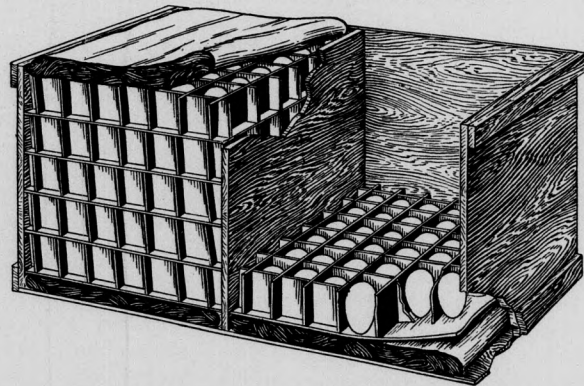
MOSELEY BROTHERS

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

urging upon each of our members to specify on his bills of lading what the shipment is, whether storage packed extras or firsts or extras or firsts not storage-packed, because the railroads are interested in these standard grading rules and our Transportation Committee is of the opinion that they can be used in securing more prompt settlement of our damage claims.

Let me state at this point that the Executive Committee has now under advisement the establishment of a freight claim department in connection with our business manager's office. Some claims are filed that have no merit and because of these the railroads endeavor to avoid settlement of claims that have merit. Some claims are filed without having the necessary supporting documents attached. With our claim department established, we believe your railroad claims will be properly presented, and, with the prestige of the National Poultry, Butter & Egg Association back of them, will be promptly paid.

Another point that concerns every egg packer in Michigan is the salvage egg question. I refer not to cracked eggs but to very badly heated eggs, broken yolked or blood veined.

Two years ago the Government issued a ruling that these eggs could not be shipped interstate unless branded "not intended for food purposes." Last fall this was followed up by another ruling to the effect that they could not be shipped interstate unless denatured with kerosene. The National Poultry, Butter & Egg Association claims that all this is wrong; that no egg candler is infallible and that doubtless many eggs that came under the Government condemnation could be used for food purposes either in the form of a dried or frozen egg. In these days, with the consuming public in large Eastern centers (and everywhere else, for that matter) exclaiming against the high cost of food products, it is a crime to destroy something that has a nutritious food value. The Government is beginning to see its mistake, and our National Poultry, Butter & Egg Association is now working out with their representatives a sane and equitable solution to this question.

I have stated my case. As packers and shippers, you are engaged in a most honorable calling—that of preparing and packing and conserving three of our most important food products. Our troubles are general. We cannot overcome them except through concerted, organized effort, and I say here and now that every shipper and packer in Michigan should take out a membership in the National Poultry, Butter & Egg Association.
A. D. McIntyre, Sec'y.

Not of an Enquiring Turn.

A well-known judge dined recently at a local hotel, where the man who takes care of the hats is celebrated for his memory about the ownership of headgear.

"How do you know that is my hat?" the judge asked, as his silk hat was presented to him.

"I don't know it, sir," said the man. "Then why do you give it to me?" insisted the bewildered judge.

"Because you gave it to me, sir," replied the man, without moving a muscle of his face.

New Farming.

"Farm products cost more than they used to."

"Yes," replied the farmer. "When a farmer is supposed to know the botanical name of what he's raisin' an' the zoological name of the insect that eats it, and the chemical name of what will kill it, somebody's got to pay."

Keep Calm; It's a Secret of Strength.
Written for the Tradesman.

In an age when individual mental traits were supposed to have been gratuitously conferred upon men from sources without, an equable temper was regarded as one of the choicest gifts of the gods.

Naturally so, for equableness of temper was closely associated with masterfulness. It was easily seen that the man who could keep cool when those about him were agitated and excited, was the man who could most readily take charge of the affairs in hand and do what the exigencies of the situation seemed to require.

Effective and timely action; or to use an overworked phrase of the day—efficiency—depends on good judgment; and good judgment requires a cool head. Where the feelings are too deeply stirred—our likes, dislikes, fears, doubts, anxieties, etc.—false valuations are apt to be made, and wrong decisions rendered. That's the reason the man who "swears to his own hurt," and stands by it (as the consistent man will) often wishes he had thought the matter over a bit more calmly before he took the first jump.

First impressions come quickly, and it's the easiest thing in the world to act upon them; but it's generally a foolish thing to do. Merchants, and all others who serve the public, owe it to themselves and their position to cultivate a calm and equable temper. And for some men this is an extremely difficult thing to do—a tedious process of repression and self-discipline.

Hasty words—harsh, cutting words—are easily spoken, and the speaking of them frequently affords a momentary satisfaction; but once spoken, cannot be recalled, and the sting and injury thereof oftentimes goes far beyond the mark and inflicts a lasting hurt. As a general rule they had far better be left unsaid. Especially if one is a dealer he must learn to curb his tongue.

"But some people are so unreasonable," protests our peppery friend, "it's positively against nature not to say what one thinks sometimes." Well even so, you gain in the long run by thinking calmly and speaking dispassionately; and do not forget that a little explanation always goes far and does much towards placating an irate customer.

Nine-tenths of the difficulties between individuals, corporations, factions, clans and nations are due to misunderstandings. Generally there is right and wrong on both sides. And always it is better to adjust such differences peaceably. Calm discussion is far better than quarrels; arbitration beats a personal encounter. If we would only take a little more time to define our metes and bounds, outline our respective duties and obligations, and succinctly specify the rules of the game by which we are willing to abide—disputes, brawls, litigation and war would soon disappear and universal good will would prevail.

This situation is Utopian, to be sure, and isn't going to be realized in a single generation; but the general

trend is undoubtedly in that direction. And that in spite of the fact that the war now on in Europe is the most colossal conflict in all history. The world is irresistibly moving towards a day of universal brotherhood and fair dealing.

In the meantime every man of peaceable inclinations and inborn impulses towards social justice and fair play is going to receive his reward. And it will be substantial enough to make it worth while. Whatever his work or province in the workaday world, he'll have a host of friends and well-wishers; and if he's a merchant, he'll be deservedly popular with a large and growing constituency.

Frank Fenwick.

Because a Federal inspector had some knowledge of natural history he was able to make a big seizure the other day. Five barrels of live snapping turtles arrived at St. Louis' union station, being consigned to various restaurants. The Federal inspector noticed the barrels were filled in with ice and he also knew that no turtles will eat ice or stay on it or near it from choice. Therefore he investigated and in the bottom of the barrel eighty-seven wild ducks, bound and gagged, were revealed. It happened to be the closed season on migratory birds and so the ducks migrated no further and St. Louisians will not have an opportunity to indulge in wild duck. The inspector was as pleased over his discovery as the turtles were to get into a warmer climate.

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THE EASIEST WAY

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Send for Samples and Circular—Free.
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Watson-Higgins Milling Co.

Merchant Millers

Grand Rapids :: Michigan

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SUN RISES

**Voigt's
CRESCENT
FLOUR**

Makes Best Bread
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Satisfy and Multiply

Flour Trade with

"Purity Patent" Flour

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

HART BRAND CANNED GOODS

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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.
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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.

**Are Your
Net Profits
Satisfactory?**

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

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

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

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas



WOMAN'S WORLD

Household Expense Accounts From Behind the Scenes.

Written for the Tradesman.

"We dealers, whether we wish to or not, learn a great many family secrets," remarked the old grocer to his friend and crony who had dropped in for an afternoon's chat. "We know why some men who receive good salaries have their noses held to the grindstone all their lives; and we see just why it is that some others, while not earning nearly so much money, put by a little something in the bank every week.

"I run two stores you know—this one where I stay most of the time myself and the other over near Shady-side Park. This is cash and on the basket plan—over there I give credit to all good-paying customers and deliver the goods.

"As a rule there is a great difference between the woman who pays cash down and the one who buys on tick. The latter only thinks of what she wants. What it will cost when she comes to pay doesn't seem to enter into her calculations. She goes to her telephone and tells us what to bring—many never take the trouble to come to the store and see how they could buy to the best advantage. Sometimes, when the bill runs unusually heavy, there is a little grumbling because 'it costs so much to live.' Rarely, however, is the lesson learned. The old system of buying as fancy may dictate and without much regard to price, usually is continued from week to week and from month to month, once a family gets in the habit of it. Credit and delivery drive many a grocery man to the wall—if he trusts out his goods to people who can't or won't pay. And credit and delivery, when the grocer is wise enough to trust only those who do pay, go a great way in keeping many an honest, hard-working man poor all his days.

"Cash buyers are different. They shop around and go where they can get the most for their money. It is far harder to hold their trade. Some families I know live on 'specials.' If I offer a 15 cent item for 11 cents to-day, they are sure to be in and buy enough (if it is something that will keep) to last until they can buy again somewhere at a reduction. They keep watch of half a dozen places and buy the bargains from all of them. Some very well-to-do families in this city have but few of their supplies delivered. They go in their autos and pick up the cream of the specials.

"But no one, not even the greatest bargain hunter of them all, is getting the food she buys very cheap

nowadays. We grocers are not making high profits. On the contrary, we put out the great bulk of our goods on close margins. But the cost of raw materials is high, and besides, what cuts more of a figure in many items, people have gotten into the way of using foods that are expensively prepared.

"All these sealed packages cost money, and the ultimate consumer must pay the price. Most remarkable changes have taken place during the last thirty years. People have become fastidious to a degree. They must have neatness and cleanliness, absolute and indisputable. Things must be pure and sanitary. People will no longer stand for the dirty-disease-distributing manner of handling eatables in bulk that prevailed in the times of their fathers and grandfathers. Bread must be wrapped before it leaves the bakery. Butter, which of old was dug out of a jar or firkin or cut from an open roll, now is encased in a double package. Undeniably all this catering to fastidious standards adds to the price.

"Then this living out of a paper sack, so much in vogue with the present generation, is expensive. Edibles are bought in small quantities, and the nearer they are ready to serve when they leave the store, the better they sell. I think nine-tenths of my customers buy their bread. Flour is high but baker's bread is higher. The canneries and the bakeries and the people who put up all the various kinds of ready-to-eat foods do not work for nothing.

"I have one customer whom I think of, Mrs. Brooks, who provisions her family of six with a surprisingly small expenditure of money, considering the high prices now prevailing. Mrs. Brooks is not so inveterate a bargain hunter as some are, but she is a shrewd student of values. She plans her meals days ahead. What is cooked fresh for dinner one day will be warmed over the next. She bakes her own bread. She says that even after adding the price of the gas for baking, it costs considerably less than the baker's product, and affords much more sustenance. She makes excellent bread—doesn't have to throw away a good share of it as so many do if they attempt to make their own bread. (By the way, the garbage gatherers could tell why the bills of some families run high.) Mrs. Brooks buys in larger quantities than most and prepares almost everything herself—gets but little of the ready cooked things and those not of the expensive kinds. She sets a good table for a little money, compara-

tively speaking. But she is an exception. To look and plan ahead and be really frugal and saving, a woman has to be a little odd nowadays. It is in the air to be extravagant and to want to get up every meal in the shortest possible time and with the least amount of labor and trouble.

"In striking contrast to Mrs. Brooks is Mrs. Mason, one of my customers at the other store. Mr. Mason's wages are not very high now. He is a middle-aged man and not overstrong at best, so it is doubtful whether he can hold much longer even so good a place as he has at present. They have always lived from hand to mouth and have nothing laid by. They have two little girls.

"Mrs. Mason is a strong, healthy woman and puts in her time doing her housework. There certainly is urgent necessity for using most careful economy. They ought to be putting by every dollar possible for the rainy day that may be very close at hand. But it simply isn't in her to do it. I dare say her grocery bill runs half more than Mrs. Brooks' would for the same number in family. The Masons are among my best customers for baked goods and all kinds of ready-cooked things. 'It's only 10 cents,' or 'only 15 cents—it does

not pay to bother to fix it myself.' is a remark often on Mrs. Mason's lips.

"I don't know that she is to blame. She is simply following the tendencies of the times—caught in the current as it were.

"By the way, I notice that 'It's only a nickel' or 'It's only a dime' is a hackneyed excuse for countless small extravagances—among cash buyers as well as credit. When an item costs 50 cents or even 25 cents, people who make any pretensions to economy pause a moment to consider the value they are securing. But if an article can be had for 5 cents or 10 cents most do not stop to think how high a price they may be paying for a tiny amount. Nickels make mickles and it is the oft-repeated small extravagance that keeps many families poor."

Quillo.

Many a man has taken a hand in politics and then put his foot in it.



Using the Sense of Display

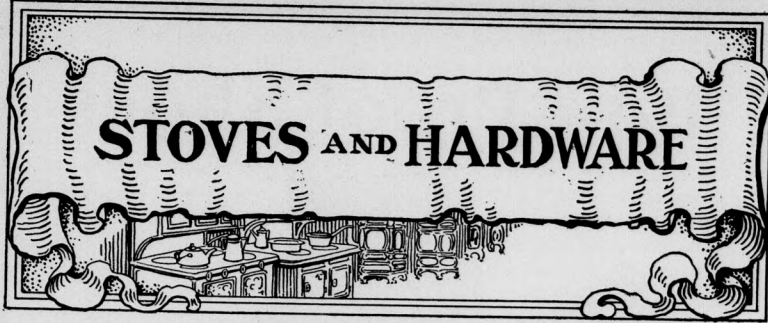
IN a little store at Gardner, Mass., a grocer has demonstrated the value of displaying National Biscuit Company products. His whole space is eight feet wide by ten feet deep and seven feet high.

Not very long ago he put in his first stock of National Biscuit Company goods. It cost him \$15. He placed this stock so that his customers couldn't fail to see the famous In-er-seal Trade Mark packages and the next month he purchased a \$50 stock. He pushes his cracker department. His sales are steadily increasing.

This is an instance of what one live grocer can do even in cramped quarters by using good display to call the notice of his customers to nationally advertised goods.

NATIONAL BISCUIT COMPANY





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.

Desirable April Business for Hardware Dealers.

Written for the Tradesman.

