

ROOM ENOUGH FOR ALL

Don't crowd and push on the march of life
Or tread on each other's toes,
For the world at best, in its great unrest,
Is hard enough as it goes.
Oh, why should the strong oppress the weak
Till the latter go to the wall?
On this earth of ours, with its thorns and flowers
There is room enough for all.

If a lagging brother falls behind
And drops from the toiling band,
If fear and doubt put his soul to rout,
Then lend him a helping hand.
Cheer up his heart with words of hope,
Nor season the speech with gall;
In the great highway, on the busiest day,
There's room enough for all.

If a man with the tread of a pioneer
Steps out on your track ahead,
Don't grudge his start with an envious heart,
For the mightiest once were led.
But gird your loins for the coming day—
Let nothing your heart appall;
Catch up if you can with the forward man,
There is room enough for all.

And if, by doing your duty well,
You should get to lead the van,
Brand not your name with a deed of shame,
But come out an honest man.
Keep a bright look-out on every side,
Till, heeding the Master's call,
Your soul should go, from the world below,
Where there's room enough for all.

ACQUIRE THE HABIT "CITIZENS FIRST"



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

CITIZENS TELEPHONE COMPANY

Good Yeast
Good Bread
Good Health

Sell Your Customers
FLEISCHMANN'S
YEAST



"White House" Coffee

Makes and keeps customers more certainly and permanently than any other brand

DWINELL-WRIGHT CO., BOSTON CHICAGO.

Judson Grocer Co.
Wholesale Distributors
Grand Rapids, Mich.



When You Want Something Particularly Nice—

You can always depend upon K C not to disappoint you. The double raise makes doubly certain—nothing is left to "luck." If the batter is a little thin, K C will raise it light and feathery and it will be all the better. Jarring the stove or turning the pan around makes no difference—K C sustains the raise until baked.

When there's a birthday or wedding cake to bake, or refreshments for reception or party to provide, take no chances—

Use K C

The above is one of a series of advertisements we are running in daily papers throughout the country. We are spending thousands upon thousands of dollars doing this to help the sales of

K C BAKING POWDER

THIS ALSO HELPS YOU. All grocers like to sell standard goods—particularly if they comply with the Pure Food Laws and pay a profit. Of course you sell it,

JAQUES MFG. CO., CHICAGO



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,

Lautz Bros. & Co.

Deal No. 1501
BUFFALO, N. Y.

MICHIGAN TRADESMAN

Thirty-Second Year

GRAND RAPIDS, WEDNESDAY, APRIL 21, 1915

Number 1648

SPECIAL FEATURES.

Page	
2.	Upper Peninsula.
3.	Successful Salesmen.
4.	News of the Business World.
5.	Grocery and Produce Market.
8.	Editorial.
9.	The Mail Order House.
10.	The Meat Market.
12.	Butter, Eggs and Provisions.
14.	Financial.
16.	Hardware.
18.	Shoes.
20.	Woman's World.
21.	Clothing.
22.	Dry Goods.
24.	The Commercial Traveler.
26.	Drugs.
27.	Drug Price Current.
28.	Grocery Price Current.
30.	Special Price Current.
31.	Business Wants.

STILL STRONGER PROTEST.

Marshall Field & Company Issue Second Ukase.

The stand of Marshall Field & Company and others in Chicago against the use of coupons and trading stamps has resulted in the introduction of anti-coupon bills in the Illinois Legislature. It is likely that similar legislation will be attempted in New York State. This belief is increased by the announcement of the National Retail Dry Goods Association that stringent legislation will be fostered to prevent the growth of the coupon and trading stamp scheme.

A second bulletin from Marshall Field & Company, under the date of April 15, restates in more vigorous and sweeping language the stand taken in the original announcement. The letter has created renewed interest in the similar action taken by Macy & Co., Bloomingdale Bros., the Retail Dry Goods Association and others.

A representative of a coupon company pointed out that the first statement of Marshall Field & Company was written in vague terms and offered a loophole of evasion to the concern. The second letter reads:

"The wholesale and retail buying organization of Marshall Field & Company has been in the process of building for fifty years.

"It has been trained to study the many intricate phases of merchandising to the end that the buying public could obtain the highest degree of service in the merchandise purchased.

"Its ideal has always been 'The best possible service in merchandise.' The fulfillment of this ideal for so many years has developed the great confidence that the public has in the ability and the integrity of this organization.

"Coupons packed with merchandise do not in any way add to the value of such merchandise.

"We have therefore decided that after our present stocks containing profit sharing coupons are exhausted that our retail and wholesale business will not carry any merchandise that would involve us in the distribution of profit sharing coupons, as the princi-

ple would be contrary to the long established policies and ideals that have built up our institution.

"We recommend that every retail merchant give serious consideration to the question of taking action along similar lines, as we believe that it will be decidedly in the interest of better merchandising."

Coincident with this announcement comes the news that retail merchants of Chicago have locked horns in Springfield with the trading stamp concerns. Two measures designed to curb the "save your coupons" system, by imposing heavy license fees, have been taken up by the Illinois Senate Judiciary Committee. A committee composed of Senators Broderick, Swanson and Dailey has been appointed to consolidate the bills into one. A hearing on the measure will be held Wednesday. The war against the trading stamps was launched by the United Grocers and Butchers of Chicago and by Marshall Field & Company. Foes of the coupon system say the business of the stamp concerns aggregate more than \$100,000,000 a year and that this comes from the pockets of the consumer. This is mentioned as one of the causes of the high cost of living. The proposal is that each trading stamp firm shall pay an annual license fee of \$1,000 in each county of the State, and also a license of \$1,000 for every dealer dispensing the stamps. Opponents of the coupon plan say that similar legislation has been held constitutional by the Supreme Court of the State of Washington and is now pending before the United States Supreme Court.

Commenting upon the Washington legislation, Frank T. Wolcott, counsel for the Sperry & Hutchinson Co., says that while the Supreme Court of Washington holds that such an act is constitutional, a Federal court of the same State has held it unconstitutional and that the coupon companies expect to win in the case to be tried in the Supreme Court of the United States during the first week of May, 1915.

The issue in Chicago has been precipitated by the following letter from the Chicago Grocers and Butchers' Association:

"Pursuant to a resolution of protest adopted by the Chicago Grocers and Butchers' Association, we take the liberty to advise you of our disapproval of your method of packing coupons with your product.

"Our protest is based upon these principles: First, as merchants we realize that the cost of the coupons employed by you must of necessity add to your overhead expense without enhancing the value of your products.

"We, as dealers, do not care to save the coupons and present them for redemption. From numerous statements made by our customers, the consumers, we are convinced that they too attach little, if any, value to coupons and like schemes; in fact, some do not hesitate in informing the dealer that they prefer to purchase their supplies without any such coupons attached to them.

"Inasmuch as the organized grocers of the United States have for years opposed the giving of trading stamps and coupons by the dealer, and since a continued offer of coupons on your part may have the probable tendency to hinder our effort of stamping out this evil, and knowing that for your own best interest you of necessity can not be opposed to the best interest of the distributors of your product, the retail grocer, we therefore request that you discontinue this practice."

This action on the part of the Association was almost immediately responded to by the United Profit Sharing Corporation of New York in the following terms:

"We note that you have passed a resolution disapproving of the packing of United Profit Sharing coupons by certain manufacturers. We beg to call to your attention the fact that this corporation is engaged in interstate commerce and that you are interfering with its business by passing such a resolution, and we hereby demand that you retract the resolution which you have adopted and cease to interfere with the lawful business of this corporation.

"If you are well advised by your counsel he will inform you that you are guilty of a conspiracy in restraint of trade and violating the law in such a way that this corporation can begin action against you for triple damages. This we do not wish to do; on the contrary, we would prefer that only the most friendly relations should exist between your Association and this corporation; but we must insist that you cease immediately any and all effort to damage and injure our business. Please let us have a letter from you at once stating what position you intend to take in this matter before we refer the same to our counsel for legal action."

Proceedings Ordered in Trading Stamp Case.

Battle Creek merchants have remitted \$100 to Charles Trankla as treasurer of the fund being raised to test the validity of the trading stamp law in the Michigan Supreme Court. This makes a total of about \$400 on hand, with Detroit, Bay City, Saginaw, Kalamazoo, Jackson, Lansing, Manistee, Traverse City, Pontiac, Flint, Adrian, Monroe, Marquette, Houghton, Sault Ste. Marie, Niles, St.

Joseph, Benton Harbor and other cities yet to hear from. Mr. Trankla has given the word to ex-Attorney General Wykes to go ahead with the case thus becoming personally responsible for the full amount involved. The Tradesman trusts that its friends in the trade will hasten the completion of their subscriptions, so that Mr. Trankla may have no occasion to feel that the merchants of Michigan are not duly appreciative of his efforts. Any amount received in excess of the \$1,000 will be treated as the nucleus of a fund to meet the expense of taking the case to the Supreme Court of the United States, which is by no means a remote possibility. If the law is sustained by the Michigan tribunal, the Sperry & Hutchinson Co. announces that it will take the case to the court of last resort. If the law is held invalid, Michigan merchants should immediately arrange to take an appeal to Washington.

Any individual merchant who feels that he would like to see trading stamps abolished in Michigan can show his appreciation of the concerted effort now being made to that end by voluntarily sending in such sum as he can spare to Charles Trankla, Grand Rapids.

W. E. Bennett, who has been manager of the Potter Hardware Co., Alpena, for the past four years, has resigned to go on the road for the Saxon China Co., of Sebring, Ohio. In addition, he will carry the lines of the Strong Manufacturing Co., enamel ware makers, and the Sebring Vacuum Cleaner Co., both Sebring firms.

Frank H. Barnes, local manager of the Great Western Oil Co., died suddenly of heart disease April 20. Deceased had been connected with the oil business since 1883 and had been a resident of Grand Rapids most of the time since 1888. He was well known to the trade and had a large circle of friends.

Henry L. Schmidt, who has conducted a tailor shop at 428 Bridge street during the past year, recently removed to 337 Bridge street and has added a line of men's furnishings.

J. A. Dubuyn has vacated his grocery store at 1253 Broadway avenue and is now engaged with his brother on a farm near Lowell. Frank McKay closed out the stock.

The National Brass Co. is erecting an addition to its factory, 65 x 160 feet in dimensions. This will make the factory 65 x 410 feet in dimensions.

One good action is worth more than a hundred good intentions.

Crumbs of comfort never come from eating crackers in bed.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, April 19.—F. C. E. Bryant, popular window trimmer of the Andary 5 and 10c store, is enjoying his annual vacation in the lower part of the State. He expects to hit most of the high spots for the next four weeks, after which he will return to his arduous duties at the old stand.

It is all over now, and Knute Marine, side partner of Zen Rothwell, has won the cigars. They are both young married men in the employment of A. H. Eddy's Food Emporium, and about thirty days ago they made a trip to Chicago, Milwaukee and other cities picking up the latest in stork supplies. Of course, they were on the anxious side ever since returning home, and Knute was registered as a new papa on Sunday, April 11, being presented with an 8¼ pound bouncing baby girl, while Ben was not able to report until Monday morning, but went Knute one better, being presented with an 9¼ pound baby girl. They are both wearing smiles and the only disappointment was in selecting some of the presents which they will have to change for feminine use, while it was on the order of rocking horses etc. that they had figured on in making their purchases when away. Their many friends are extending them both the usual congratulations.

J. B. Melody, popular soap salesman for Swift & Co. in Cloverland, with headquarters at the Soo, returned last week from making the rounds on his territory and reports conditions in the copper country as showing a marked improvement. He states that many of the mines are running full capacity, with some of the companies increasing their wages to the amount of 10 per cent. while in the iron sections considerable ore is being loaded from the stock piles and a number of shipments have already been made. The merchants are feeling the marked improvement to a large extent and a good summer is looked for.

D. Robertson, one of the Canadian Soo's best known store keepers, with W. A. Stonehouse, his former partner, has bought out Mr. Stonehouse's interest in the business and gone back in the old stand, which Mr. Robertson took over April 13. His many friends and customers are pleased to see the old familiar face once more. There has been many changes made in Steelton since Mr. Robertson's former retirement and the population has so increased that his future success in the business seems to be a foregone conclusion.

We have just been informed that Ora T. Easterday, our well known former Soo man but now of Sacramento, California, has received official appointment as chief draftsman in the engineering department of that city. His many friends here are pleased to learn of his success. Ora is the son of Rev. and Mrs. T. R. Easterday, of this city.

Sam Taylor, former City Treasurer, has turned over the office to his successor, Sam Carlton, and left last week to accept a position in the Auditor General's department at Lansing. Mr. Taylor made one of the best City Treasurers that the Soo has ever had and was a credit to his home town as well as himself, and his many friends here wish him every success in his new location.

Sam Skidmore, one of our leading Ashmun street butchers, is fitting up his market for the summer trade. Mr. Skidmore, while in business only a few months, has made great strides in building up his trade, being a hustler and hard worker and started in the business to make a success. He has made a policy of handling only the best of meats and won out on quality, as he makes a specialty of the

high class trade who are looking for the best.

The business community and farmers around Trout Lake are just beginning to feel the benefit of having a local bank at Trout Lake, which is of great assistance to the business men, citizens and farmers of the central eastern half of the Upper Peninsula. The bank is under the supervision of the State banking department, so that the depositors have every confidence in the institution.

One of our boys brings in the latest fish story from St. Ignace last week, which was told by one of the visitors from the Snows, considered one of the champion fishermen of the Snows. According to an account backed up by the photographic evidence, the fisherman, who had spent the winter at St. Petersburg, Florida, recently broke the record for a big catch. He was fishing from a boat anchored under the railroad dock when he saw in the clear water a monster fish and thought at first it was too large to tackle, but, changing his mind, he grabbed his spear and thrust it into the back of the fish, and it took him three hours battling with the fish before he was able to land same. He was assisted by a number of fisherman who went to his assistance in a boat and they finally succeeded in getting a line around it and hoisting it on the dock. The fish was 7 feet 4 inches long and weighed 200 pounds. It is needless to say that the fisherman looked unusually proud of his achievement. The visitors to the Snows will have an opportunity to see the photo of this remarkable fish this coming summer.

Some of the firms around St. Ignace must have been figuring on the county going dry, as the first case of blind pig was discovered last week when Edgar Dumas, a St. Ignace township farmer, was charged with selling liquor without a license. This is the first case on record of farmers engaging in that sort of business and it was a surprise to the city merchants who have always believed that the farmers had the best of the business proposition.

Spring has arrived at the hustling village of Engadine and the merchants state that it is a sure sign of spring on account of Wm. Patterson, one of the leading merchants removing the storm shed in front of his store. Business at Engadine is still in full swing and the latest building going up is that of Arthur Hancock, who is putting up a large livery on the spot where the old blacksmith shop stood near the depot.

Moran is also getting to the front in great shape, the latest jollification being that the South Shore Railway has discovered that Moran is on the map, and it is understood that the South Shore expects to put up a new depot instead of the apology now used by the traveling fraternity who have had Moran on their list as an established point.

The E. C. Strickler Lumber Co., of Garnet, made a shipment of ties a few days ago and has purchased a large tract of land which will require about two years to clean up.

A report was brought in by one of our traveling brothers who stopped at Scott's Point on his last trip, who reports that John Shampine, fisherman, while fixing some of his nets, heard a strange noise in the house and, opening the kitchen door, was surprised to see a bird as large as a big turkey. He got his gun and shot it, break its wing, then took a club and killed it. He looked at it and said, "Well, that's the biggest mosquito I have ever seen." The wonderful mosquito he tells about had two sets of wings and ten legs. John is going to quit work and have the mosquito stuffed and take it to the fair next fall. We have no photo of the mosquito, so if we have any read-

ers from Missouri they had better call at Scott's Point on their next trip.

"When money talks it rarely says more than two words, 'Good Bye.'"

The lumbermen in the woods are looking for a breakfast food that will make people rise early. Would advise the yeast man to call on his next trip to look after this important trade.

Mackinac Island is already preparing for a large celebration over the completion of the coast guard station at the Island. It is proposed to make the formal dedication of the station an affair of considerable importance and public men of National reputation will be present to deliver addresses.

D. A. Brotherton, county road engineer, of St. Ignace, left last week for Engadine for the purpose of laying out the road between Engadine and Hazen. As the road runs over high ground the work thereon can begin as soon as it is surveyed. This will probably be the first contract to be let this spring.

Navigation is practically open now, the steamer McKer being the first to come through the Soo River from De-Tour, arriving here Thursday, last, locking through the Canadian locks. She was the same boat that opened navigation last year.

Jerry Lynch, one of Cloverland's prosperous lumbermen and local capitalist, is getting ready for the spring work at his camps at Shelldrake, where he expects to start operating as soon as the boats are able to make the trip from here. Jerry is one of our local boosters and has a heart as big as half a bushel and many are the poor and needy that would chip in to build a monument in his memory should they have an opportunity. When it comes to wit Jerry has them all beat and the funny stories he cannot tell are not worth mentioning. He was asked the other day by a party of local hunters for some pointers on catching rabbits, and Jerry told them the surest way is to crouch down behind a stone wall and make a noise like a turnip.