The advent of April, and genuine spring weather, makes a display of housecleaning goods particularly timely. Some housewives will probably have commenced their house cleaning already, others may let it dawdle along until the middle or end of May; but the merchant who wants the business is well advised to bid for it now, just before the house cleaning wave starts upward to the crest. The window display must, to achieve the biggest results, anticipate the great demand, instead of running concurrent with it. The housewife who, having conceived the idea of house cleaning without assistance, goes to purchase incidentals, will pick and choose where she likes; but the housewife who gets busy with brushes and brooms as a result of your window suggestion will naturally turn to you when she makes her purchases.

More than that, the woman who takes time to plan ahead will probably buy house cleaning incidentals more liberally than the woman who, through lack of outside suggestion, puts off her house cleaning until the last hour of act.

Right here a hint is worth while. It is the new lines that should be featured. Scrubbing brushes, for instance, need no introduction. Play up the vacuum cleaner, however. Probably it will be worth while to run two successive displays, or even more. For instance, the actual house cleaning window would include brushes of all sorts, window cleaners, wall dusters, dustless mops, common mops, step ladders, pails, carpet sweepers—and so forth. A little later a laundry window will be timely—showing, if you like, an entire outfit at work—washing machine, wringer, washboard, ironing board, tubs, irons, and all the incidentals which go toward lightening the burden of wash day.

With house cleaning comes the inevitable demand for new and labor saving equipment. The housewife, after tearing everything from its foundation, feels tired, and appreciates the prospect of cutting down her daily work to an irreducible minimum. Hence, right after the house cleaning spasm is the time to push all sorts of labor saving devices, from

the electric vacuum cleaner down. In your window display and newspaper space talk labor saving. The modern demand is for household efficiency, and the hardware dealer who takes that as his cue is going to make some good sales.

Incidentally, nothing saves the housewife so much needless work as a complete kitchen equipment. The kitchen which is supplied with every needful utensil is a lot easier to run than the kitchen where a few badly worn graniteware dishes do duty for every purpose. Right here is the time and place to push the sale of aluminum ware. And don't be content with the sale of one or two small aluminum articles. Make them a starter toward the "aluminum kitchen" which is the unrealized ideal of a good many economical housewives.

With the turning of the house upside down, the housewife realizes as she never did before the need of a new range. Here are two opportunities for the hardware dealer. First, he can sell a new range—one that won't get cranky in the heat of summer when a cranky range is most particularly obnoxious. And, second, he can push the sale of electrical cooking devices, such as toasters, coffee percolators, chafing dishes, etc., which in the very hot weather will do all the needful cooking and render a range unnecessary. The hardware dealer will sell both, where there is electric current available. Where there isn't he can place a gas range.

Gas ranges, in April, will pay for pushing. Give them a good display, and a demonstration. One merchant put a couple of gas ranges in the window, connected them up, and kept them lighted in the evening with a kettle boiling on top. Simultaneously, he advertised them in the newspapers. The combination started a good trade in ranges where, previously, gas ranges had hardly been pushed. A thoroughgoing demonstration of such lines is always good business.

Moving time, coming in April and May, is the time to push stove sales, and, more particularly, range sales. Moving generally involves the purchase of a great deal of new furniture and equipment; and the hardware dealer who makes it a point to get quickly into touch with families moving and get them interested in a new range stands a good chance of doing business. Often the objection is raised that moving expenses make the purchase of a range impossible. To such prospects, the offer to take payment on a time basis will generally prove a clincher. Of course, the

shrewd merchant will guard himself against undesirable customers.

Gardening tools and seeds are also timely, following the breaking up of winter weather. Here, too, the display and the advertising must anticipate the demand. The merchant who gets his customers thinking about gardening about two or three weeks ahead of the time for turning the first sod will sell a great deal more than the merchant who waits until they call to make their purchases. Gardening schemes are apt to be considerably amplified by household discussion; the gardening fever is one which, given a little time, grows rapidly. Gardening tools, brightened by the colored posters furnished by seed firms and with an added touch of green, make attractive window displays. One window artist covered the bottom of his window with sod, in which the grass was just coming back to life. A little incidental like this gives a display an added touch that mere ingenuity of arrangement can't accomplish. Or, seed can be planted in shallow boxes—corn, for instance—and used to help out the display.

Sporting goods will soon be timely once more, and here, again, comes the need on the merchant's part of anticipating the demand. The various athletic organizations will be getting busy; the merchant who makes it a point to cater to this demand and appeal to it a little ahead of time will secure the trade. The baseball enthusiast is always in a rush for bats, balls and gloves; it is the man with the goods, and not the man who has them merely "on order" who does business. The angler, too, will be getting ready for his spring exploits; and it is not too early for the hardware dealer to take orders for tents, and camping goods of all sorts, to be delivered later.

Of course, in every hardware store the paint department will at this season cut a large figure. As with builders' hardware, this is a class of trade which it will pay the merchant to go after. An energetic follow up campaign of printed matter, backed by displays and helped out by personal canvassing, is needed to produce the best results.

One word more: Get busy. Don't be scared by conditions that are largely a product of the imagination. The man who makes the best showing under adverse conditions is the man who stands up and fights right from the drop of the hat. There is lots of business to be done right now. Get after it. William Edward Park.

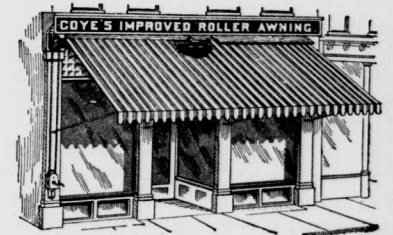
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Guaranteed for 10 years

H. M. Reynolds
 Asphalt Shingle Co.
 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.

Foster, Stevens & Co.
Wholesale Hardware



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

Grand Rapids, Mich.

DIAMOND TIRES

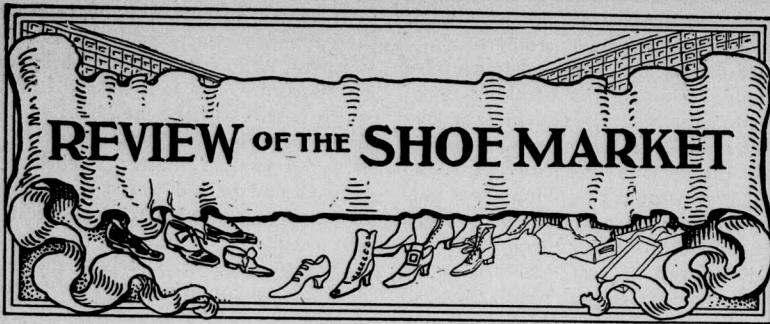
NEW FAIR PRICE LIST

| Size | Smooth Tread | Squegee Tread |
|---------|--------------|---------------|
| 30 x 3 | \$ 9.00 | \$ 9.45 |
| 30 x 3½ | 11.60 | 12.20 |
| 32 x 3½ | 13.35 | 14.00 |
| 34 x 4 | 19.40 | 20.35 |

Other sizes reduced in about the same proportion. We carry all regular sizes in stock.

SHERWOOD HALL CO., LTD., Distributors
 30-32 Ionia Ave., N. W., Grand Rapids, Mich.





Mutual Relations of Manufacturer and Retailer.

Take the question of lasts and patterns as applied to new styles. It requires ninety pairs of patterns, one pair to a set, six widths. There are in a woman's ordinary $\frac{3}{4}$ seamless button boot, about eleven pieces to the pair, which means that 990 pieces are needed to give you one set on any one style.

It isn't so much the expense of 990 pieces, as that you can not turn them out at a moment's notice. The greater part of the expense comes in getting the sample pattern, or model drafted up, the lines and measurements right, and the pattern made so that it will fit the last economically and well.

All this takes time and money because these trials, to be properly made, should be tested—the shoes fitted on someone's foot—to be sure they are "O. K." and changed if necessary. No manufacturer takes a chance nowadays unless he has first tried out the fitting qualities of his lasts and patterns. After this is done, he has the patterns made. In the meantime your order is being held up waiting for the tools to work with. This is far more necessary to do, consumes more time, and money, than formerly. With fabrics of all kinds, and so many women's shoes being made from a "novelty" point of view, the consumption of time is far greater than you realize, and the various unexpected delays in getting materials, etc., more numerous than they were.

In addition, it costs more money to manufacture these shoes, because our employes can not turn out in the same given space, or number of hours, per day, as many pairs of novelties as they can of more staple goods. The millinery proposition is a breeder of small lots—a few pair of a kind on a width—which are always more expensive to manufacture than the larger lots. All this adds to the cost, and will eventually be figured in, although I doubt very much if last season many manufacturers figured as much as they ought to have for the extra cost of making fancy shoes.

Every factory, as an illustration, has in the fitting room a few operatives who can stitch and do almost anything, but no factory has in its stitching room a sufficient number of such operatives to turn out large quantities of fancy things. They haven't been trained to do it. They are not broken in. What they might be doing to-day, three months from now will be out of use, and they either quit or shift to some other line of work.

It is the changes going on, particularly in stitching rooms, which are slowly but surely adding to the cost of manufacturing shoes. Every season you turn your stitching room over completely, upset the system, and start over again. There are many operations entering into the making of boots which do not appear when making low cuts, and vice-versa. The problem is to have your stitching room so well balanced that you can take a reasonable amount and put them through without blocking your room all up. The manufacturer has very little to say about this, in that he has no control over what you, as retailers, will buy as to style of patterns, etc. You may buy fifty times as much of some one thing as of another. Perhaps no one can explain the reason why you do it, but the shoe manufacturer finds it out when it gets to him and he has to struggle with the problem.

Then, again, there is the question of materials. Prior to the war, most fabrics for tops, such as worsteds in the better grades, were made in Belgium, Germany or England. We had been importing direct the bulk of what we used. When the war broke out we had three weeks' supply of black worsteds in our factory, four weeks' supply on order, and an option on two or three months' more. In other words, we were in good condition. We were receiving shipments about as fast as we could conveniently use the goods. We have never heard from the four weeks' supply on order and we don't know whether it is at the bottom of the sea, or whether or not the mill is still standing. It had not been customary to manufacture the better grades of these fabrics in this country to any extent. It was only a short time before the supply in the hands of commission merchants and shoe manufacturers was nearly consumed, so we had to get American manufacturers interested in the problem of making cloths for women's shoe tops. They finally got to going, but about this time the craze for fawn and gray cloth tops broke loose. Did anybody see it coming? Has anybody discovered where it came from? Certainly no one was prepared for such an avalanche! The



Boy Proof Shoes



No 8390

OUR Boys' Shoes are made to stand the hard knocks of everyday wear. The high quality of leather used in their construction combined with the careful workmanship given all our shoes make them practically BOY PROOF.

Rindge, Kalmbach, Logie Company

"Makers of Shoes that Wear"

Grand Rapids, Mich.

The MICHIGAN DAIRYMAN'S Shoe

Outing Bals, Strong and Solid.

The Dependable Kind, they make the "trade builders."



Don't buy "any old shoe."

Michigan Dairyman's Outing Shoes are backed by pure quality.

That's why you should be sure to get them.

Carried in stock.

In varying styles all made with gussets.

No. 2610—Men's with Elk outsoles \$2.00
 No. 2621—Men's with Hemlock outsoles..... 2.00
 No. 2612—Men's 7-inch pattern with double Hemlock soles 2.35

Less 5% in 30 days.

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

result was that all kinds of cloths were put on the market. Every lot of supposedly one shade had a different tint—and still the manufacturer was expected to deliver all these goods quickly (notwithstanding it takes two to three weeks to dye the cloth the shade you want, after you get the cloth in the gray or ecru)—and always have the color just right. He got Hail Columbia from his customers if he didn't. They did not realize, or appreciate, what the manufacturer was up against.

Returned Merchandise.

One of your troubles is brought about by cut-price sales and sample shoe stores, some of which the retailers are responsible for. Some dealers order more goods than they are justified in buying at a time, and for one reason or another return merchandise too freely, which is unfair to the manufacturer, and causes him great loss, as he must dispose of the shoes to somebody. Nobody ever heard of a dealer paying 100 per cent. on the dollar for floor goods; he would be examined as to his sanity if he did. He expects to buy floor goods at a cut price, saying to himself, "He has them to sell, why pay much for them," and as the manufacturer has no other way out, he sells them, takes the loss, keeps the job lot sales supplied, and hurts you. Sooner or later he is bound to recognize this item and charge it to expense of operating. The return of considerable of this merchandise is unfair and unprofitable. Almost every dealer could sell it, if so disposed, at a fair retail profit instead of throwing it back on the hands of the manufacturers.

Strive to Give Fair Average Value.

To give you an illustration of how the manufacturer looks at it, I will cite an instance that occurred when I was traveling on the road for my former chief. We were selling at the time a concern not very far from here. While the oldest brother bought the goods (and, as I remember it, there were seven brothers)—all seven of them had a "look-in." Any manufacturer knows that is a desperate job—to please seven buyers. Once or twice I remonstrated with Mr. Plant regarding the account and told him it was a heart-breaking, nerve racking task, and I couldn't see where it was really worth while. He said: "I like accounts like that. They are hard to get. When you have them, they are tough for the other fellow to take away from you. They are fair merchants and only expect what they buy, but they give you Hail Columbia if what you send isn't up to their expectations. But they never send anything back; they keep the goods and pay for them. If they don't like your merchandise they will drop you, and it will be hard to get back in, but they don't return shoes. Consequently it is up to you to deliver merchandise that is fair average value for the money, and as long as you do that, you need have no fear of a big loss on merchandise returned. They won't send it back—they will keep it anyway."

In a business of the magnitude of

ours—approximately eight millions per annum—if our customers were to return 3 per cent. of the merchandise we ship it would total about \$240,000 worth, which would have to be sold at approximately 25 to 30 per cent. off; in other words, it would mean a loss of \$60,000 to \$75,000 per annum without any effort. Three per cent. returns would probably not seem very large to the average retailer—it's only \$30 out of \$1,000—but if you buy \$1,000 worth of shoes, and the manufacturers make 5 per cent., or \$50, on the transaction, he is satisfied. It doesn't take many returned shoes, either pairs or dollars' worth, to consume all the profit he made, and he, in turn, if he is to live, must pass it out to the retailer.

At the present time retailers are selling 60 per cent. of their merchandise for women from "shiny" leather. When they buy it they know it is not dependable. When they sell it, they may tell the purchaser so, but nevertheless, a large percentage comes back from their customers, who find fault and complain because the shoes crack, check or peel. At times the retailer gives the woman a new pair and tries to pass it back to the factory.

The Fad of the Moment.

Why does he sell so many? Simply because patent leather is the fad of the moment—the easiest selling thing in his store—and he hands it out to his customer on the basis of getting her money and being quickly rid of her, so his clerk may have time to wait on another customer. He expects a come-back when she wears the shoes—and he gets it. That makes him unhappy, his manufacturer unhappy, and the woman who bought the shoes unhappy. Still he doesn't seem to do anything to help his own condition by making an effort to push some other kind of material which is more dependable. You can no more build up a successful, growing business on "shiny" leather than you can fly!

General Business Conditions.

Business, as we all know, has been slacking off for upwards of two years. In 1914 we manufactured 350,000 pairs less than in 1913 (which was the largest year in our history), and this decrease can not all be attributed to the European war. Business, from a factory point of view, has been falling off for some time. The Mexican situation cost our concern 75,000 pairs in 1914, which we made the year before—due to the "Watchful Waiting" policy. They are still waiting; what for, nobody knows! The balance of the falling off in the latter part of the year was due in part to the European war, but the slackness had been going on for some months prior thereto, and was largely due to the fact that the purchasing power of the people had been curtailed—they didn't have the money.

(To be continued next week.)

Their Difficulty.

Customer of Bank—I hear your depositors are falling off.

Cashier—Yes, they can't keep a balance.

Who Gets the Second Pair?



It is the repeat sales that make a shoe profitable to stock. It is the repeat sales that make

Rouge Rex Shoes

desirable with the retailer.

We are tanning our own leather, and every foot is tanned with service to the ultimate consumer in mind. He is the man who must be pleased if you, Mr. Retailer, are to profit by handling the shoes. Then, every operation in the shoe making is to the same end: good soles, good insoles, good counters, first quality thread, proper lasting. They are made to satisfy, and it is the satisfied customer who buys the second and the third and fourth pairs of the same kind. ROUGE REX shoes bring the continued sales.

We solicit your orders. Send for our new catalogue just off the press.

HIRTH-KRAUSE COMPANY

Hide to Shoe
Tanners and Shoe Manufacturers
Grand Rapids, Michigan

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.



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 Kendrick, 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. E. Allport, D. G. McLaren, W. E. Crowell, Walter H. Brooks, W. A. Hatcher.

Traveling Man's Opinion on Woman Suffrage.

"I am a traveling man," he began, "and I travel around this State quite a bit, and I tell you that the most popular topic of conversation in Michigan to-day is woman suffrage. It wasn't so very long ago that any one talking about giving votes to women would have been laughed at, but now, in trains, in hotels, on the street, in business offices, the subject keeps coming up, and every one has something to say on it.

"Sometimes I argue for it, and sometimes I argue against it, and I almost think it is more fun to pose as an anti. The more people who go around talking about woman's place being in the home when they know perfectly well that it isn't every woman who has a home to stay in, and that it would be mighty hard for the men if their daughters and their cousins and their nieces took this advice seriously and insisted on staying home and being supported, the better it is for the cause. I think I've converted more men to woman suffrage by posing as an anti than I have in any other way."

Perhaps it is because these men whose business leads them from one part of the country to another and who find themselves disenfranchised because of it are in something in the same position as women that many of them are ardent supporters of woman suffrage.

The visitor went on with his subject:

"I am not saying what women will do with the vote after they get it. I am no prophet, and I haven't any second sight. When I argue for suffrage I try to keep away from points I don't know anything about. It

doesn't seem to me you can even argue for votes for women by what they have accomplished in the twelve states where they have suffrage. Every state has its own problems different from every other state. What has been accomplished in one has not in another. You can't say, for instance that because six suffrage states have gone 'dry' it is a sure sign that Michigan will go dry if the women get the right to vote. There are a good many things which have to be taken into consideration in showing why prohibition is a fact in these six states. The woman's vote may have been a factor in bringing it about, but if so, it wasn't the only one. Equal suffrage and prohibition are two entirely separate subjects and are not to be confused.

"In the same way Michigan and Colorado are two very different propositions, and it isn't logical to argue from what Colorado women have done to what Michigan women will do. It is safer to stick to the general fact that in the twelve suffrage states there is no organized movement for taking away the right of franchise from women. If it had been a failure wouldn't there have been some such movement? Instead of that, we see one state after another following the example of its neighbor and enfranchising its women. It says, 'Imitation is the sincerest flattery' on some suffrage maps I have seen, showing about one-half of the country solid white, where women have the vote, and that map is one of the best arguments there could be."

It is rumored that a plot has been discovered which was to corner the supplies of belladonna, an Austrian-German drug product used mainly for eye remedies. A speculator is reported to have purchased some 3,000 pounds of the drug, sent from Austria at various times, and is said to be holding the belladonna for not less than \$8 a pound for the root, and \$10 a pound for the leaf. Wholesale drug houses have been selling belladonna leaves and root at \$1.25 per pound, but the supply is growing scarce. The United States uses about 50 tons of belladonna annually.

According to Maeterlinck, those who strive to move forward for the sake of humanity need not concern themselves overmuch with a fear lest they proceed too fast; because at every crossroad there stand 10,000 men to oppose the advance of every radical.

If you think you can't do a thing—well, you know the answer.

Some Salesmen I Have Met.

John Benton was a shrewd, courteous business man of the old school. I greatly admired him, for no matter how busy he was, there was always time to receive me, hear my story and pass on it. If affairs were not pressing, there was even a moment for gossip or a characteristic piece of philosophy wrung from the experience of years of buying for a store that prospered. I learned that he was just as pleasant with all the salesmen he met. One day I asked him why.

"Because they are fish, fowl and good red herring to me," was his reply. "And," he continued, "they have taught me a great deal of what little I know. It pays to be good to them. They are the loose-leaf encyclopedias of every trade. They are a regular Union Station through that passes in and out of this office from one train to another; some good, a few bad, but all with information that I want."

Right across the street from John Benton's store a crabbed, tight-fisted type of human being did business, whose name was Black, Asa Black, son of Jonas Black, who had started the store, and died years after, leaving all that had ever been earned to his icicle son. It was like a cold plunge to pass from the pleasant atmosphere of John Benton's inside room, to Asa Black's outer office to wait until his cringing book-keeper had passed my card and returned to say that, "Mr. Black is very busy to-day but will see you presently." Many a time I have waited for that "presently" to be over looking through the cheap glass-pannelled door at Asa Black while he went through the motions of doing important things until such time had passed as he felt should elapse to "put the fear of God" into my soul, when his churlish "come in" would be uttered. And by and by, I got to know Asa Black, to forget that he had a book-keeper, or that there was a cheap glass door, and I asked him "Why?"

"Why don't I give more time to salesmen? Because they take up my valuable minutes. I never learn anything from them. They are a lying, incompetent set of do-nothings, wasting my time and my book-keeper's with silly tales, and always asking me more money for what they have to sell than I can buy at the market. They're a discourteous lot of upstarts that never ought to be allowed to represent honest concerns on the road. Not one in a hundred of 'em ever makes any money for me."

There they were, Benton and Black, as opposite as daylight and darkness; the one broad-minded, polite, shrewd, candid, successful—the other bigoted, selfish, grasping, dishonest and a failure. A failure? Certainly. His whole goal was money, nothing else. Knowledge, wisdom, friends, what were they? All the knowledge he wanted was that of the fox; all the wisdom, the ability to sidestep a business morass, while friends were the invention of the devil.

I remember that the men on the

road who knew both Benton and Black used to speculate as to whether one had any enemies or the other any friends.

John Benton was right. It does pay to be good to a salesman, for he is the embryonic merchant of a later day, the "inside man," the man you wish to trade with if you can. The John Bentons, when they come to town, are never allowed to cool their heels until Mr. Merchantman is at liberty; John Benton is more than welcome and the boss himself tells him so at the office gate.

Harry H. Blunt.

The Ideal Salesman of the Day.

It was the fashion at one time to hand out a cigar the moment one passed over the office threshold, to "entertain" a customer whenever he came to town, and such approaches to a cheerful atmosphere have not by any means gone by, nor should I like to see them, provided there is real friendship behind the courtesies. It is when men come in on you, abruptly, with a demand for entertainment that the friendly zest goes from the game of business and a catch as catch can sort of encounter takes place that throws the whole pleasure of friendship in the ash heap, together with your respect for the highwayman. There is no personal allusion in this paragraph, for I do not remember ever offering friendly courtesies without gaining more from their acceptance than did the recipient. I am not speaking of orders now, for my friend can pay me in many kinds of coin. Frequently the most pleasant is that of a returned friendship.

The ideal salesman to-day is the man who tries his best to live up to the best traditions of his house; who meets his customer candidly and honestly, offering him what he has in a straightforward way; who explains market conditions to the best of his ability, but does not force a sale beyond the buyer's requirements; who goes about his business methodically, acts promptly, does not dicker for a price but makes his best price first; who knows absolutely what he is talking about and has sufficient magnetism to make his story a real thing of blood, not a lifeless corpse of trade, and lastly, but first in importance, treats the buyer as he would like to be treated himself. Frank Stowell.

No Brute.

"Did you strike this man in an excess of irascibility?"

"No, sah; I done hit him in the stummick."

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

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

Side Lights on the Metropolis of Otsego County.

Gaylord, March 29—Gaylord with a population of 2,000, is the county seat of Otsego county. It is located on the M. C. and B. C., G. & A. R. R., in Bagley and Livingston townships, 119 miles north of Bay City, 229 north of Detroit and sixty-three south of Mackinaw City. It dates its settlement from 1874, was incorporated as a village in 1881 and was originally known as Barnes. A very fertile and productive farming section surrounds the county seat and potatoes are grown very extensively. Five potato warehouses are located here and handle the product very satisfactorily to the farmer.

The Otsego County Agricultural and Mechanical Society grounds, located just outside the city limits, are the finest in Northern Michigan. Each year the Otsego county fair puts forth an effort to go the year previous one better and from points of attendance, exhibits and finance seem to succeed. This year promises to be a hummer. Stephen's Field, one of the largest and most completely equipped base ball parks in the State, is owned and conducted by Henry Stephens. Gaylord has five churches, two banks, two newspapers, two auto garages, up-to-date stores, with full stocks of merchandise in their various lines, fine schools and a \$27,000 high school building, a commodious brick court house, municipally owned water works and electric light plant, cement sidewalks and a Commercial Club that is on the hunt for industries that are looking for a live town in which to settle.

Gaylord's big industries are the Gaylord Manufacturing Co., which manufactures wagons and lumber sleighs, having an extensive sale; the Michigan Woods Product Co., which has recently been re-organized with Mr. Leland, President of the Cadillac Motor Car Co., as its President. It is the largest plant of its kind in the United States manufacturing base ball bats and novelties in wood; the Dayton Last Block Works, which turns hardwood timber into last blocks for shoes. In the past Gaylord has been unfortunate in having some very serious fires, but instead of giving up in despair they get busy and very soon new buildings are erected to replace those destroyed which are a credit to the city. Extensive building will be going on this summer. Gaylord has a crack basket ball team and is a contender for the basket ball championship of Northern Michigan.

Carr & Son, the meat dealers, have a meat market that would be a credit to a city much larger than Gaylord and under the management of the junior member of the firm, Ernest F. Carr, is very ably conducted. Up-to-date fixtures are in vogue and with few exceptions they represent the handiwork of the manager. We will show a cut of the interior of this market in the near future.

Gussisberg Bros., the shoe and clothing men, are wide awake boys and have a very attractive store interior and windows and carry extensive stocks of reputable goods.

S. M. Jameson carries a complete stock of groceries and has an excellent store building.

F. C. Leonard, the grocer, is centrally located and has a good stock.

F. S. Walker & Son Co. are furniture dealers, with good quarters and full stocks.

A. E. Morrish has a neat and attractive store well stocked with everything in the line of drugs and drug sundries.

Allen Schreur carries a complete line of fresh and salt meats and has an excellent market.

The Otsego County State Bank is a strong asset of the business institutions at Gaylord.

Irvin Chase is a pioneer grocer and has a good stock and quarters.

Fred E. Morgan & Son are west end grocers and carry good stocks.

The Hotel Delmont is the home of the commercial men and they are well taken care of by the present proprietors, Charles York and Son.

The Tradesman is a regular weekly visitor at the places of business mentioned. W. R. Wagers.

Annual Meeting of Traverse City Council.

Traverse City, March 29—The annual meeting of Traverse City Council was held in the lodge rooms in the Bosch block Saturday afternoon. Many of the members made extra efforts to be present, with the result that the roll call found many ready to witness the initiating of one candidate. After some preliminary business the officers were elected for the ensuing year with the following result:

Senior Counselor—Hermann C. Hoffman.
Junior Counselor—William E. Bennett.

Past Counselor—Frank W. Wilson.
Secretary-Treasurer—Harry Hurley.
Conductor—Earl C. Knowlton.

Page—Sam B. Taylor.
Chaplain—Ray Thacker.
Sentinel—Otto Powers.

Executive Committee (two years)—J. C. Young, A. B. Jourdan; (one year) A. E. Ford, L. D. Miller.

Delegates to the Grand Council meeting in Lansing in June—H. C. Hoffmann, F. W. Wilson, Harry Hurley; alternates, W. F. Murphy, Ray Thacker, Dave Gingrich.

Delegate to the Secretaries' Meeting in Columbus—Harry Hurley.

Later in the evening Senior Counselor Hoffmann appointed the following committees for the year:

Sub-Legislative—W. A. White, Jack Cheney, Alva Cruzen.

Sick and Floral—Harry Hurley, Carl Ruebekam, R. W. Lyon, Traverse City; G. A. Carlson, Cadillac; E. C. Beadle, Manistee.