Stewart Blain, manager of the office force for the Port Royal Dock Co., was enjoying a day's vacation last week while the company was moving its general offices from the old location near the carbide plant to its new location at Algonquin. This was Stewart's first day off during the past year and, with the change in the new location, he will have about three miles further to go and he is contemplating purchasing an auto to take him over the new route.

The William Johnson mill, at Strongs, expects to be in operation soon. Leon Lamonte, of See Why, has been engaged to operate the mill.

The residents of Pickford have been putting on metropolitan airs since the town has been lighted with electric lights installed by the Chippewa Edison Electric Co. free of cost for the first three months. The Pickford township board voted to place several additional lights throughout the town and maintain those already in service. The Pickford residents are also being equipped with electric lights in their residences, which gives Pickford the appearance of a modern little city.

"The beauty of castles in the air is that they require no housecleaning."

The Donaldson Telephone Co. held its annual meeting Monday night in the grange hall at Donaldson. New by-laws were adopted and officers elected for the ensuing year. The proposition to take on an added circuit by the company this season was considered. There was a good attendance and much interest taken in the new enterprise.

Dafter is making great strides in building up the village. Daniel Arnot is to build an up-to-date boarding house which is badly needed at Dafter. This, when completed, will

afford ample accommodations for the increase in population.

Another cattle club has been organized in Chippewa county, composed of the breeders of shorthorns. Considering the good the Chippewa County Cow Club is doing the live stock and dairy industry in the community, the shorthorn breeders, are preparing to perfect a similar organization.

Our officials are going after the fake fire and bankrupt sales which are being pulled off at the Soo in some of our stores and the cases are being watched with much interest by the other merchants who have been suffering on account of these continued sales being pulled off right along.

M. Mezerow, manager of the Boston Store, has returned from a buying trip to Chicago. Mr. Mezerow is one of our hustling business men full of pep and an all around good fellow and a valuable asset to the Boston store.

We are pleased to note that the Upper Peninsula holds the State record for purity of milk, high percentage of butterfat in milk, greatest production of milk per cow and for the quality of its cheese. Great is Michigan in the dairy products and Cloverland is the cream of the whole State.

William G. Tapert.

Wafted Down From Grand Traverse Bay.

Traverse City, April 19.—The Hon. James Goldstein, editor and printers' devil of Detroit Detonations, spent an exciting week end at Traverse City and his old home, the State Asylum. His many friends were glad to see him back and one of his old friends, Don Sanders, of Grand Rapids, presented him with a box of all tobacco cigars for boosting Sanders' home town. Jim will not remain at his old home, due to the good offices of his long-time friend, Fred Richter, who got him away safe in his new automobile. To show his appreciation of Fred's magnanimous action, Jim started to open the box of smokes; but on second thought, realizing that his expense account was getting low, he decided to save them for his trade in accordance with his usual practice along economical lines. The action caused considerable comment among his friends at the Park Place Hotel, but—it's—just—like—Jim.

At the last regular meeting of Traverse City Council No. 361, the following resolution was ordered:

Whereas—It has pleased the Wise Creator, in His providence to remove from our midst our beloved brother, James E. Dunn, and

Whereas—The officers and members of Traverse City Council deeply regret his departure and feel it a personal loss to be without his companionship, and knowing that the Council has lost a faithful member and worker and the State at large a most genial fellow traveler; therefore be it

Resolved—That we, the officers and members voice our feelings in this public manner and that a copy of these resolutions be spread on the records of this Council and that a copy be forwarded to the family at Manistee and another copy be sent to the Michigan Tradesman for publication.

M. B. Holley,
Ray Thacker,
Harry Hurley,
Committee on Resolutions.

A. W. Jacobitz, Thomas Slater and Herman Straub have organized the Michigan Monument Co. and are carrying on a small manufacturing business in this line. All still retain positions with Fred H. Hirth in the same business.

Some men are better satisfied with failure than others are with success.

SUCCESSFUL SALESMEN.

Frank A. Miller, Representing the Iroquois Cigar Co.

Frank A. Miller was born on a farm three miles from Clio, June 7, 1870, being the last child in the family of eight children. Both father and mother were of German descent. He ran away from home at 9 years of age and found employment as errand boy in a lumber camp in the Upper Peninsula where he worked for \$4 a month and his board. At the end of three months he had \$100 to his credit, due to the gratuities that were given him by the men employed in the camp. This condition was due very largely to his happy disposition which has been of manifest advantage to him all through life. He followed the lumber business in its various ramifications for ten years. At the age of 20 he obtained employment as traveling representative for the Yucatan Gum Co. and for the next three years he covered the retail trade in Wisconsin. He then signed with Mott Bros., of LaPorte, Ind. to cover Indiana and Northern Michigan. His next engagement was with the New Orleans Fruit House of Flint, for which establishment he covered Eastern Michigan six years. For the next three years he covered Wisconsin for the Independent Cigar Co., of Detroit. January 1 of this year he engaged to travel for the Iroquois Cigar Co., of Flint. His territory includes all the available towns in Southern and Western Michigan. He sees his trade about every ten weeks.

Mr. Miller was married April 29, 1891, to Miss Nellie A. Beckwith, of Clio. They reside in their own home at 1048 Chippewa street, Flint. They have two children, a boy of 18 and a girl of 7.

Mr. Miller is a Mason up to the third degree. He is a member of Flint Council, No. 29, U. C. T., and has gone through all the chairs up to Junior Counselor.

Mr. Miller has met with his full share of reverses, having lost his home twice by fire, fourteen years ago at Clio and eight years ago at Flint. Notwithstanding these setbacks, he has managed to get on his feet, financially and otherwise, and his optimistic temperament, sturdy honesty and captivating personality have enabled him to make and retain many friends. He has only one hobby and that is an inordinate love for dogs which it is understood he is not able to indulge in as much as he would like because the madam dislikes dogs quite as much as Mr. Miller admires them.

Boomlets From Bay City.

Bay City, April 19.—If the outburst of applause that greeted Mayor-elect Frank P. Kelton last Tuesday night as he entered the Council chamber to preside for the first time over the deliberations of the Common Council is any criterion, the coming administration of public affairs presages well for the future of Bay City. Long before the hour appointed for the meeting every available seat in the Council hall was filled and standing room in the aisles and doorways was at a premium. A notable feature of the assemblage was the large number of women in attendance.

Former Mayor Gustaves Hine, in a few well-chosen words, in introducing his successor, said that the newly-elected Mayor was a Bay City product and predicted that he would fill the office in an efficient manner. He assured the members of the Council and citizens in attendance that Mr. Kelton had his good wishes and that he would be ready at any time to aid him whenever possible. The remarks of the ex-Mayor were warmly applauded.

After thanking Mr. Hine for his kindly attitude, Mayor Kelton said, in part: "In taking the office of Mayor of Bay City it is with the feeling that from a public standpoint, this office is a most important one. You look to the Mayor for an efficient administration of city affairs and I wish to ask for and expect to have the support of this Council to make this the beginning of better things for the city. I also ask for the co-operation of the various city officers and, most important of all, the backing of the citizens of Bay City. We, as a city, have had a steady growth, but with unusual facilities for industry, such as railroads, water transportation, along with cheap fuel and power, and the magnificent farming lands of Bay county, the city is bound to prosper and grow. I want to see this condition quickly brought about and will do all in my power to hasten it. Bay City is the gate-way to Northern Michigan, its farms and industries. This is one of our most important assets, and should be taken advantage of to the limit. I hope to see Bay City if not the largest city in the State, at least the most prosperous."

Committees of the Board of Commerce and Civic League met yesterday afternoon and made plans for the annual clean-up of the city which is to take place during the week beginning May 3.

Official announcement has been made that the Au Sable division of the Detroit & Mackinac Railroad, formerly the Au Sable & Northwestern logging road, will be standardized. The work of converting it from a narrow gauge line will be started May 1. The railroad will be extended from its present terminus in Iosco county to Mio where a power company is building a dam.

R. W. Brink, who for a number of years conducted an up-to-date grocery store at Grayling, has been engaged by the Lee & Cady branch of Bay City to work the territory formerly covered by E. B. Braddock, who, on account of ill health, was compelled to give up the work for the present at least. His many friends, however, hope he will soon be able to be back on the job.

H. G. Wendland & Co., who conduct one of the largest retail dry goods stores in Michigan, will open up their new 5 and 10c department May 1. The department will be an innovation to the Wendland store, will be peculiar to the dry goods business of Michigan and will probably be the only 5 and 10c store in the State being conducted in connection with a dry goods establishment of the caliber of the Wendland institution.

Bay City wholesale dealers visited with those of Saginaw at a meeting in that city Thursday evening and a local organization of credit men, to be known as the Saginaw-Bay City Credit Association, was formed. Officers were elected and constitution and by-laws adopted. Charles Pellot, of Morley Bros., Saginaw, was chosen President and H. H. Bartling, of the Bay City Grocery Co., Bay City, Vice-President.

The C. M. Bullock grain elevator, at Onaway, was completely destroyed by fire April 9. Loss, about \$5,000, partially covered by insurance. Here's where we lost a good customer, which means hustle and get another.

W. T. Ballamy.

Bad Week for the Trading Stamp Companies.

Louisville, Ky., April 15.—The case brought by the Home Trading Association of Louisville, Ky., to test the trading stamp act passed by the last Indiana Legislature and heard at Indianapolis before three Federal judges for a temporary injunction against the prosecuting attorneys in six counties to prevent the enforcement of the act, was dismissed after the defense had offered evidence to show the stamp company had no lawful right in court. Not only was the right of the stamp company questioned by the defense, but also evidence was offered to show that the company is subject to fine for failure to register with the Secretary of the State.

Indianapolis, April 17.—Attorney General Milburn, of Indiana expects to file suit in the near future against several trading stamp companies to collect penalties for alleged failure to comply with the law governing foreign corporations who do business in this State. The penalty provided by law is from \$1,000 to \$10,000. Mr. Milburn is not informed on the number of trading stamp companies doing business in Indiana, and therefore does not know how many suits he will file. The suits to be filed are to be the result in a way, of a case thrown out of Federal court recently. That suit was filed by the Home Trading Association of Louisville, Ky., and sought to prevent the enforcement of the new Indiana statute that requires a high license fee for trading stamp companies. The case was dismissed when it was shown that the complaining company had not registered in Indiana and consequently had no standing in court. Mr. Milburn says that none of the trading stamp companies doing business in this State have registered or qualified to operate legally. This makes them all liable, he said, to prosecution for the collection of the penalty.

Harrisburg, Pa., April 17.—A blow was struck at the popular industry of collecting trading stamps last night when the House by a vote of 146 to seventeen passed the Walton bill putting trading stamp and coupon companies under heavy license fees. Representative Palmer, of Schuylkill, spoke in opposition to the bill, but the sponsor, Walton, of Lawrence, announced that Mr. Palmer had a particular friend who was interested in trading stamps. Mr. Palmer made the point that the license was so high that it would virtually drive trading stamp companies out of business. The fee is \$100 for companies which originate the stamps. Likewise every United Cigar Store Co. and similar business concerns would have to pay the \$1,000 fee for each place of business. If, however, a retail merchant desired on his own accord to issue stamps then the fee would be but \$150 annually. One-fourth of the revenues would go to the State and the remainder to the counties for road and bridge purposes. Mr. Walton said the bill had the backing of the Retail Merchants' Association of Pennsylvania, with a membership of 10,000.

Sparks From the Electric City.

Muskegon, April 20.—Our last meeting was called promptly at 8 o'clock by Ernest Welton and dismissed at 9 o'clock. Welton is living up to his policy of having the meetings short and sweet.

It was decided to have the boys reach a conclusion at our next meeting whether we should try for the 1917 U. C. T. Council. Be sure and come, for we would like to hear both sides.

A. W. Stevenson was appointed Chaplain for the ensuing year.

Milton Steindler was appointed scribe, because his excuses were not enough to suit our genial Senior Counselor. The writer was told that the boys would have to put up with

our musing, no matter how much it hurt.

M. Carlson has purchased the Oscar Putnam Co. stock on Clay street, Muskegon. Mr. Carlson is a man with exceptional ability and his friends wish him success.

MM. White has opened up a delicatessen store at 93 Terrace street, Muskegon. This business is a long-felt want in our fair city and will give a chance for the housekeeper to get her supplies when the unexpected guest arrives. Mr. White's new venture will be watched with interest by our citizens.

In our last issue we forgot to mention that the old war horse, Harold Foote, had been re-elected Secretary and Treasurer. Pardon us, biscuits.

Dr. George LaFevre, of this city has been appointed first lieutenant in the medical reserve corps of the U. S. Army.

Every seat in the Hackley Art Gallery was filled at the meeting of the Mothers' Club which was addressed by Mrs. E. C. Munger, of Hart, President of the Michigan Audubon Society.

Soon we will hear that old song in about fifteen new counties, "How dry we are."

G. N. Otwell, of Lansing, Deputy Superintendent of Public Instruction of Michigan, is in Muskegon county inspecting the county schools.

Our new Mayor, Arndt Ellifson, has started his administration of economy by reducing the police force. The Mayor believes in saving the people's money.

H. Anderson came to our meeting about the time we were closing. He had quite a lot to tell us but Ernie reminded him that we were closing and Kandy said he would keep it until next time.

A. W. Stevenson, we miss you. Won't you honor us with your presence?

N. Luloff came to pay his dues. Then he vamoosed over to Lakeside.

Welcome to our midst Correspondent Ellwanger, of Grand Rapids. Just get Will Sawyer to give you pointers and it will help out.

The actors' colony is beginning to look like old times. Quite a number of the boys are taking their daily swim in Lake Michigan.

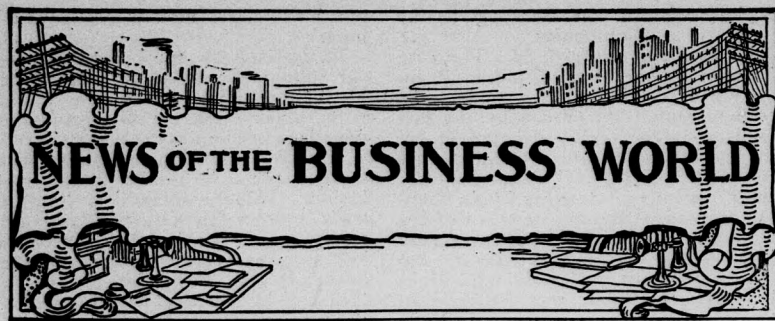
The Muskegon Interurban has put on the 4:30 a. m. cars to let some of the Izaak Waltons come to take home some of the finny tribe.

We have discovered Ches. Brubaker has been writing all his ditties to the Muskegon Times. While we know this fine newspaper appreciates your hard work, couldn't you switch some of your dope direct to Grand Rapids where our old friend Stowe will be glad to print your utterings.

We are glad to report that S. Steindler is recovering from his recent illness and will be with us soon.

Milton Steindler.

At a meeting of the Executive Committee of the Retail Grocers and General Merchants' Association of Michigan, held at Saginaw April 13, F. D. Miller of Battle Creek, handed in his resignation as paid Secretary, retaining the position on the same basis it has been held in past years. This action is due to the fact that Mr. Miller has satisfied himself that the plan to raise a \$5,000 fund by appeal to manufacturers and jobbers of the country could not be realized and that the organization will have to get along on about \$1,000 annual income, the same as it has in the past. The smaller income will force the Secretary to accept about \$500 per year for salary and perquisites, instead of \$4,800 which had been planned by Mr. Miller.



Movements of Merchants.

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

Olivet—Charles Kellogg succeeds A. F. Krebs in the grocery business.

Harrison—Clark Ash succeeds Al. English in the soft drink business.

Nashville—G. L. Murphy succeeds E. C. Vrooman in the laundry business.

St. Johns—Pierce & Hobart succeed E. J. Pierce in the grocery business.

Manistee—Albert Pagenguth succeeds Fred Bauer in the grocery business.

Mackinaw City—Cecil Hunt succeeds Hunt & Son in the grocery business.

Ionia—Stuart L. DeMorest succeeds G. L. Chriswell in the tea and coffee business.

Nashville—O. G. Monroe has closed out his stock of clothing and retired from business.

Saginaw—The Nez Perces Timber Co. has increased its capital stock from \$50,000 to \$100,000.

Bridgeport—Walter Morley is erecting a sauerkraut factory which he will open early this fall.

Ewart—Mrs. A. L. Brooks is closing out her stock of bazaar goods and will retire from business.

Port Austin—The Port Austin Fish Co. has increased its capital stock from \$5,000 to \$6,000.

Grand Ledge—E. C. Knauss & Co. have engaged in the grocery business on West Jefferson street.

Reed City—John Watkins has again taken over the People's meat market and will continue the business.

Grass Lake—A. L. Hamill has sold his grocery stock to Ray Hickman, who will continue the business.

Plainfield—S. B. Smith is closing out his stock of dry goods and shoes and will retire from business.