Men's Entertainment Committee—C. C. Knapp, Fred Atkinson, W. J. Walker, W. F. Morford, S. B. Taylor.

Ladies' Entertainment Committee—Mrs. C. C. Knapp, Mrs. Fred Atkinson, Mrs. W. F. Walker, Mrs. W. F. Morford, Mrs. Harry Hurley, Mrs. A. E. Ford.

At 6:30 a supper was served that took more of the nature of a banquet. This was for the members and their families and over 100 were cared for.

As soon as the supper was cleared the company returned to the lodge room, where State Secretary Fred C. Richter, acting in the capacity of grand installing officer, and W. F. Murphy as conductor, installed the newly elected officers.

The floor was cleared and the remainder of the evening, until a late hour was devoted to dancing. The Council is in the most prosperous condition and the membership the largest in its history.

The woman who told a Buffalo judge that the reason she quarreled with her husband was because she lost her temper, was advised to advertise for it in the newspapers the next time she lost it. If she couldn't do that, he thought she ought to notify the moving picture men and let them get a reel with plenty of action to it. This advice was given because the woman had been chasing her husband on the street, throwing dishes at him. The pursuit would have delighted a moving picture man, but for a little while he need not have his camera ready for action. The couple will make another attempt to live peacefully together.

A clear conscience is a mighty good sleep-inducer.

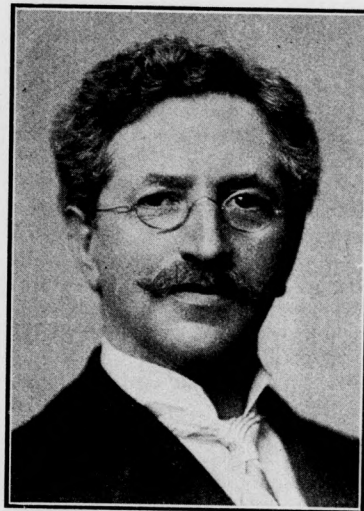
INTO THE HEREAFTER.

Phineas Medalie, General Dealer at Mancelona.

Petoskey, March 30—Phineas Medalie, a pioneer business man of Mancelona, died in one of the local hospitals late Saturday night. He was 65 years of age and was well known throughout Northern Michigan. The body was taken to Bay City for interment.

The Tradesman regrets that it has received no further particulars regarding the death of Mr. Medalie, who had been engaged in trade at Mancelona twenty-five years. The following biographical sketch of the deceased appeared in the Tradesman Oct. 31, 1900:

In the line of descent it is a source of pride, even in democratic America, to look backward and forward and be glad. That is the condition of things, so far as the subject of this sketch is concerned. Born in Kurland, Russia, on May 24, 1849—a day he cele-



The Late Phineas Medalie.

brates with the English Queen—he is proud of his parentage and is convinced that, if he does not reach the apex of his ambition, the result will be due to no taint of blood. His father was a natural born schoolmaster. Aside from a remarkable fund of information—the genuine teacher's stock in trade—blessed with a memory as discriminating as it was tenacious, and the conscious possessor of a skilful pen, the father assumed the training of his boy from the first and carried out in the family what theories Froebel carried out in his school.

Having reached his majority under such favorable circumstances, there were fairer promises for trained brains and empty pockets in the United States than under the dense shadow of the Russian Bear and April 20, 1870, saw Mr. Medalie on one of the piers of New York with the Old World and the Atlantic behind him, penniless but not in debt, and the New World before him, ready to give him of her best if he should insist on that.

Chance or circumstance—it makes little difference which to the will that will have its way—took the young man first to Toledo, where H. Stettiner gave him something to do. It was only something; but it was a beginning, the only condition determined success exacts, and after five months of it the City of the Straits offered something better and the offer was promptly taken. The stay at Detroit was not a long one, nor was that much longer at Flint and Lapeer. West Branch, in Ogemaw county, he found more to his liking; and when the statement is made that he built there a store for dry goods and clothing and occupied it for two years, there comes to the hearer a thought of the empty pockets on the New

York pier with a wondering How? The Yankee calls it gumption and faculty, which the West has simmered down to "git." It is not a matter of spelling, however, and, when the two years were over, he took "it" with him to Cadillac in 1876 and, cheered and urged on by it, opened a store for dry goods, clothing and millinery. Twelve years of thrift went on when rumor reached Mr. Medalie that West Grand Forks, in North Dakota, had inducements in the way of business which it would be well to consider. They were found strong enough to listen to and they were taken advantage of for two years, when Mancelona, Mich., made an offer, which was at once accepted. That was in 1890, and the last ten years affirm that the change was not a mistake. So prosperous has been the business in Mr. Medalie's hands that it has expanded into a branch concern in Bellaire.

In tracing this tall oak from its traditional acorn it will be noticeable that not a single commercial cyclone has been too much for it. There have been storms and no lack of threatening weather; but, when the oak reaches far down and clutches the everlasting rocks, what matter if the clouds are black and the wind blows and the descending rains beat upon it? It laughs at the one, wrestles with the other, watches, exultant, the fleeing foe and, strengthened by the struggle, dares a renewal of the contest whenever it seems best. There has been no failure—there has been no fire! On the tenor of its way the business has gone, as it promises to do until its tireless manager gets enough of it.

Mr. Medalie is as fortunate in his social relations as he has been in his business life. In his wife, Nanie Frank, a Bavarian by birth, he found the light of his home life and, with five boys and two girls, who know what a real home is, he has all that the future can ask for to make the future history as fair as the past has been.

Five organizations greet Mr. Medalie with the glad hand. He is a Mason, an Odd Fellow—is there luck in Odd Fellows as there is in odd numbers?—a member of the Macca-bees, a Knight of Pythias and a member of the Sons of the Covenant; and, while he does not say it, there is more than a suggestion that each one of these societies got the best of the bargain when they "took him in!"

The William J. Burns Detective Agency notifies the Tradesman to warn merchants to be on the lookout for a "slick" stranger, who has contracted the habit of calling at banks and cashing worthless checks. The stranger answers to the name "Williams," but has a number of aliases. The supposed checks are usually drawn for \$25.

Hotel Breslin
Broadway at 29th St.
New York

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

A High-Class Hotel with Moderate Rates.

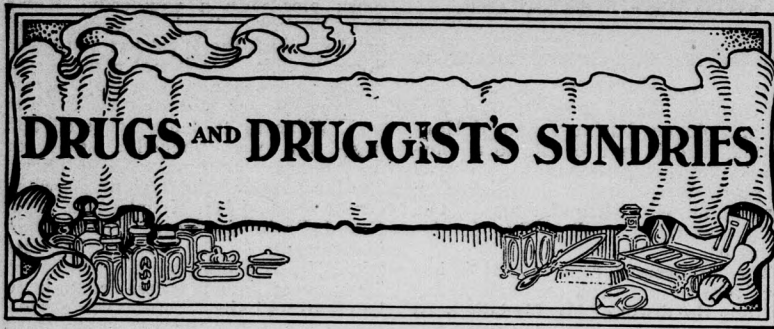
Exceptionally Accessible

500 Rooms—Reasonable Restaurant Charges

RATES:

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

UNDER SAME MANAGEMENT AS
COPLEY-PLAZA HOTEL, BOSTON
EDWARD C. FOGG, Managing Director
ROY L. BROWN, Resident Manager



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.
 Secretary—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.

How Much Should Compressed Tablets Vary in Weight?

In the manufacture of compressed tablets it is impossible to make every tablet of any particular lot weigh exactly the same as every other tablet. It is quite possible that a drug decision may be issued which will fix a legal standard for the maximum amount of variations which is allowable in the weight of compressed tablets, and the question naturally arises, how much variation should be allowable?

Before going into a discussion of the variation in the weight of tablets, I would first call your attention to the other methods of dispensing medicines in order that we may compare the variation in the individual doses by these methods with the variation in individual tablets.

The several methods of dispensing medicines are quite familiar to all of us. They may be classified roughly as powders, liquids, gelatine capsules, pills and tablets.

Powders.—In the early recollection of the writer, there is a very vivid picture of the family doctor seated at a table and preparing powders by measuring out portions from several bottles by means of his pen-knife or spatula. As to accuracy of this method of putting up prescriptions, there can be little doubt that there were great variations in the amounts of the different ingredients—variations amounting to 100 per cent. or more.

The usual method of preparing powders in the drug store consists of spreading out the properly weighed and mixed material as evenly as possible and dividing it into the requisite number of powders with the spatula. Is there any druggist who is willing to guarantee that the powders prepared in his pharmacy by this method will not vary more than 10 per cent., or even 20 per cent. in weight? And

yet this is the approved method of dispensing powders.

Liquids.—The two principal methods of giving liquids is by teaspoonfuls and by drops. How much variation do you suppose there is in teaspoonfuls as measured by different individuals, or even by the same individual at different times? It is safe to say that one man's conception of a teaspoonful may be twice that of another. A test carried out by the writer to determine the variation in a teaspoonful of water is measured by ten different persons using the same teaspoon showed a variation of 71 per cent. A still larger variation might be expected if different teaspoons were used.

The other method of dispensing liquids, by drops, is used for more concentrated and more active solutions. It might naturally be expected that this method of dispensing would be very accurate, and yet we all know that there is a big variation in the size of drops. The size of a standard drop has been well defined. However the difficulties of specifying and preparing a dropper that would deliver a standard drop were so many that the Committee of Revision of the U. S. Pharmacopoeia has refused to recognize a standard dropper.

The size of a drop depends on the consistency of the liquid and size and kind of surface from which it is dropped. A pipette with a large opening will deliver twice as much water to the drop as one with a small opening. Here, then, again we have another variation of 100 per cent. in this means of dispensing liquids.

Capsules.—Happy is the druggist who has a prescription to fill calling for capsules, for these do not vary in size. He has only to weigh out the proper amount of material and fill it into the proper number of capsules. But, alas! he must divide the powder as before in the case of dispensing powders or he must fill the capsules full until the material is all used, and guess at the amount in each. Have you ever weighed the contents of ten capsules put up in your store and noted the variation in the weight of individual capsules? Don't do it? Send a prescription for capsules to your nearest competitor and weigh ten of his capsules individually, and then you will have something to talk about.

But enough of powders, liquids and capsules. How about the variation in the weight of compressed tablets? Here the pharmacist can be excused from responsibility for the accurate weight of these rests largely with the pharmaceutical manufacturers who make the bulk of all pills and tablets. Tablets can be divided into two

classes according to the method of manufacture; namely, compressed tablets and tablet triturates. The several steps in the manufacture of compressed tablets are, first, the milling and mixing of the various ingredients until the mixture is entirely uniform; second, the conversion of the powdered material into fine granules that will feed properly in the machines; third, the compressing of the granulated material into tablets by the tablet machines. The last step is the one that controls the size of the tablets. The tablet machine first measures a quantity of the granulation and is then compressed into a tablet by a punch and die. The size of the tablets can be controlled readily by the operator by regulating the size of the measuring chamber, but the variation in the weight of the individual tablets depends on the accuracy with which the machine measures the granulation and the uniformity of the latter.

In preparing a lot of tablets, the operator first adjusts his machine until it will deliver ten or twenty tablets that will weigh exactly the required number of grains. He is then ready to run out the whole lot, but it is quite necessary that samples be taken at frequent intervals and the weight checked, in order to see that the machine stays properly adjusted. If at the end of the operation the tablets be counted and the actual yield be compared with the theoretical, the amount of variation can be calculated. In looking over the records for several large lots of tablets taken at random from our files, the writer finds a variation of 2 per cent. or less from the theoretical yield. On one lot the material for 2,000,000 tablets was made into 2,002,594 tablets, while another lot of material for 3,000,000 tablets actually gave 3,010,404, which is a variation of 0.1 per cent. and 0.3 per cent. respectively.

When we compare the accuracy with which this material has been divided into the required number of doses with the crudeness with which a thousand-gallon lot of elixir gets divided into the required number of doses by the many consumers, the slight variation in the yield of the tablets is entirely lost sight of.

Now let us consider the variation in the weight of the individual tablets themselves. It would be an endless and entirely impracticable task to attempt to weigh individually all of any large lot of tablets. Ten tablets were taken at random from each of ten different lots that had been made by different machines and the tablets were weighed separately. The maximum variation was found to be 9 per cent. from the average, and only seven tablets in the hundred to vary more than 5 per cent. from the average. This variation is certainly very much less than with any of the other methods of dispensing medicines. Does it not seem, therefore, that an occasional variation of 10 per cent. or even 15 per cent. in the weight of one tablet from the average weight of 100 tablets should be legally allowable? Such a variation would be considered small by the other methods of administering medicines.

In conclusion the writer wishes to emphasize the following:

1. That the methods of dispensing powders, liquids and capsules present wide variations in the individual dose.
2. That tablets are by far the most accurate means of dispensing medicine.
3. That the average weight of a large number of tablets should obtain the exact amount of the ingredients claimed by the label.
4. That a permitted variation of 10 per cent. or 15 per cent. in the weight of individual tablets would not be excessive as a legal standard.

C. H. Briggs.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

Ithaca will soon have gas for light, heat and cooking, the Gratiot County Gas Co. having pipes almost laid, making connections with that town.

Petoskey is expecting a big resort season and reports letters of enquiry regarding accommodations from all over the United States.

The Manistee Resort Association has engaged a paid secretary and the summer advantages of that city and its environs will be published far and wide.

The Muskegon Board of Education has appropriated \$200 for fitting up a tract of about two acres lying north of Hackley field, which will be fenced and fertilized for use in connection with the agricultural course in the schools.

Muskegon Heights voted down the proposed appropriation of \$11,000 for an addition to the Glendale school.

Kalamazoo will take a referendum vote April 5 on three propositions, as follows: "Shall the city council be directed to take necessary steps to submit a bond issue of approximately \$975,000 to provide a municipal gas plant?" "Shall the city council be directed to negotiate with the gas company for a new franchise at a price of 85 cents per 1,000 cubic feet, the city to have option to purchase the gas plant on six months' notice?" "Shall the city council be directed to submit a bond issue to provide electric light and power to people of the city from a municipal gas plant?" A three-fifths vote will be necessary to carry any one of the propositions.