Detroit—W. E. King, recently of Metamora, has engaged in the hardware business on West Fort street.

Clinton—Charles J. Robinson, manager of the Clinton Clothing Co., died April 11, after a short illness.

Big Rapids—D. H. McFarlan succeeds Dickson & Turk in the grocery, dry goods and hardware business.

Caro—William A. Fairweather will engage in the dry goods and women's ready-to-wear clothing, May 1.

Kalamazoo—The Kalamazoo Implement Co. has increased its capital stock from \$15,000 to \$20,000.

Croswell—The Croswell Brick Co., Ltd., has changed its name to the Croswell Brick & Tile Co., Ltd.

Lachine—George Haken is erecting a store building which he will occupy with a stock of meats about May 15.

Eagle—E. C. McCrumb has sold his hardware stock to James Haner, of Grand Ledge, who has taken possession.

Ironwood—A. C. Buss is building a two-story addition to his creamery, giving it a floor space of 6,360 square feet.

Alpena—John Beck lost his hotel and nine other buildings at Long Lake by fire April 19, entailing a loss of about \$25,000.

Hemlock—Clarence Frahm, of Merrill, has purchased the L. A. Cross store building and meat stock and has taken possession.

Kalamazoo—The Johnson-McFee Co., dealer in clothing, and men's furnishings, has changed its name to the A. W. Johnson Co.

Lawton—J. W. Klink has sold his stock of bazaar goods to V. G. Pitcher, formerly of Jackson, who will continue the business.

Howell—The A. O. Hutchins grist mill was completely destroyed by fire April 18, causing a loss of \$10,000, with about \$4,000 insurance.

Dimondale—Fred Wareham, formerly of Bear Lake, has purchased the C. E. Walworth stock of dry goods and clothing and has taken possession.

Wetzell—Mrs. Lanterman has sold her stock of general merchandise to Mrs. Bronson, recently of Harbor Springs, who will continue the business.

Alpena—R. F. McKim has purchased the stock of the Wilson-Asselin Clothing Co. and will consolidate it with his jewelry stock and remove to the Maltz block.

Alpena—Anthony Nowak and Norman Martinson have formed a copartnership and engaged in the clothing business at the corner of Second avenue and Water street.

Alpena—Olds & McLean, clothiers, have dissolved partnership and the business will be continued by Fred L. Olds, who has taken over the interest of his partner.

Pontiac—The Seidnac Co. has sold its confectionery stock to J. H. Groome and wife and the business will be continued under the style of Groome & Groome.

Imlay City—Hazelton & Linekar suffered a fire loss of about \$12,000 to their stock of general merchandise April 11. The loss is partially covered by insurance.

Reading—Mrs. L. L. Hill and Miss Pet Valentine have formed a copartnership and purchased the Ellison & Dailey millinery stock and will continue the business.

Pottsville—Burglars entered the A. E. Parker hardware store April 16, carrying away considerable stock. This is the third time the store has been burglarized recently.

Paw Paw—Fire destroyed the warehouse and surplus stock of the Paw Paw Basket Co. April 16, causing a loss of

about \$55,000, which was partially covered by insurance.

Vestaburg—The Vestaburg Elevator Co. has taken over the plant of the Six Lakes Elevator Co. and will continue the business under the management of Roy McGillivray.

Cheboygan—Joseph Cota has sold a half interest in his stock of second hand goods to George Leavitt and the business will be continued under the style of Cota & Leavitt.

Albion—Fire damaged the store building and stocks of the L. C. Snearley meat market and S. E. St. Amour, dealer in bazaar goods, April 19. The loss was partially covered by insurance.

Hickory Corners—M. M. Rockwell has purchased the interest of his son, Willis, in the M. M. Rockwell & Son stock of general merchandise and will continue the business under his own name.

Detroit—The Universal Electric Co. has been incorporated with an authorized capital stock of \$15,000, of which amount \$8,000 has been subscribed and \$5,000 paid in in property.

St. Joseph—Joseph Bodjack has closed out his shoe stock at Niles and formed a copartnership with Julius Bruunier and will engage in the shoe business under the style of Bodjack & Bruunier.

Akron—August E. Wolf and John C. Reinke, both of Saginaw, have formed a copartnership and purchased Cook Bros. stock of agricultural implements and general merchandise and will take possession May 1.

Ludington—Richard Groening, who has conducted the shoe repair shop in G. Groening & Son shoe and men's furnishing goods store for the past thirty years, has purchased it and will continue the business at the same location.

St. Joseph—Montgomery Shepard, founder of the Commercial National Bank of this city and a pioneer business man and financier, is dead here of heart disease, at the age of 76 years. He was a former resident of Marshall and Battle Creek.

Bancroft—William E. Watson, pioneer hardware dealer, died April 14 without regaining consciousness, as the result of injuries received when he walked in front of a Grand Trunk freight train on his way to his farm. Mr. Watson was 73 years of age.

Detroit—R. Baker & Co. has been incorporated with an authorized capital stock of \$6,000 of which amount \$3,100 has been subscribed and \$2,800 paid in in property. This concern will deal in candy, sugar, shelf groceries, fireworks, etc.

Monroe—The Seger Brothers Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$7,000 has been subscribed and \$5,000 paid in in property. This concern will own and operate ten cent stores.

Detroit—The Griffin-Mitchell Shoe Co. has been incorporated with an authorized capital stock of \$5,000, of which \$3,000 has been subscribed, \$1,000 paid in in cash and \$2,000 in property. This concern will deal in boots, shoes and furnishing goods.

Detroit—The Automatic Balanced Valve Co. has been incorporated with an authorized capital stock of \$100,000, all of which has been subscribed and paid

in cash. This concern will engage in the manufacture of automatic and balanced valves, governors, etc.

McBain—The McBain Hardware & Furniture Co. has been incorporated with an authorized capital stock of \$11,000, all of which has been subscribed, \$2,986.92 paid in in cash and \$8,013.18 in property. This concern will engage in the sale of farm implements, harness, furniture and undertaking goods.

Farwell—I. R. Schlegal, who purchased the interest of his partner in the general stock of Calkins & Schlegal about eighteen months ago, on an agreement to pay for same at the rate of \$50 per week, has defaulted in meeting his obligations to his creditors and turned the stock over to the Michigan Hardware Co. and Symons Bros. & Co., each having claims of about \$600. The trustees have taken possession and are now making an inventory of the stock.

Stanton—Omar Norris and Howard Forbush, who recently confessed that they burned their general store at Maple Hill, July 9, 1914, in an attempt to collect the insurance, pleaded guilty in the Circuit Court here and were sentenced to the reformatory at Ionia for a term of not less than five years nor more than ten years with the recommendation of the Court that both men serve seven years. Norris formerly resided at Sunfield and Forbush's home was at Grand Rapids. The firm carried \$2,100 insurance on their stock of goods and following an extended investigation by the State Fire Marshal Department admitted that the property was fired by them three different times on July 9, gasoline, kerosene and lamp-wicks being used, and the last fire totally destroyed the building and contents. It was only after hard work by the entire village that adjoining property was saved while the Norris & Forbush store was burning.

Manufacturing Matters.

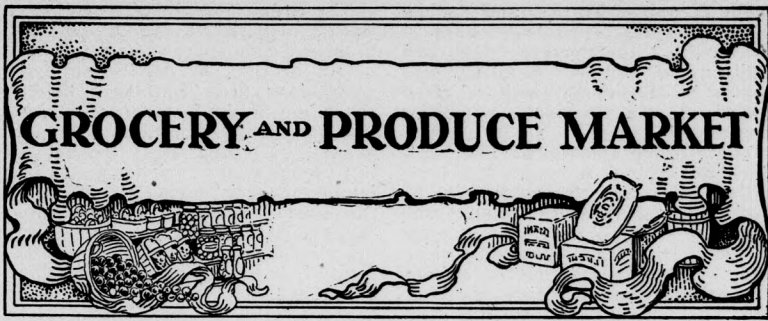
Detroit—The Michigan Motor Car Co. has removed its plant from Kalamazoo to this city, where it will continue the business.

Pelkie—The Farmers Creamery Co. has sold its plant to Matt Tauranen and Matt Ruona, dealer in general merchandise, who will continue the business under the management of Mr. Tauranen.

Grand Ledge—Sutherland & Johnson, who conduct the Boyland creamery have dissolved partnership and the business will be continued by Edson Sutherland, who has taken over the interest of his partner.

Detroit—The Keystone Brass Manufacturing Co. has been incorporated with an authorized capital stock of \$20,000, of which amount \$10,500 has been subscribed and paid in in cash. This concern will engage in the manufacture of plumbers' brass goods.