Albion is arranging for its first annual homecoming, to be held in August.

Kalamazoo has bought three miles of copper wire for use in extensions by the lighting department, the price being \$14.95 per 100 lbs. The lowest bid on copper wire last year was \$15.75.

The Ludington Board of Trade is issuing 15,000 copies of a booklet advertising Ludington and her summer charms.

A building boom is on at the Soo, with the new high school at the head of the list.

Kalamazoo will send out a force of sanitary inspectors in April on a house-to-house hunt for garbage, rubbish and dirt of every sort. The aim is to make the city the cleanest in Michigan and incidentally to "swat the fly."

The Park Board of Flint is asking for a city forestry department and supervision of the planting of all trees and shrubbery, also for municipal bath houses and a cleaning up of the river banks.

The Battle Creek Board of Education will not suggest, recommend, demand or mix-up in any way, shape or manner with the kind of gowns worn by the high school graduates this year. "We have found" says President Wells "that the families in moderate circumstances do not look favorably on any suggestions of plain graduation gowns. They feel that this is the one chance of a lifetime for the daughter to display herself before the public and that she should be dressed becomingly no matter what the cost. Quite unexpectedly we have found that the objection came from poor people, not from the well-to-do."

Coldwater people are asking for dollar gas. The price at present is \$1.25 to \$1.50 per thousand feet.

Carson City business men have organized, with Dr. J. P. Taylor as President and F. S. Caswell as Secretary. Almond Griffen.

The authorities of the New York Stock Exchange are reported to be investigating the recent advance in motor shares, which have been among the most prominent in the trading and have scored great advances. Possibly it is considered improper for stock to advance, so habituated has the trading class become to declines in the past year or two. To the outsider

it has seemed that the rise was legitimate, based on the business of the companies. The fact that a stock goes up and that somebody makes a profit should not be considered a wickedness except from the point of view of the Government. Bethlehem Steel also has been a good deal of a performer in that line, and this seemingly in spite of everything that could be done by the people operating the company to keep the price down.

Fundamentally, business is on a thoroughly sound basis, and ought to increase later in the year. With the exception of corn, farmers have disposed of the greater part of their grains, and for what they have left they are securing higher prices. Corn is held for still higher prices; with spring work starting wherever weather conditions permit, there is little disposition on the part of farmers to sell and deliver grains in volume. This, of itself, no doubt, restricts interior trade to immediate necessities.

The firm of Ayoub & Thomas has succeeded Joseph Dipiazza in the confectionery business at 725 South Division avenue.

Better a woman with rosy cheeks than a man with a rosy nose.

THE GRAND RAPIDS VETERINARY COLLEGE
 Offers a Three Years' Course in Veterinary Science
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WHOLESALE DRUG PRICE CURRENT

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

| | | |
|---|--------------------------------------|---|
| Acetic 6 @ 8 | Mustard, true . . . 9 00@9 50 | Ipecac @ 75 |
| Boric 10 @ 15 | Mustard, artifl 3 00@3 25 | Iron, clo. @ 60 |
| Carbolic 1 20@1 25 | Neatsfoot 65 @ 75 | Kino @ 80 |
| Citric 63 @ 75 | Olive, pure 2 50@3 50 | Myrrh @ 1 05 |
| Muriatic 1 1/2 @ 5 | Olive, Malaga, | Nux Vomica @ 70 |
| Nitric 5 1/2 @ 10 | yellow 1 55@1 65 | Opium @ 2 75 |
| Oxalic 23 @ 30 | Olive, Malaga, | Opium, Capmh. @ 90 |
| Sulphuric 1 1/2 @ 5 | green 1 50@1 60 | Opium, Deodorz'd @ 2 75 |
| Tartaric 53 @ 55 | Orange Sweet 2 25@2 50 | Rhubarb @ 70 |
| Ammonia 6 1/4 @ 10 | Organum, pure @ 2 50 | |
| Water, 26 deg. . . . 4 1/2 @ 6 | Organum, com'l @ 7 75 | Paints |
| Water, 18 deg. . . . 4 1/2 @ 6 | Pennyroyal @ 2 75 | Lead, red dry . . . 7 @ 8 |
| Water, 14 deg. . . . 3 1/2 @ 6 | Peppermint 2 50@2 75 | Lead, white oil 7 @ 8 |
| Carbonate 13 @ 16 | Rose, pure 14 50@16 00 | Lead, white oil 7 @ 8 |
| Chloride 10 @ 25 | Rosemary Flws 1 50@1 75 | Ochre, yellow bbl. 1 @ 1 1/2 |
| Balsams | Sandalwood, E. | Putty 2 @ 5 |
| Copaiba 75 @ 1 00 | I 6 50@6 75 | Red Venet . . . 2 1/2 @ 1 1/2 |
| Fir (Canada) . . . 1 50@1 75 | Sassafras, true @ 1 10 | Red Venet n bbl. 1 @ 1 1/2 |
| Fir (Oregon) . . . 40 @ 50 | Sassafras, artifl @ 60 | Red Venet n less 2 @ 1 1/2 |
| Peru 3 50@3 75 | Spearmint 3 25@3 50 | Sperm 90 @ 1 00 |
| Tolu 75 @ 1 00 | Tansy 4 00@4 25 | Vermilion, Eng. 1 25@1 50 |
| Berries | Tar, USP 30 @ 40 | Vermilion, Amer 15 @ 20 |
| Cubeb 85 @ 90 | Turpentine, bbls. @ 48 | Whiting, bbl. . . . 1 1-10@1 1/4 |
| Fish 15 @ 20 | Turpentine, less 55 @ 60 | Whiting @ 70 |
| Juniper 10 @ 15 | Wintergreen, true @ 5 00 | L. H. P. Prep'd 1 25@1 35 |
| Prickley Ash . . . @ 50 | Wintergreen, sweet | |
| Barks | birch 3 00@3 25 | Insecticides |
| Cassia (ordinary) 25 @ 30 | Wintergreen, art 1 75@2 00 | Arsenic 12 @ 15 |
| Cassia (Salgon) 65 @ 75 | Wormseed . . . 3 50@4 00 | Blue Vitrol, bbl. @ 6 1/2 |
| Elm (powd. 35c) 30 @ 35 | Wormwood . . . 4 00@4 25 | Blue Vitrol, less 7 @ 10 |
| Sassafras (pow. 30c) @ 25 | | Bordeaux Mix Pat 8 @ 15 |
| Soap Cut (powd. 25c) 20 @ 25 | Potassium | Hellebore, White |
| Extracts | Bicarbonate 25 @ 30 | powdered 15 @ 20 |
| Licorice 27 @ 30 | Bichromate 20 @ 25 | Insect Powder . . . 25 @ 40 |
| Licorice powdered 30 @ 35 | Bromide 95 @ 1 05 | Lead Arsenate . . . 8 @ 16 |
| Flowers | Carbonate 28 @ 35 | Lime and Sulphur |
| Arnica 30 @ 40 | Chlorate, xtal and | Solution, gal. . . . 15 @ 25 |
| Chamomile (Ger.) 55 @ 60 | powdered 48 @ 50 | Paris Green . . . 15 @ 20 |
| Chamomile (Rom) 55 @ 60 | Chlorate, granular 53 @ 55 | |
| Gums | Cyanide 25 @ 40 | Miscellaneous |
| Acacia, 1st 50 @ 60 | Iodide @ 3 77 | Acetanolid 90 @ 1 00 |
| Acacia, 2nd 45 @ 50 | Permanaganate . . . 55 @ 60 | Alum 5 @ 8 |
| Acacia, 3d 40 @ 45 | Prussiate, yellow 48 @ 50 | Alum, powdered and |
| Acacia, Sorts . . . 20 @ 25 | Prussiate, red . . . 75 @ 80 | ground 7 @ 10 |
| Acacia, powdered 30 @ 40 | Sulphate 20 @ 25 | Bismuth, Subni- |
| Aloes (Barb. Pow) 22 @ 25 | Roots | trate 2 97@3 00 |
| Aloes (Cape Pow) 20 @ 25 | Alkanet 30 @ 35 | Borax xtal or |
| Aloes (Soc. Pow.) 40 @ 50 | Blood, powdered 20 @ 25 | powdered 6 @ 12 |
| Asafoetida 60 @ 75 | Calamus 40 @ 70 | Cantharades po 2 00@7 00 |
| Asafoetida, Powd. | Elecampane, pvd. 15 @ 20 | Calomel 1 23 @ 1 34 |
| Pure @ 1 00 | Gentian, powd. . . . 15 @ 25 | Capsicum 30 @ 35 |
| U. S. P. Powd. @ 1 25 | Ginger, African, | Carmine 4 25@4 50 |
| Camphor 56 @ 60 | powdered 15 @ 20 | Cassa Buds . . . @ 40 |
| Guaiaac 50 @ 55 | Ginger, Jamaica | Cloves 30 @ 35 |
| Guaiaac, powdered 55 @ 60 | powdered 22 @ 28 | Chalk Prepared 6 @ 8 1/2 |
| Kino 70 @ 75 | Ginger, Jamaica, | Chalk Precipitated 7 @ 10 |
| Kino, powdered 75 @ 80 | powdered 22 @ 28 | Chloroform 37 @ 43 |
| Myrrh @ 40 | Goldenseal pow. 6 50@7 00 | Chloral Hydrate 1 00@1 20 |
| Myrrh, powdered @ 50 | Ipecac, powd. . . . @ 3 50 | Cocaine 4 60@4 90 |
| Opium 9 30@9 50 | Licorice 18 @ 20 | Cocoa Butter . . . 55 @ 65 |
| Opium, powd. 11 00@11 25 | Licorice, powd. 12 @ 15 | Corks, list, less 70% |
| Opium, gran. 11 50@12 00 | Orris, powdered 30 @ 35 | Copperas, bbls. . . . @ 01 |
| Shellac 28 @ 35 | Poke, powdered 20 @ 25 | Copperas, less . . . 2 @ 3 |
| Shellac, Bleached 30 @ 35 | Rhubarb 75 @ 1 00 | Copperas, powd. 4 @ 6 |
| Tragacanth | Rhubarb, powd. 75 @ 1 25 | Corrosive Sublim. 1 25@1 35 |
| No. 1 2 25@2 50 | Rosinweed, powd. 25 @ 30 | Cream Tartar . . . 36 @ 40 |
| Tragacanth pow 1 25@1 50 | Sarsaparilla, Hond. | Cuttlebone 35 @ 40 |
| Turpentine 10 @ 15 | ground @ 65 | Dextrine 7 @ 10 |
| Leaves | Sarsaparilla Mexican, | Dover's Powder . . . @ 2 50 |
| Buchu 2 25@2 50 | ground 30 @ 35 | Emery, all Nos. 6 @ 10 |
| Buchu, powd. 2 50@2 75 | Squills 20 @ 35 | Emery, powdered 5 @ 8 |
| Sage, bulk 28 @ 35 | Squills, powdered 40 @ 60 | Epsom Salts, bbls @ 2 |
| Sage, 1/2s loose . . . 35 @ 40 | Tumeric, powd. 12 @ 15 | Epsom Salts, less 3 @ 5 |
| Sage, powdered 30 @ 35 | Valerian, powd. 25 @ 30 | Ergot 2 00@2 25 |
| Senna, Alex 30 @ 35 | | Ergot, powdered 2 75@3 00 |
| Senna, Tinn. . . . 20 @ 30 | Seeds | Flake White 15 @ 20 |
| Senna Tinn powd 25 @ 30 | Anise 20 @ 25 | Formaldehyde lb. 10 @ 15 |
| Uva Ursi 18 @ 20 | Anise, powdered @ 25 | Gambler 10 @ 15 |
| Oils | Bird, ls @ 12 | Gelatine 40 @ 50 |
| Almonds, Bitter, | Canary 12 @ 15 | Glassware, full cases 80% |
| true 6 50@7 00 | Caraway 15 @ 20 | Glassware, less 70 & 10% |
| Almonds, Bitter, | Cardamon 2 00@2 25 | Glauber Salts bbl. @ 1 1/4 |
| artificial . . . 1 50@1 75 | Celery (powd. 40) 30 @ 35 | Glauber Salts less 2 @ 3 |
| Almonds, Sweet, | Coriander 10 @ 18 | Glue, brown . . . 11 @ 15 |
| true 1 25@1 50 | Dill 20 @ 25 | Glue, brown grd. 10 @ 15 |
| Almonds, Sweet, | Fennel 40 @ 45 | Glue, white . . . 15 @ 25 |
| imitation . . . 50 @ 60 | Flax 5 @ 10 | Glue, white grd. 15 @ 20 |
| Amber, crude . . . 25 @ 30 | Flax, ground . . . 5 @ 10 | Glucine 24 1/2 @ 35 |
| Amber, rectified 40 @ 50 | Foenugreek, pow. 8 @ 10 | Hops 45 @ 60 |
| Anise 2 00@2 25 | Hemp @ 7 | Indigo 1 50@1 75 |
| Bergamont . . . 4 50@4 75 | Lobelia @ 50 | Iodine 4 65@4 80 |
| Cajeput 1 35@1 60 | Mustard, yellow 16 @ 20 | Iodoform . . . 5 20@5 80 |
| Cassia 1 75@2 00 | Mustard, black 16 @ 20 | Lead Acetate . . . 15 @ 20 |
| Castor, bbls. and | Mustard, powd. 20 @ 25 | Lycopodium . . . 1 50@1 75 |
| cans 12 1/2 @ 15 | Poppy 15 @ 20 | Mace 85 @ 90 |
| Cedar Leaf . . . 30 @ 1 00 | Quince 1 00@1 25 | Mace, powdered 95 @ 1 00 |
| Citronella 1 00@1 10 | Rape @ 15 | Menthol 3 50@3 75 |
| Cloves 1 60@1 75 | Sabadilla . . . @ 35 | Menthol 3 75@4 00 |
| Cocconut 20 @ 25 | Sabadilla, powd. @ 40 | Morphine . . . 5 65@5 90 |
| Cod Liver . . . 1 75@2 00 | Sunflower . . . 15 @ 20 | Nux Vomica . . . @ 15 |
| Cotton Seed . . . 85 @ 1 00 | Worm American 20 @ 25 | Nux Vomica pow @ 20 |
| Croton 2 00@2 25 | Worm Levant . . . 75 @ 85 | Pepper, black pow @ 30 |
| Cupbebs 4 25@4 50 | Flintures | Pepper, white . . . @ 35 |
| Eigeron 2 00@2 25 | Aconite @ 75 | Pitch, Burgundy @ 15 |
| Eucalyptus . . . 1 00@1 20 | Aloes @ 65 | Quassia 10 @ 15 |
| Hemlock, pure . . . @ 1 00 | Arnica @ 75 | Quinine, all brds 30 @ 40 |
| Juniper Berries 2 00@2 25 | Asafoetida . . . @ 1 35 | Rochelle Salts . . . 26 @ 30 |
| Juniper Wood . . . 70 @ 90 | Belladonna . . . @ 1 65 | Saccharine . . . 3 00@3 50 |
| Lard, extra . . . 80 @ 90 | Benzoin @ 1 00 | Salt Peter 12 @ 16 |
| Lard, No. 1 . . . 65 @ 75 | Benzoin Compo'd @ 1 00 | Selditz Mixture 25 @ 30 |
| Laven'r Flowers @ 6 00 | Buchu @ 1 50 | Soap, green . . . 15 @ 20 |
| Lavender, Gar'n 1 25@1 40 | Cantharadics . . . @ 1 80 | Soap, mott castile 12 @ 15 |
| Lemon 2 00@2 25 | Capsicum . . . @ 90 | Soap, white castile |
| Linseed, boiled, bbl. @ 65 | Cardamon . . . @ 1 50 | case @ 6 75 |
| Linseed, bld, less 70 @ 74 | Cardamon, Comp. @ 1 00 | Soap, white castile |
| Linseed, raw, bbl. @ 64 | Catechu . . . @ 1 00 | less, per bar . . . @ 75 |
| Linseed, raw, less 69 @ 73 | Cinchona . . . @ 1 65 | Soda, Ash 1 1/4 @ 5 |
| | Colchicum . . . @ 75 | Soda Bicarbonate 1 1/2 @ 5 |
| | Cubebs . . . @ 1 20 | Soda, Sal . . . @ 1 4 |
| | Digitalis . . . @ 80 | Spirits Camphor @ 75 |
| | Gentian . . . @ 75 | Sulphur roll . . . 2 1/2 @ 5 |
| | Ginger . . . @ 95 | Sulphur Subl. . . . 3 @ 5 |
| | Gualac . . . @ 1 05 | Tamarinds . . . 15 @ 20 |
| | Gualac Ammon. @ 80 | Tartar Emetic . . . @ 60 |
| | Iodine . . . @ 2 00 | Turpentine Venice @ 50 |
| | Iodine, Colorless @ 2 00 | Vanilla Ex. pure 1 00@1 50 |
| | | Witch Hazel . . . 65 @ 1 00 |
| | | Zinc Sulphate . . . 7 @ 10 |

1 9 1 5
Seasonable Goods

Linseed Oil Turpentine
White Lead Dry Colors

Sherwin Williams Company
Shelf Goods and Varnishes

Colonial House and Floor Paints
Kyanize Finishes and Boston Varnishes

Japalac Fixall

We solicit your orders for above and will ship promptly.

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Grand Rapids, Mich.

GROCERY PRICE CURRENT

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

ADVANCED

DECLINED

Flour
Rolled Oats

Index to Markets

By Columns

Table with columns for product categories (A-M, N, O, P, R, S, T, V, W, Y) and corresponding prices.

Main table with columns 1 and 2, listing various grocery items like Ammonia, Axle Grease, Baked Beans, etc., with their respective prices.

Table with columns 3, 4, and 5, listing items like Cheese, Chocolate, Cocoa, Coffee, and various nuts and oils.

6

Table with 2 columns: Item Name and Price. Includes Saltines, Seaforn, Snaparoons, Spiced Jumbles, Sugar Fingers, Sugar Crimp, Sultana Fruit Biscuit, Sweethearts, Vanilla Wafers, Butter, Excelsior Butters, NBC Square Butters, Seymour Round, Soda, NBC Sodas, Premium Sodas, Select Sodas, Saratoga Flakes, Saltines, Oyster, NBC Picnic Oysters, Gem Oysters, Shell, Sugar Wafer Specialties, Adora, Nabisco, Nabisco, Festino, Festino, Above quotations of National Biscuit Co., CREAM TARTAR, Barrels or Drums, Boxes, Square Cans, Fancy Caddies, DRIED FRUITS, Apples, Evaporated Choice blk, Evaporated Fancy pkg, Apricots, California, Citron, Corsican, Currants, Imported, 1 lb. pkg., Imported, bulk, Peaches, Muirs—Choice, Muirs—Fancy, Fancy, Peeled, Peel, Lemon, American, Orange, American, Raisins, Cluster, 20 cartons, Loose Muscatels, L. M. Seeded, California Prunes, Beans, California Limas, Med. Hand Picked, Brown Holland, Farina, 25 1 lb. packages, Bulk, per 100 lb., Original Holland Rusk, Packed 12 rolls to container, 3 containers (40) rolls, Hominy, Pearl, 100 lb. sack, Maccaroni and Vermicelli, Domestic, 10 lb. box, Imported, 25 lb. box, Pearl Barley, Chester, Portage, Peas, Green, Wisconsin, Green, Scotch, Split, lb., East India, German, sacks, German, broken pkg., Tapioca, Flake, 100 lb. sacks, Pearl, 36 pkgs., Minute, 36 pkgs., FISHING TACKLE, 1/2 to 1 in., 1 1/2 to 2 in., 2 in., Cotton Lines, No. 1, 10 feet, No. 2, 15 feet, No. 3, 15 feet, No. 4, 15 feet, No. 5, 15 feet, No. 6, 15 feet, No. 7, 15 feet, No. 8, 15 feet, No. 9, 15 feet, Linen Lines, Small, Medium, Large.

7

Table with 2 columns: Item Name and Price. Includes Bamboos, Poles, FLAVORING EXTRACTS, Jennings D C Brand, Extract Lemon Terpeness, Extract Vanilla Mexican, Both at the same price, No. 1, F box, No. 2, F box, No. 4, F box, No. 3, 2 1/2 oz. Taper, No. 2, 1 1/2 oz. flat, FLOUR AND FEED, Grand Rapids Grain & Milling Co., Winter Wheat, Purity Patent, Matchless, Fancy Spring, Wizard Graham, Wizard Gran. Meal, Wizard Buckw't cwt, Rye, Valley City Milling Co., Lily White, Light Loaf, Graham, Granena Health, Gran. Meal, Bolted Med, Voigt Milling Co., Voigt's Crescent, Voigt's Royal, Voigt's Flourloigt, Voigt's Hygienic Graham, Watson-Higgins Milling Co., Perfection Buckwheat Flour, Perfection Flour, Tip Top Flour, Golden Sheaf Flour, Marshalls Best Flour, Worden Grocer Co., Quaker, paper, Quaker, cloth, Kansas Hard Wheat, Voigt Milling Co., Calia Lily, Worden Grocer Co., American Eagle, American Eagle, American Eagle, Spring Wheat, Roy Baker, Mazzeppa, Golden Horn, bakers, Wisconsin Rye, Bohemian Rye, Judson Grocer Co., Ceresota, Ceresota, Ceresota, Voigt Milling Co., Columbian, Worden Grocer Co., Wingold, Wingold, Wingold, Wingold, Meal, Bolted, Golden Granulated, Wheat, New Red, New White, Oats, Michigan carlots, Less than carlots, Corn, Carlots, Less than carlots, Hay, Street Car Feed, No. 1 Corn & Oat Fd, Cracked Corn, Coarse Corn Meal, FRUIT JARS, Mason, pts., Mason, qts., Mason, 1/2 gal. per gro., Mason, can tops, GELATINE, Cox's, Knox's Sparkling, Knox's Sparkling, Knox's Acid'd doz., Nelson's, Oxford, Plymouth Rock, Plymouth Rock, Plain, GRAIN BAGS, Broad Gauge, Amoskeag, Herbs, Sage, Hops, Laurel Leaves, Senna Leaves, HIDES AND PELTS, Hides, Green, Cured, Bacon.

8

Table with 2 columns: Item Name and Price. Includes Calfskin, green, Calfskin, green, Calfskin, cured, Calfskin, cured, Pelts, Old Wool, Lambs, Shearlings, Tallow, No. 1, No. 2, Wool, Unwashed, med., Unwashed, fine, HORSE RADISH, Per doz., Jelly, 5 lb. pails, 15 lb. pails, 30 lb. pails, JELLY GLASSES, 1/2 pt. in bbls., 1/2 pt. in bbls., 8 oz. capped in bbls., MAPLEINE, 2 oz. bottles, 1 oz. bottles, 1/2 oz. bottles, MINCE MEAT, Per case, MOLASSES, New Orleans, Fancy Open Kettle, Choice, Good, Fair, Half barrels 2c extra, Red Hen, No. 2 1/2, Red Hen, No. 5, Red Hen, No. 10, MUSTARD, 1/2 lb. 6 lb. box, OLIVES, Bulk, 1 gal. kegs, Bulk, 2 gal. kegs, Bulk, 5 gal. kegs, Stuffed, 5 oz., Stuffed, 8 oz., Stuffed, 14 oz., Pitted (not stuffed), 14 oz., Manzanilla, 8 oz., Lunch, 10 oz., Lunch, 16 oz., Queen, Mammoth, 19 oz., Queen, Mammoth, 28 oz., Olive Chow, 2 doz. cs., PICKLES, Medium, Barrels, 1,200 count, Half bbls., 600 count, 5 gallon kegs, Small, Barrels, Half barrels, 5 gallon kegs, Gherkins, Barrels, Half barrels, 5 gallon kegs, Sweet Small, Barrels, Half barrels, 5 gallon kegs, PIPES, Clay, T. D. full count, Cob, PLAYING CARDS, No. 90, Steamboat, No. 15, Rival assorted, No. 20, Rover, enam'd, No. 572, Special, No. 98 Golf, Satin fin, No. 808, Bicycle, No. 632 Tourn't whist, POTASH, Babbitt's, 2 doz., PROVISIONS, Barreled Pork, Clear Back, Short Cut Clr, Bean, Brisket, Clear, Pig, Clear Family, Dry Salt Meats, S P Bellies, Lard, Pure in tierces, Compound Lard, 80 lb. tubs, 50 lb. tubs, 20 lb. pails, 5 lb. pails, 8 lb pails, Smoked Meats, Hams, 14-16 lb., Hams, 16-18 lb., Hams, 18-20 lb., Ham, dried beef, sets, California Hams, Picnic Boiled, Hams, Boiled Hams, Minced Ham, Bacon.

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Table with 2 columns: Item Name and Price. Includes Bologna, Liver, Frankfort, Pork, Veal, Tongue, Headcheese, Sausages, Boneless, Rump, new, Pig's Feet, 1/2 bbls., 40 lbs., 1/2 bbls., 80 lbs., 1 bbl., Tripe, Kits, 15 lbs., 1/4 bbls., 40 lbs., 3/8 bbls., 80 lbs., Casings, Hogs, per 1/2, Beef, rounds, set, Beef, middles, set, Sheep, per bundle, Uncolored Butterine, Solid Dairy, Country Rolls, Canned Meats, Corned beef, 2 lb., Corned beef, 1 lb., Roast beef, 2 lb., Roast beef, 1 lb., Potted Meat, Ham, Flavor, 1/2, Potted Meat, Ham, Flavor, 1/2, Deviled Meat, Ham, Flavor, 1/2, Deviled Meat, Ham, Flavor, 1/2, Potted Tongue, Potted Tongue, RICE, Fancy, Japan Style, Broken, ROLLED OATS, Rolled Avenna, Steel Cu, 100 lb. sks., Monarch, bbls., Monarch, 90 lb. sks., Quaker, 18 Regular, Quaker, 20 Family, SALAD DRESSING, Columbia, 1/2 pt., Columbia, 1 pint, Durkee's, large, Durkee's, small, Snider's, large, Snider's, small, SALERATUS, Packed 60 lbs. in box, Arm and Hammer, Wyandotte, SAL SODA, Granulated, bbls., Granulated, 100 lbs. cs., Granulated, 36 pkgs., SALT, Common Grades, 100 3 lb. sacks, 70 4 lb. sacks, 60 5 lb. sacks, 28 10 lb. sacks, 56 lb. sacks, 20 28 lb. sacks, Warsaw, 56 lb. sacks, 28 lb. dairy in drill bags, Solar Rock, 56 lb. sacks, Common, Granulated, Fine, Medium, Fine, SALT FISH, Cod, Large, whole, Small, whole, Strips or bricks, Pollock, Smoked Salmon, Strips, Halibut, Strips, Chunks, Holland Herring, Y. M. wh. hoop bbls., Y. M. wh. hoop 1/2 bbls., Y. M. wh. hoop kegs, Y. M. wh. hoop Milchers, Standard, bbls., Standard, 1/2 bbls., Standard, kegs, Trout, No. 1, 100 lbs., No. 1, 40 lbs., No. 1, 10 lbs., No. 1, 2 lbs., Mackerel, Mess, 100 lbs., Mess, 40 lbs., Mess, 10 lbs., Mess, 8 lbs., No. 1, 100 lbs., No. 1, 40 lbs., No. 1, 10 lbs., Lake Herring, 100 lbs., 40 lbs., 10 lbs., 8 lbs.