Detroit—Stockholders of the Paige-Detroit Motor Co. were agreeably surprised by the arrival of this month's dividend checks covering disbursements at the rate of 7 per cent. per month. The company, capitalized at \$250,000 common stock, all closely held, has been paying 4 per cent. monthly. The increase in the rate from 4 to 7 per cent. came unannounced.



Review of the Grand Rapids Produce Market.

Apples—The price ranges from \$2.25@3.50 per bbl.

Asparagus—\$1.85 per box of 2 doz.

Bananas—The price is steady at \$3.25 per hundred pounds. The price per bunch is \$1.25@2.

Beets—60c per bu. for old; 65c per doz. for new.

Brussels Sprouts—20c per box.

Butter—The consumptive demand for butter is absorbing all the receipts on arrival and the market is steady on the basis of present quotations. The quality of the current arrivals is good for the season and the make is light, so that the general market conditions are healthy. No increase in the make can be expected for two or three weeks, during which time the situation will probably be steady to firm. Fancy creamery is now quoted at 30c in tubs, 31c in prints. Local dealers pay 23c for No. 1 dairy, 16c for packing stock.

Cabbage—\$2.85 per bbl. for new from Texas.

Carrots—50c per doz.

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

Celery Cabbage — \$2 per dozen packages.

Cocoanuts—\$4 per sack containing 100.

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

Cucumbers—\$1.60 per dozen for hot house.

Eggs—The arrivals of eggs at present are the best of the season and there is a good consumptive demand; also a good demand for storage. The market is steady on the present basis of prices, and so long as the quality of eggs keeps up there is no indication of any material change in prices. Local dealers pay 18½c for fresh.

Grape Fruit—\$2.50@3 per box.

Green Onions—60c for Shallots, 13c for Illinois.

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

Lemons—Californias and Verdellis, \$3.50@4.

Lettuce—Southern head, \$1.25 per bu.; hot house leaf 7c 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 on home-grown is weak and lower, dealers holding red and yellow at \$1 per 100 lbs. and white at \$1.25; Spanish \$1.50 per crate; Texas Bermudas, \$2.25 per crate.

Oranges—Californias are higher, owing the rains which have shut off

shipments and heavy demand. Navels have been marked up to \$3@3.25.

Oyster plant—30c per doz.

Peppers—60c per basket for Southern.

Pieplant—4c per lb.; \$1.50 per box.

Plants—Tomato, cabbage and pepper, 75c per box of 200; flowering plants, \$1.25.

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

Potatoes—The market has advanced to 35@40c, with strong indications of still higher prices in the near future. New command \$3 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—24 pint crate Louisiana, \$3.25.

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

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

Turnips—50c per bu. for old; 50c per doz. for new.

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

The Grocery Market.

Sugar—The market is quiet and unchanged. There was a little flurry in raws last week, owing to reports of heavy purchases by English refiners in Cuba, but the flurry subsided when the English obtained needed supplies from the Argentine. Apart from the domestic demand for granulated, which is light for the time being, distributors taking 4.75c for a source of strength in the export business. It is figured that both the United Kingdom and France will re-enter the market, and other countries would have purchased before this had the local refiners indicated their willingness to make concessions. With no early end to the war awaited, it is figured that the statistical position of sugar warrants a feeling of conservative bullishness, despite the admittedly high prices of both raws and refined.

Tea—The market continues firm, with an increasing scarcity in the lower grade Japans, no more being obtainable from first hands and the stocks in this country being practically closed out. Formosas are strong with growing demand. Indias and Ceylons maintain former advances and all arrivals in New York are quickly picked up at quoted prices. China gunpowders and Congous are about the cheapest teas offered. The local sales are showing more activity as the stocks become depleted.

Coffee—Prices have practically not changed, at least not materially, for a month past. This applies not only to Rio and Santos, but also to mild grades. Java and Mocha are about unchanged.

Canned Fruits—Gallon fruits of nearly all descriptions are in small compass and with increasing demand from the pie bakers the market is strong, with an upward tendency. In table fruits, except peaches, the supply is small and the market firm, although consuming demand at present is light. California lemon cling peaches remain dull and easy. Gallon apples are steady on the best-known pack, although at present there seems to be little demand.

Canned Vegetables—Tomatoes are unchanged on last week's basis and in demand only with the chain stores, who are featuring tomatoes at a low price. The regular trade is quite dull. It is expected that the cost of packing tomatoes will be about like last year's costs, namely 70@72½c. Spot gallons are exceedingly cheap, owing to the fact that there is a surplus and sales have been made at \$1.60, f. o. b., in a large way, although they cost to pack at least \$1.85. Cheap peas are reported to be getting into small compass as a result of the rather active demand of the past couple of weeks, which is said to have absorbed the bulk of the offerings. At the higher prices demanded the demand is less pronounced. String beans are steady under comparatively light offerings of desirable goods in the cheaper grades, but the market is now quiet and prices are nominal, particularly on medium and fine stock, the demand for which is comparatively light. Standard Maryland Maine style corn has sold quite freely in a jobbing way and demand continues, although buyers are reluctant to meet the views of sellers. There has also been a fair demand for Western standard corn at the low prevailing prices. State and Maine corn is in a small compass on the spot and firmly held.

Canned Fish—Trade in salmon is slow and as selling pressure is being exerted from some quarters the market has an easy tone. Domestic sardines are quiet, at ruling figures. The situation in imported sardines is not very favorable from any standpoint. Norwegian packers are writing to this country for supplies, such as tinned plate, claiming that their business has been very much interfered with by reason of the war. In Norway the price of sardines is about \$1.25 higher than it was a short time ago, but the stock in this country is rather heavy and no change has occurred. French sardines are very scarce and will continue to be, as the industry in France is thoroughly demoralized. Portuguese sardines are easier, and the market is about \$2 per case below the highest point. Future prices are being quoted on Portuguese sardines on a basis about \$4 and \$5 below the highest point.

Dried Fruits—The limited interest shown by buyers on offerings of prompt shipment California prunes

seems to be getting onto the nerves of sellers, and some of them are making lower prices, although the majority of packers hold their goods closely up to previous prices. Late advices received from the Coast are to the effect that Santa Clara Valley packers look for a crop no larger if as large as last year owing to the effects of rain during the blossoming period. The trade here is skeptical however, having had similar advices in past seasons at this time. Apricots and peaches are getting little attention for immediate or forward delivery, and the tone of the market is easy. There is little business doing in California raisins, notwithstanding the urgent efforts made by representative interests, notably the California Associated Raisin Company, to get buyers into line at the near approach of Raisin Day. The Eastern trade is not apparently making any special effort to prepare for that occasion and is buying only what it actually needs. The market closed steady without quotable change in prices. Currants are going slowly into consumption, and the tone of the market is decidedly weaker. The demand is confined chiefly to cleaned stock in cartons. Owing to the stoppage of shipments into Germany the market in Greece has been declining, the trade here buying only from hand to mouth. Spot supplies, however, are said to be comparatively light. The approach of real spring weather is expected to stimulate demand for figs and, with stocks in small compass, the market has a firm undertone. Fard dates are rather active on the basis of quoted prices, and in Persians a good business is reported in packages.

Rice—Statistically, it is pointed out that the situation is favorable, although trade is quiet; stress is laid upon the renewal of exports from New Orleans to Latin-America, which is reducing the stock of Blue Rose and Japans.

Cheese—The market is steady and unchanged for the week, with a good consumptive demand.

Provisions—All smoked meats are steady at unchanged prices for the week. The consumptive demand is improved. Stocks are ample and prices seem likely to remain about where they are for some little time. Both pure and compound lard are steady at unchanged prices, and with better consumptive demand. Barreled pork, canned meats and dried beef are unchanged and seem to be wanted.

Salt Fish—Norway mackerel are rather sluggish on a comparatively low priced basis. Indications are not for any marked advance in the near future. Shore mackerel are beginning to arrive, but up until now have been sold fresh at very high prices. Cod, hake and haddock are unchanged and dull. There will be little or no business in them for several months.

Joseph Kahnoski, who for eighteen years has conducted a dry goods store at 801 Michigan street, is closing out his stock and has succeeded Inglesh & Biesebeck in the coal business at 445 Grand avenue.

Clippings From the Spiral Center Bugle.

Spiral Center, April 19.—A Windt, a Grand Rapids traveler, is in town yesterday. Al says a real estate firm is going to open a new sub-division in Grand Rapids. He didn't know exactly where, but it was to be somewhere in the down town section.

Zach Massie came into the Bugle office last Monday and paid up his arrears and two years in advance. The doctor says that with proper care and absolutely no excitement the editor may recover.