10

Table with 2 columns: Item Name and Price. Includes Anise, Canary, Smyrna, Caraway, Cardamon, Malabar, Celery, Hemp, Russian, Mixed Bird, Mustard, white, Poppy, Rape, SHOE BLACKING, Handy Box, large, Handy Box, small, Bixby's Royal Polish, Miller's Crown Polish, SNUFF, Scotch, in bladders, Maccaboy, in jars, French Rapple in jars, SODA, Boxes, Kegs, English, SPICES, Whole Spices, Allspice, Jamaica, Allspice, lg Garden, Cloves, Zanzibar, Cassia, Canton, Cassia, 5c pkg. dz., Ginger, African, Ginger, Cochin, Mace, Penang, Mixed, No. 1, Mixed, No. 2, Mixed, 5c pkgs. dz., Nutmegs, 70-180, Nutmegs, 105-110, Nutmegs, 105-110, Pepper, Black, Pepper, White, Pepper, Cayenne, Paprika, Hungarian, Pure Ground in Bulk, Allspice, Jamaica, Cloves, Zanzibar, Cassia, Canton, Ginger, African, Mace, Penang, Nutmegs, Pepper, Black, Pepper, White, Pepper, Cayenne, Paprika, Hungarian, STARCH, Corn, Kingsford, 40 lbs., Muzzy, 20 1lb. pkgs., Kingsford, Silver Gloss, 40 1lb. pkgs., Muzzy, 40 1lb. pkgs., Gloss, Argo, 24 5c pkgs., Silver Gloss, 16 3lbs., Silver Gloss, 12 6lbs., Muzzy, 48 1lb. packages, 48 3lb. packages, 12 6lb. packages, 50lb. boxes, SYRUPS, Corn, Barrels, Half barrels, Blue Karo, No. 1 1/2, 4 doz., Blue Karo, No. 2, 2 doz., Blue Karo, No. 2 1/2, doz., Blue Karo, No. 5, 1 doz., Blue Karo, No. 10, 1/2 doz., Red Karo, No. 1 1/2, 4 doz., Red Karo, No. 2, 2 doz., Red Karo, No. 2 1/2, 2 doz., Red Karo, No. 5, 1 doz., Red Karo, No. 10, 1/2 doz., Pure Cane, Fair, Good, Choice, Folger's Grape Punch, Quarts, doz. case, TABLE SAUCES, Halford, large, Halford, small, TEA, Uncolored Japan, Medium, Choice, Fancy, Basket-fired Med'm, Basket-fired, Choice, Basket-fired, Fancy, No. 1 Nibs, Siftings, bulk, Siftings, 1 lb. pkgs., Gunpowder, Moyune, Medium, Moyune, Choice, Moyune, Fancy, Ping Suey, Medium, Ping Suey, Choice, Ping Suey, Fancy, Young Hyson, Choice, Fancy, Oolong, Formosa, Medium, Formosa, Choice, Formosa, Fancy, English Breakfast, Congou, Medium, Congou, Choice, Congou, Fancy, Congou, Ex. Fancy, Ceylon, Pekoe, Medium, Dr. Pekoe, Choice, Flowery O. P. Fancy.

11

Table with 2 columns: Item Name and Price. Includes Blot, Fine Cut, Bugle, 16 oz., Bugle, 10c, Dan Patch, 8 and 16 oz., Dan Patch, 4 oz., Dan Patch, 2 oz., Fast Mail, 16 oz., Hlawatha, 16 oz., Hlawatha, 5c, May Flower, 16 oz., No Limit, 8 oz., No Limit, 4 oz., Ojibwa, 8 and 16 oz., Ojibwa, 10c, Ojibwa, 5c, Petoskey Chief, 7 oz., Petoskey Chief, 14 oz., Peach and Honey, 5c, Red Bell, 18 oz., Red Bell, 8 foll., Sterling, L & D 5c, Sweet Cuba, canister, Sweet Cuba, 5c, Sweet Cuba, 10c, Sweet Cuba, 1 lb. tin, Sweet Cuba, 1/2 lb. foll, Sweet Burley, 5c L&D, Sweet Burley, 8 oz., Sweet Burley, 16 oz., Sweet Mist, 1/2 gro., Sweet Mist, 8 oz., Telegram, 5c, Tiger, 5c, Tiger, 25c cans, Uncle Daniel, 1 lb., Uncle Daniel, 1 oz., Plug, Am. Navy, 16 oz., Apple, 10 lb. butt., Drummond Nat. Leaf, and 5 lb., Drummond Nat. Leaf, per doz., Battle Ax, Bracer, 6 and 12 lb., Big Four, 6 and 16 lb., Boot Jack, 2 lb., Bullion, per doz., Bullion, 16 oz., Climax, Golden Twins, Climax, 14 1/2 oz., Climax, 7 oz., Climax' Work, 7 & 14 lb., Creme de Menthe, lb., Derby, 5 lb. boxes, 5 Bros., 4 lb., Four Roses, 10c, Gilt Edge, 2 lb., Gold Rope, 6 & 12 lb., Gold Rope, 4 & 8 lb., G. O. P., 12 & 24 lb., Granger Twist, 6 lb., G. T. W., 10 lb. & 21 lb., Horse Shoe, 6 & 12 lb., Honey Dip Twist, 5&10 45, Jolly Tar, 5 & 8 lb., J. T., 5 1/2 & 11 lb., J. T., 5 1/2 & 11 lb., Keystone Twist, 6 lb., Kismet, 6 lb., Maple Dip, 20 oz., Merry Widow, 12 lb., Nobby Spun Roll 6 & 3 58, Parrot, 12 lb., Patterson's Nat. Leaf, 32, Peachey, 6-12 & 24 lb., Picnic Twist, 5 lb., Piper Heldstick, 4 & 7 lb., Piper Heldstick, per doz., Polo, 3 doz., per doz., Redcut, 1 1/2 oz., Scrapple, 2 & 4 doz., Sherry Cobbler, 8 oz., Spear Head, 12 oz., Spear Head, 14 1/2 oz., Spear Head, 7 oz., Sq. Deal, 7, 14 & 28 lb., Star, 6, 12 & 24 lb., Standard Navy, 7 1/2, 15 & 30 lb., Ten Penny, 6 & 12 lb., Town Talk, 14 oz., Yankee Girl, 12 & 24 lb., Scrap, All Red, 5c, Am. Union Scrap, 5c, Bag Pipe, 5c, Cutlas, 2 1/2 oz., Globe Scrap, 2 oz., Happy Thought, 2 oz., Honey Comb Scrap, 5c, Honest Scrap, 5c, Mail Pouch, 4 doz. 5c, Old Songs, 5c, Old Times, 1/2 gro., Polar Bear, 5c, 1/2 gro., Red Band, 5c, Red Man Scrap, 5c, Scrapple, 5c pkgs., Sure Shot, 5c 1-6 gro., Yankee Girl Scrap, 2oz. 5c, Pan Handle Serp, 1/4 gr. 5c, Peachy Scrap, 5c, Union Workman, 2 1/2 6c, Smoking, All Leaf, 2 1/2 & 7 oz., BB, 3 1/2 oz., BB, 7 oz., BB, 14 oz., Bagdad, 10c tins, Badger, 3 oz., Badger, 7 oz., Banner, 5c, Banner, 20c, Banner, 40c, Belwood, Mixture, 10c, Big Chief, 16 oz., Big Chief, 2 1/2 oz.

SPECIAL PRICE CURRENT

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13

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Table of prices for various goods including Smoking (Bull Durham, Buck Horn, etc.), Brotherlyhood, Cigar, and other tobacco products.

Table of prices for various goods including Pilot, Soldier Boy, Sweet Caporal, etc., and sections for TWINE, VINEGAR, WICKING, WOODENWARE, and BUTTER PLATES.

Table of prices for various goods including Faucets, Mop Sticks, Palls, Teethpicks, Traps, Tub, CIGARS, Washboards, Window Cleaners, Wood Bowls, WRAPPING PAPER, YEAST CAKE, and AXLE GREASE.

Table of prices for BAKING POWDER (K. C.), ROYAL (10c size, 1/4 lb cans, etc.), and CIGARS (Johnson Cigar Co., Dutch Masters, etc.).

Table of prices for COFFEE (OLD MASTER COFFEE, FITZPATRICK BROTHERS' SOAP CHIPS) and SOAP (Lautz Bros. & Co., Acme, etc.).

White House Coffee advertisement featuring a can of coffee and text: 'White House, 1 lb. White House, 2 lb. Excelsior, Blend, 1 lb.'

Royal Garden Tea advertisement featuring a box of tea and text: 'Royal Garden Tea, pkgs. 40 THE BOUR CO. TOLEDO, OHIO.'

FITZPATRICK BROTHERS' SOAP CHIPS advertisement featuring a box of soap chips and text: 'White City (Dish Washing) ... 210 lbs. 3c per lb. Tip Top (Caustic) ... 250 lbs. 4c per lb.'

Table of prices for Proctor & Gamble Co. products: Lenox, Ivory, Star.

Table of prices for Swift & Company products: Swift's Pride, White Laundry, Wool, etc.

Table of prices for Tradesman Co.'s Brand products: Black Hawk, etc.

Table of prices for A. B. Wisley products: Good Cheer, Old Country.

Table of prices for Scouring products: Sapolio, Scourine.

Table of prices for Soap Compounds: Johnson's Fine, etc.

Table of prices for Washing Powders: Armour's, Babbitt's, etc.

Table of prices for Soap (Lautz Bros. & Co.): Acme, Cotton Oil, etc.

The only 5c Cleanser advertisement featuring a can of cleanser and text: 'Guaranteed to equal the best 10c kinds 80 - CANS - \$2.80'

PUTNAM'S Double A Bitter Sweet Chocolates advertisement featuring text: 'The Highest in Quality Greatest in Demand' and 'Putnam Factory GRAND RAPIDS MICHIGAN'

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



CHARCOAL advertisement featuring text: 'Car lots or local shipments, bulk or sacked in paper or jute. Poultry and stock charcoal. M. O. DEWEY CO., Jackson, Mich.'

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

FOR SALE

A long-established department store which has always been a money maker. Reason for selling, owner is retiring. Building for sale or rent. Will divide and remodel to suit tenant. Stock will be sold in parts or as a whole.

H. B. LARSON, MANISTEE, MICH.

For Sale—Only harness shop in town of 5,000 in Northeast Kansas; easy terms. Davis Realty Co., Horton, Kansas. 2

Wanted—A first-class, all around salesman who understands the clothing, shoe and furnishing goods business from A. to Z. Must be a good window trimmer and write his own cards. Good wages and steady position. None but a first-class man need apply. Address A. Lowenberg, Battle Creek, Michigan. 3

For Lease—Best location in a live town of 1,500 with surrounding territory tributary to 10,000 people to draw from, a fine store building 22 by 50 and basement. Fine location for drug or jewelry store. Brick building. Fixtures. Also electric lighted. Rent, \$200 per year. For further particulars address No. 992, care Michigan Tradesman. 992

For Sale—At a bargain a good general merchandise store doing a good business, (mostly country trade), and a cream station—gives a nice profit. Good reasons for selling. H. F. Brucks, Olpe, Kansas. 993

For Sale—Two-burner nine-light gasoline light plant, late model, seven station airline cash-carrier; also small stock dry goods, shoes, groceries, in small Wisconsin town; two-story brick building for sale or rent; these are bargains. Investigate. Box 84, Reedsburg, Wis. 994

For Sale—At 15 per cent. discount for cash only, one 562 class National Cash Register with the extra keys, produce in and produce exchange, in A-1 condition. P. I. Hendrickson, Northwood, Ia. 995

For Sale—Stock of general merchandise in one of the best small towns in Central Michigan. Size of stock \$8,000. Established thirty years. Double store in good condition. Will lease same. H. P. Fitzpatrick, Administrator, Middleton, Mich. 997

For Sale—Grocers computing scale, for less than one-quarter first cost. Used only a short time; will guarantee to pass inspection. Time given to responsible person. Address, 988, care Tradesman. 988

80 acres partly improved land to trade for merchandise. Let us hear what you have. Harry Gover, Loomis, Mich. 989

For Sale—Stock of groceries, crockery, tin, enameled ware, ten-cent and other good lines; best location, town of 700, Southern Michigan; wide, light store, fine living rooms second floor; sale or rent; exceptionally clean stock and fixtures, about \$2,500. Exceptional opportunity. Write C. H., care Michigan Tradesman. 990

For Sale—Northern hardware, including the plumbing shop, one of the largest and best paying retail business in Northern Michigan—heavy sales, no dead stock, best of help, good building and favorable rent; best location in the city. A rare opportunity for the right man. Reasons for selling, death of owner and wish to dispose of business at once. For particulars, write or see Mrs. F. B. Clark, Petoskey, Michigan. 991

For Sale or Exchange—For stock of general merchandise, clothing, shoes or hardware, 160 acres heavy Virgin timber in Ashland county and 600 acres good farming or dairy land in Eau Claire county, Wisconsin; level, well watered, no stone, very fertile soil; no waste land. Box 383, Eveleth, Minn. 998

Hotel For Sale—Only commercial one in town of 2,000; lot 95 x 245; good business; in foothills of Ozarks, on beautiful Current River; price \$8,000. Box 157, Doniphan, Mo. 999

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—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—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

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- manded 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

For Sale—Old established going hard- ware business in Quincy; well and favor- ably known in the city and surround- ing 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

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. Ochsenschlager. 953

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—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

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

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

Sares 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—Several good second-hand soda fountains which are now in opera- tion and owned by parties who wish to install our 1915 Walrus outfits. Hazel- tine & 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. 659

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, 1263 Adams Express Bldg., Chicago, Ill. 322

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

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

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

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. Krusenga, 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

FOR SALE

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

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

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

PRINTING.

1,000 letter heads \$1.50, 5,000 \$5. Copper Journal, Hancock, Mich. 917

HELP WANTED.

Wanted—Salesman for cotton piece goods and domestic department in bar- gain basement store. Must be thorough- ly experienced, energetic hustler, capable to take charge of department. Salary \$75 per month, and one per cent. com- mission on sales. Hart-Albin Co., Bil- lings, Montana. 996

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.

Lady with practical business experience in large city wants position in general store in small town as clerk, cashier or stenographer. Work, care Tradesman. 1

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

Office manager, accountant and credit man desires position; 15 years' experi- ence; up-to-date modern systems of ac- counting; at present employed, but de- sires to make change; first-class refer- ences as to ability and integrity. Ad- dress 987, care Tradesman. 987

Economic Coupon Books

They save time and expense. They prevent disputes. They put credit transactions on cash basis. Free samples on application.