H. Montgomery is substituting for the Bugle editor during his illness. Hank has just returned from the Klondike and is just the man for the place. He can go sixty hours without food and not feel the effects.

Under the present hotel laws the Commercial House cannot give the Grand Rapids Herald away to the guests. The Henry law forbids hotels furnishing small sheets.

Joe Berard says he now has an idea how the civilians in Europe feel when some one drops a bomb from an aeroplane in their midst. His wife found some long blonde hair on his coat sleeve last Friday. Long hair makes some people look intellectual, but in Joe's case it made him look foolish.

Prohibition does not seem to prevent the European soldiers from thirsting for glory.

Grover Cleveland Johnson, who has been under the weather for a number of years has secured a position with Mr. Lindquist, the tailor. Grover has now been working for three weeks and is mending rapidly.

Wilbur Dockstader Warr, proprietor of the Spiral Center general store, says that next winter he will discard his stoves and will hire E. Nelson to stay around the building. Wilbur says that Nelson's hot air will heat any building in Spiral Center. Wilbur, by the way, was operated on for an attack of minstrelsy.

Freddy Richter, from up Traverse way, the little man who we predicted would some day become an editor of note, is the joyrideful owner of a new Reo car. More anticipations for an enlarged business by the local undertaking fellows, say we.

C. Perkins, a Grand Rapids distributor of bottled cheer, whose territory will suffer from an enforced drought on and after May 1, and continue for an indefinite period, is going to buy a farm. That's what we call getting the dirt.

Charity begins at home and, so far as the Bugle office is concerned, it never gets any further.

D. Sanders bought a new ford car and as soon as the news leaked out the Village Council passed an ordinance prohibiting any noise on the streets after 9 p. m. Don doesn't mind anyway, because he says if he does stay up that late he ought to walk anyway.

Tub Horn, the local philosopher, says the people brought the recent prohibition wave on themselves by not using the proper judgment in the use of intoxicants. It would be all right, says Tub, for a fellow to confine his drinking to twenty or thirty drinks a day, but there is no use of him making a hog of himself.

No, M. M. C., horseradish doesn't necessarily have to come from a stock farm.

C. Sorenson read in a paper that the new Mayor of Chicago was going to drive every crook out of the city. If he does, said Charles, "the population of Spiral Center will be as large as that of Chicago."

It takes a sharp fellow to keep from letting others know he has an axe to grind.

N. Ballard gave his wife the money for a new hat without her asking for it. The alienists are expected on the 11:45 train Friday.

Judging by reports of men who are being taken into the armies of Eu-

rope, old Dr. Osler's theory has been exploded.

The Ladies' Aid Society will hold a swap party at Deacon Bierwert's home next Thursday night. The ladies will bring articles to swap which they have no use for. The ladies will bring their husbands.

The idea that some of our local councilmen have swelled heads is wrong. Their brains are so small that it simply gives one the impression that the heads are enlarged.

The curfew law in Grand Rapids is not proving the success at first anticipated. The curfew wakes most of the population from their sleep.

What a large society the Sons of the Revolution could organize in Mexico.

John Masters was arrested for setting his line fence twelve inches over on L. Hake's place, which is the next farm to his. John lost his leg in an accident a few years ago and his defense is that he needed another foot.

"It's enough to make any fellow hot," says L. Caldwell, "to have his parents name him August."

It is much better to be right than to get left.

The war in Europe is surely proving a puzzle, even to the cracker barrel generals who infest Pete Peterson's grocery store. Not one of them has as yet decided how it could be ended.

When Angus Penny arrived home at 2 a. m. last Tuesday his wife missed his hat. However, she came so close that she nicked his right ear. James M. Goldstein.

Scintillant Splinters From the Saginaws.

Saginaw, April 19.—Mr. Thompson, the restaurant man of Chicago, has opened a fine new restaurant in Saginaw. The restaurant is on Genesee avenue, between Washington and Franklin streets, which is one of the best locations in town. The restaurant has a tile floor and the walls are also tile from floor to the ceiling. The place is spotless in appearance and certainly looks appetizing. It has been a great success from the day it opened. Mr. Thompson has just opened one in Flint and is figuring on opening one in Bay City.

The cry of hard times is drowned out by the noise of building activities in the city of Saginaw. There is more building and more new buildings planned than we have had in a long time. The traveling man who visits Saginaw is busy dodging working men, instead of having to walk around idle men on the corners.

The Schust Baking Co. will soon have the damage repaired that was caused to its building by the caving in of part of the concrete roof. Only a small part of the building was damaged, so not at any time did they have to discontinue baking.

W. C. Cornwell, President of the Saginaw Beef Company, has recently covered the State of Michigan on business, being at the Soo last week and in Cleveland this week, and having stopped off at points between, where the Saginaw Beef Company, and the Cornwell Beef Company have branch houses.

Saginaw mourns the loss of Mrs. John King, who died last Friday, at the Women's hospital. Mrs. King was the wife of John King, who is one of Saginaw's largest retail meat dealers.

We now have Chief Kain back on the job. He has been our chief of police continuously, with the exception of the last fifteen months, for about twenty-five years.

Saginaw is building a lot of new pavements this year, so we still will be able to lay claim to having the greatest number of miles of pavement for any town its size.

Arthur B. Cornwell.

Gabby Gleanings From Grand Rapids.

Grand Rapids, April 19.—Owing to the fact that the correspondent and family spent Friday, Saturday and Sunday in Muskegon with relatives and friends, the news column will be cut short this week.

Don't forget assessment No. 126, which must be paid before April 24. Mail to our new Secretary, A. F. Rockwell, 1422 Wealthy street.

Brother U. C. T.s, keep your eyes on your grips and overcoats while riding on trains and do not leave them in waiting rooms without checking them. Last week three traveling men lost their sample cases on the G. R. & I. between Grand Rapids and Muskegon, one of whom was J. P. Presley of Belding, representing the Des Moines Hosiery Mills. We have not learned who the other two were.

Richard Warner Jr. is on the road again after a long illness. He made his first trip to Fremont last week and expects to go to Duluth, Minn., and the Upper Peninsula next week. We are glad to see Dick out among us again.

The Occidental Hotel, at Muskegon is to do some remodeling and build an addition to its large and commodious hostelry.

Mrs. H. N. Benjamin, 7 Lexington avenue, mother of H. L. Benjamin, has been reported seriously ill.

Mr. and Mrs. A. N. Borden, 730 Prince street, will entertain the Midnight Club Saturday night, April 24.

There will be a special meeting of the Traveling Men's Benefit Association at the Morton House at 2 p. m. Saturday, April 24, for the purpose of electing a new Secretary. All members are requested to attend.

M. M. Kane has purchased a new automobile and has started his son in the jitney business. He has had splendid success in his new venture.

D. G. Rockwell, of Detroit, who is city salesman for a truck tire company of that city, has been visiting his brother, A. F. Rockwell.

A. H. Covey, who has been conducting an up-to-date leather goods store at Olivet, has sold his stock to G. C. Adams, of the same city, who has a large implement business. This combination will make one of the most complete stores of its kind in Southern Michigan.

Archie Walters, in the carpet department of the Heyman Co. store, passed away last week. Mr. Walters was 37 years of age and leaves a wife and daughter to mourn his loss. Funeral services were held Monday, April 19.

A. Casabianca & Co. are moving their wholesale fruit business from Ottawa avenue to the John Doane building on Market avenue, where they will install a cold storage plant.

Sparta has a new overland route jitney bus system running between Sparta and Grand Rapids, making three round trips daily. Leaves Sparta at 8:30 a. m., 1:30 p. m. and 6:45 p. m. Leaves Grand Rapids at 10:30 a. m., 2:30 p. m. and 11:15 p. m.

The Commercial Savings Bank will begin May 1 to erect a six-story bank building at the corner of Lyon and Monroe. They will be temporarily located at the Nelson Matter building.

Ludington is to have a new \$12,000 shirt factory. Kronthol & Homel, from Michigan City, Ind., will be the proprietors. They will employ 350 people and will be ready for operation July 1.

The Grand Trunk Railway is contemplating building a new steel bridge and hydraulic water system at Greenville and improve the road otherwise.

E. G. Feebeck, Superintendent of the Kindell Bed Co., has resigned his position and expects to go into business for himself in some prosperous town in Indiana.

The Coliseum is to have a new entrance by way of an arcade from Division street.

The Stewart street pharmacy is to have a new front which will add greatly to its appearance.