Tradesman Company
Grand Rapids, Mich.

Simple Account File

Simplest and Most Economical Method of Keeping Petit Accounts

File and 1,000 printed blank bill heads..... \$2 75
File and 1,000 specially printed bill heads..... 3 50
Printed blank bill heads, per thousand..... 1 25
Specially printed bill heads, per thousand..... 2 00

Tradesman Company,
Grand Rapids.

Manufacturing Matters.

Detroit—The Detroit Steel Products Co. has increased its capital stock from \$500,000 to \$1,250,000.

Detroit—The Eastern Pattern Works has changed its name to the Eastern Construction & Pattern Co.

Gobleville—The Gobleville Creamery Co. has purchased the creamery at Glendale and will use it as a skimming station.

Saginaw—The Nelson Bros. Co., manufacturer of gas engines, pump jacks and feed grinders, will double the capacity of its plant by adding two large wings.

Detroit—The Peninsular Smelting Co. has been incorporated with an authorized capital stock of \$25,000, of which amount \$500 has been paid in cash and \$19,500 in property.

Dowagiac—The Rudy Furnace Co. has been incorporated with an authorized capital stock of \$250,000, of which amount \$125,000 has been subscribed and \$15,000 paid in cash and \$10,000 in property.

Detroit—The Holmes-Howard Motor Co., manufacturer and dealer in motors, machinery, etc., has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed, \$40.41 paid in cash and \$2,459.59 in property.

Detroit—The Mailometer Sales Co., manufacturer and dealer of office appliances, tools, dies and machinists supplies, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and \$1,000 paid in cash.

Sault Ste. Marie—The Home Treatment Remedy Co., manufacturer and dealer in proprietary and patent medicines, has been incorporated with an authorized capital stock of \$20,000, of which amount \$10,000 has been subscribed and paid in property.

Detroit—The Petrik Rika Electric Co., manufacturer and dealer in storage batteries and their appliances, has been incorporated with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed, \$700 paid in cash and \$650 in property.

Energetic Campaign Against Trading Stamps.

Chicago, March 30—At a regular meeting of the United Grocers and Butchers of Chicago, held March 23, the enclosed letter to the trade press allied with the grocery and butcher interests, the members of the American Specialty Manufacturers Association and the wholesale grocery jobbers was unanimously approved.

You are earnestly requested to take special recognition of our stand in opposition to the gift and coupon evil as it is being fostered at the present time. We hope to have your co-operation as well as your aid in giving publicity to our views in regard to this uncommercial and uneconomical abuse.

We wish to thank you in advance for any favorable recognition that you may deem advisable to give us in regard to curbing this daily increasing menace.

A. G. Hambrook, Sec'y.
An Open Letter.

The organized retail grocery interest feels that an epoch in our business has arrived and the time has come when we must adopt some means to protect ourselves from the encroachment of those who would destroy our business.

It is obvious to everybody that a determined effort is being made to establish among our people the retailer, a foothold for all kinds of trading stamps, rebate schemes, and profit-sharing devices. All these plans have in view the creation of an unnecessary third party, that materially adds to the cost of distribution.

It is our practical experience that the margins are governed by competition which has levelled the profits of the middle-man to a minimum, which will not allow the addition of an extra tax upon the necessities of life, without working a hardship upon the consumer.

It is the opinion of everybody conversant with good business ethics, that ultimately, these parasites operating under various aliases, will eliminate the individual retailer who will be replaced by the chain-store system, which in turn will sell its own private brands of merchandise, thereby eliminating those of the manufacturer.

We believe from the statement of facts as set forth herein that this menace which threatens our very business existence, should again be called to the attention of those whose interests are closely interwoven with ours. Every local retail grocers' association from the Atlantic to the Pacific has condemned all coupons, rebate checks, profit-sharing devices or so-called gift schemes of any type of character, and furthermore, resolutions have been adopted by every state and National convention in opposition to this evil, and we believe that these expressions should be paramount.

Would Organize State Mercantile Association.

Lansing, March 30—A movement to organize a State Retail Dealers' Association was launched by F. N. Arbaugh at the annual meeting and banquet of the Lansing Retail Merchants' Association. He said that Michigan merchants were weak in that they lacked a thoroughly representative State organization and proposed D. M. Christian, of Owosso, as the head of the State association. Mr. Arbaugh rapped the trading stamp and coupon business.

"The trading stamps and coupons are taxes upon business" he said, "and have resulted in many instances in manufacturers raising the prices of their articles. Everybody is taxed for trading stamps and coupons and only the few that save them receive any benefits."

At the business session Frederick E. Mills was re-elected President, Louis D. Whitney and Clifford L. Page were re-elected Vice-President and Secretary-Treasurer, respectively.

G. M. Armstrong, of Chicago, who is investigating the mail order business in Central Michigan, told the merchants of his findings. He said that the extent of mail order business in this section is not as great as in other parts of the country. He said that the mail order houses and not the farmers are reaping the benefits of the parcel post system. One of the weaknesses of retail stores is lack of trained clerks, he said, only 1 per cent. of the clerks of the country being trained as they should be.

A fresh index of the adaptability of commerce to changed conditions is the reported stripping of the Great Lakes of their surplus vessels for the Atlantic trade. The Welland Canal admits the passage only of vessels of fourteen-feet draught; yet already a fleet of Canadian freighters has been transferred down the St. Lawrence, and more from both sides are following. The lake vessels are light of draught, and their builders claim that, while they have greater cargo space and can be operated more economically than transatlantic ves-

sels, they are constructed to meet winds and waves as high as any to be encountered on the ocean. The magnitude of lake commerce is such that a considerable amount of shipping could be spared without great loss; the railways would take its place, and the profits of the European trade are a compelling inducement. In 1914, 1,250 vessels passed through the Detroit River, while the traffic between Lakes Huron and Superior reaches 80,000,000 tons annually. It will be interesting to observe if these figures decline, as those for the output of ships from our yards are already growing under an ocean shortage calculated by the British Engineering at ten millions of tons.

The series of waterways that Florida is constructing one by one should have a practical value already demonstrated. Two years ago, engineering plans were perfected for the drainage of some five million acres of land in the Everglades, work being begun shortly afterward. Now two canals are approaching completion, and the third has just been contracted for. At a cost of a dollar an acre, a large tract of land will not only cease to be a menace to health, but will be available for agricultural uses. Incidentally, these canals will serve as a standing example to Georgia. She has, according to the admission of the Atlanta Journal, more swamp and overflow land than any other State on the Atlantic Coast—2,700,000 acres. The difference that proper drainage would make is shown by the fact that at present the average taxable value of this area is less than a dollar an acre, while drained it would be worth at least fifty times that amount.

James Benjamins, who is conducting a clothing business in the Grinnell block under the style of Leonard Benjamins, has uttered a trust mortgage on his stock, naming John Snitzler as trustee, securing creditors whose claims aggregate about \$33,000. Mr. Benjamins claims that the assets are about \$40,000, but the shrinkage will probably be so great that, in the event of liquidation, creditors will not receive over 50 cents on the dollar. It is not unlikely that the estate will land in the bankruptcy court on account of a complication which has arisen over the actual ownership of the stock. Mr. Benjamins claims that his step-mother, Mrs. Leonard Benjamins, is not interested in the business, but some of the creditors seem to be determined to prove that she is personally liable for the indebtedness of the house.

A famous suit has been ended by the United States Supreme Court, which has denied an appeal taken by the State of Illinois in the case of John B. Gaskill against a Chicago cemetery. Gaskill is a negro and bought a lot in the cemetery, but was denied the permission to bury a member of his family there by the trustees of the cemetery after they made the discovery that the purchaser was a negro. The case has been in the courts for some time and some years ago a bill for the relief of Gaskill was passed

by the Illinois Legislature but was vetoed by the Governor, upon advice of the Attorney General. Chief Justice White dismissed the case, on the ground that no Federal question was involved in the judgment rendered by the Supreme Court of Illinois, which found against Gaskill.

An Atlanta millionaire who is seeking a divorce made his fortune by selling a preparation to take the kinks out of negroes' hair. Instead of being proud of a woolly head, which would denote pure African blood, the negro is constantly endeavoring to make his hair straight. Dr. Booker T. Washington has commented upon this fact and urges the colored people to let their hair alone. But evidently he is in a very small minority, for every paper or periodical published by or for negroes has many advertisements of preparations for the removal of kinks in hair or of wigs which can be worn over shaven heads.

A good dictionary will prove a paying investment for the whole family. In reading, make it a rule not to pass over a single word you can not pronounce, nor one whose meaning you do not know.

If you know anything, the telling of which is liable to make trouble, be careful not to let it pass your lips.

An egotist is a man who thinks if he had not been born people would have wanted to know why not.

BUSINESS CHANCES.

For Sale—Stock of general merchandise amounting to about \$8,000, also practically new, modern brick store building in one of the best little towns in Central Kansas. We run three stores and owing to the death of one partner must sell this store. Exceptionally well assorted stock, no old or shelf worn goods. This store has always made money. Can give terms on the building, or would consider good farm. Address A. G. Johnson, Salina, Kansas. 8

For Sale—Stock of groceries and men's furnishings in live city of Owosso, Mich. Reason for selling have other interests requiring my attention. M. C. Lathrop, 118 South Washington street, Owosso, Michigan. 4

For Sale—Old established hardware business in city of 6,000 in the best wheat county of North Dakota. Stock consists of builders' hardware, stoves and paints. January inventory between \$8,000 and \$9,000, all clean and salable. No farm machinery. Three to five years' lease of brick block at low rental. Exceptional opportunity for one or two young men. Owner wishes to retire on account of health and age. Address C. A. H. Mandan, North Dakota. 6

Mr. Clerk—A chance to go into business for yourself. Here's an opportunity to secure a business with splendid possibilities by moderate investment. Dry goods and men's furnishings stock in best location in Southern Michigan for neighborhood store. Within one block of famous Battle Creek Sanitarium on main street in midst of prosperous section. Am retiring. To make quick sale will make bargain price \$1,600. Low rent—3-year lease. Investigate quick. Address Paul E. Gros, 36 Washington avenue, Battle Creek, Michigan. 5

WHO WANTS ME next on my new special sale plan? I furnish everything—signs, banners, pennants, circulars, string tickets, cambric or muslin for decoration, price cards, show cards all finished with air-brush; also new advertising display cuts, gongs for feature selling, stereopticon machines with films for outdoor evening advertising and an experienced decorator and card writer to assist me. We prepare your store. You manage your own sale. Don't employ some sales company at 10 per cent. and then pay extra for your preparation. My charges are within reason and you will be satisfied. For I have exceptional references and wholesale house recommendations. Write me what you want done, giving size of your city, store and stock and I will tell you what can be done. W. G. Montgomery, Hotel Ste. Claire, Detroit, Michigan. 7

NOT SOLD BY WEIGHT

When we sell the customer a package of

Shredded Wheat

we are charging him not only for the wheat that goes into it, but for the patented process by which it is made digestible in the human stomach. We want our distributors to remember that you can grind up any old thing and call it a breakfast cereal, but Shredded Wheat is not made that way. The whole wheat is steam-cooked and baked in the finest, cleanest food factory in the world.

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



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



Telephone Trade

is always pleased
with

**Franklin
Carton Sugar**



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

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

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

THE FRANKLIN SUGAR REFINING CO.
PHIADELPHIA

Where Perfections Unite

From the dealer's standpoint our PERFECTION OIL would not be perfect if it did not show the dealer a long profit. It does that.

If it did not please the consumer and cause "repeat" orders, thereby establishing a staple trade for your house, it would still fall short of perfect. But it does these things.

PERFECTION OIL is that point in the oil industry where a perfect raw material unites with perfect workmanship thus producing a perfect oil—that's PERFECTION.

PERFECTION OIL is 20 per cent more efficient than any other oil. Isn't that a good foundation upon which to build the oil division of your business?

PERFECTION OIL delights the consumer. It gives a

steady, white light, 20 per cent brighter than any other oil; burns 20 per cent longer than any other oil and is absolutely odorless in use. It does not char the wick.

PERFECTION OIL is adapted perfectly for use in all oil-burning cook stoves and heaters and is an admirable fuel for incubators. Dealers may so recommend with perfect confidence in the truth of these assertions. We have absolute proof of their correctness.

The price of this oil is the same as others, and the profit is the same. You can serve yourself and your customers by being the first in your locality to introduce it.

It is guaranteed by the Standard Oil Company—America's greatest service organization. Full particulars may be obtained at any of our distributing stations.

Standard Oil Company

An Indiana Corporation

Chicago

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

El Portana Cigar



This is size No. 5
THE POPULAR SHAPE
Handled by all jobbers—sold by all dealers

G. J. JOHNSON CIGAR CO. Grand Rapids


Look Out For Him, He'll Bear Watching

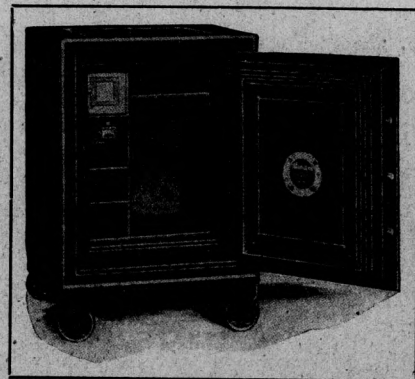


Whenever you run across a man who brands all business men as thieves and liars, you'd better play safe and make him pay cash.

You bet you had. We never knew a man who was suspicious of everything and everybody, who wasn't a good man not to do business with.

We have said it before and we say it again, there are other safes made just as good as ours but none any better. If therefore you need a safe—and if you haven't one you certainly do—we should like mighty well to tell you all about our safes, how they are made, what they are made of and the prices we can offer you.

Dropping us a card today asking for this information will place you under no obligation to us. Will you do it? 



Grand Rapids Safe Co.
Tradesman Building Grand Rapids, Michigan