Our brother, Walter Schantz, was married to Miss Katherine Plett at the home of the latter's parents, Mr. and Mrs. H. J. Plett, 311 Benjamin avenue. Mr. and Mrs. Schantz will be at home to their friends at 311 Benjamin avenue following a short trip in the East. Hearty congratulations, Mr. and Mrs. Schantz.

J. Sandbrink, of Toledo, Ohio, formerly of Grand Rapids and a member of 131, has been on a six weeks' trip through Southern Michigan, Indiana and Ohio. Mr. Sandbrink represents Baumgardner & Co., of Toledo.

H. R. Bradfield, with the Woodhouse Co., Sunded in Petoskey.

Dr. Ferguson, a member of 131, and his wife enjoyed the opening baseball game at Detroit last week. We are wondering if the doctor did much shouting.

Wm. Drueke, of the Drueke-Lynch Co., has been reported ill and H. W. Harwood has been covering his Northern territory the past week.

Mr. and Mrs. Charles E. Perkins were royally entertained last Sunday at the home of John J. Dooley and wife. An elaborate supper was served by Mrs. Dooley, after which Prof. Dooley gave a grand concert on his player piano. R. J. Ellwanger.

News for Garage Owners.

A suit has been filed in a United States court by S. F. Bowser & Co., Inc., against the Wayne Oil Tank and Pump Company, both of Fort Wayne, Ind., for alleged infringement of certain patents on their curb pump, familiarly known to motorists as the "Bowser Red Sentry."

This will be news to thousands of autoists, and the court's decision will be eagerly watched for by public and private garage owners throughout the country as well as by other manufacturers of curb gasoline filling stations.

His Knowledge Limited.

The late Congressman W. W. Wedemeyer used to tell a story of rain in the Klondike. He was going up the Yukon on a Government junket, and the sky drizzled all the way. At one landing a dejected-looking "sourdough" stood on the wharf awaiting the boat.

"I say, partner," asked Wedemeyer, "How long has it been raining?"

"Dunno," was the reply. "I've only been here seventeen years."

Quotations on Local Stocks and Bonds.

	Bid	Asked
Am. Light & Trac. Co., Com.	315	319
Am. Light & Trac. Co., Pfd.	107	110
Am. Public Utilities, Pfd.	66	68
Am. Public Utilities, Com.	30	33
Cities Service Co., Com.	59	61
Cities Service Co., Pfd.	64	66
Comw'th Pr. Ry. & Lt., Com.	51	53
Comw'th Pr. Ry. & Lt., Pfd.	81	83
Comw'th 6% 5 year bond	98	100
Holland St. Louis Sugar	4	5
Michigan Sugar	63	65
Pacific Gas & Elec. Co., Com.	48	51
Tennessee Ry. Lt. & Pr., Com.	8	10
Tennessee Ry. Lt. & Pr., Pfd.	33	36
United Light & Rys., Com.	50	53
United Light & Rys., 2d Pfd.	71	73
United Light & Rys., 1st Pfd.	72	74½
United Light 1st and Ref. 5%		
bonds	82	85
Industrial and Bank Stocks.		
Dennis Canadian Co.	80	90
Furniture City Brewing Co.	40	50
Globe Knitting Works, Com.	130	140
Globe Knitting Works, Pfd.	98	100
G. R. Brewing Co.	90	100
Commercial Savings Bank	220	
Fourth National Bank	220	
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	

April 21, 1915.

In and Around Little Traverse Bay.

Petoskey, April 19.—Henry Kaden, of Boyne City, is the proud father of a 14½ pound baby girl. Both mother and daughter are reported doing nicely.

Bert Sible, of Carp Lake, was called to Marion last week on account of his wife being ill. Marion was Mr. and Mrs. Sible's former home before moving to Carp Lake.

W. E. Royer, manager of the Wolverine Hotel, at Boyne City, has leased the Howard House, at Bay View, and will take possession shortly after May 1. Mr. Royer, as manager of the Wolverine, made many friends and everybody joins in wishing him success in his new venture. After May 1, William H. White, President of the Boyne City Hotel Co., will act as manager and Mrs. Morganson, of Hermansville, will be housekeeper and overseer.

Charles N. Spiltz, of Boyne City, has purchased a stock of groceries and will open up a store in the building formerly occupied by Joseph McNamee. Mr. Spiltz as a boy worked for Mr. McNamee in this same building and is familiar with the business.

Charles Moody, of the Pellston Mercantile Co., at Pellston, is the handiest man in general merchandise is Northern Michigan. Charlie is a painter, plumber, steam fitter, hardwareman, groceryman and a good fellow, although it comes high at times. Three star is his favorite brand.

Glen Henry, of Mackinaw, has resigned his position as manager for Hunt & Son, Mackinaw City, and accepted a position as Village Marshall. Mr. Henry is a stern man and violators of the law had better keep scarce around the little City on the Straits.

C. H. Roberts, the veteran soap salesman for Swift & Co., is working G. R. & I. territory with one of the Cornwell salesmen this week. Mr. Roberts radiates sunshine and is always met by the merchants with a hearty, "Hello, Cap!"

N. W. Simpson, sales manager of the Saginaw Beef Company, was a visitor at Petoskey last Friday in the interest of the Cornwell and Saginaw companies. Mr. Simpson gave a very interesting talk on Salesmanship. Representations of the Ann Arbor, P. M. and G. R. & I. routes were in attendance and all were loud in their praise of Mr. Simpson's ideas.

John Moran, of the Michigan Brokerage Co., of Detroit, was seen upon the streets in Petoskey Friday. We have reasons to know that he went away with several carload orders.

Gentle reader, just let this sweet thought sink into your brain pan: "It will soon be time to go fishing."

The Germans are now putting into commission two submarines a week. Soon be keeping pace with Henry Ford.

Long Bros., of Petoskey, have opened a meat market at the corner of Grove and Harvey streets and report that business starts off good. Herbert Agans.

Coldwater Council Installs Officers and Dines.

Coldwater, April 19.—At the meeting of Coldwater Council, No. 452 the officers elected at our annual meeting were installed by Past Counselor Pearce, as follows:

- Senior Counselor—M. L. Evens.
- Junior Counselor—G. O. Gallop.
- Past Counselor—J. L. Curts.
- Secretary and Treasurer—R. D. Phinney.
- Conductor—W. W. Ault.
- Page—P. F. Wilks.
- Sentinel—J. D. Corless.
- Chaplain—W. E. Pray.
- Executive Board—A. E. Pearce, C. W. Chapman, J. W. Hueston, W. E. Goodnow.
- Delegate to State Convention—W. E. Pray.
- Alternate—J. L. Curts.
- Matters pertaining to the annual

State convention at Lansing June 3, 4 and 5 were discussed and a large delegation is expected to attend the convention, accompanied by their wives, and a rousing good time characteristic of the travelers is looked forward to.

The report of the Finance Committee showed the local organization to be in splendid condition and a general expression was vouched for to make this the banner year of the Council by an effort to initiate every eligible candidate in the jurisdiction.

At the close of the meeting the members were escorted to Herb Blake's by Secretary-Treasurer R. D. Phinney, where eats and refreshments were enjoyed, during which a liberal exchange of opinion regarding the railroad and other legislation were indulged in.

Hon. M. L. Evens, the newly installed head of Coldwater Council, is guarding the interests of the travelers in the Legislature.

Among other matters before the delegation to Lansing is the election of John A. Hach, Jr., to the office of Grand Conductor. Mr. Hach has already served two years in the Grand Lodge and is in the running for the highest honors in the State. Mr. Hach has also served two years as chairman of the Grand Legislative Committee, during which time much was accomplished for the benefit of the traveling men, principally the enactment of the so-called Henry hotel law.

Resolutions were adopted on the recent death of A. F. Chandler, a pioneer member of the order, and the meeting closed with a determination to work for a greater U. C. T.

R. D. Phinney.

The Ten Cent Telephone Charge at Mesick.

Grand Rapids, April 19.—I note the item in the Detroit correspondence of the Michigan Tradesman of April 14 relative to the 10 cent charge for telephone service at Mesick and beg leave to state that the Wexford County Independent Co. operates exchanges at Buckley, Sherman and Mesick. This service is furnished between these exchanges to subscribers on a flat annual rental basis. All outsiders are charged 10 cents. This refers to local calls to any point on the system and is, we are informed, the general practice of small independent telephone companies in that section. They own their own lines and they do not feel like building lines to provide service to be used by non-subscribers without charge. These are the exact facts in the matter and are given to you without any desire on our part to defend this charge which may or may not be equitable.

Inasmuch as Mr. Goldstein has seen fit to charge the Michigan State Telephone Co. with reference to this matter, we trust you will set him right in order that he may understand that this is an independent company, with whose internal affairs we have nothing to do, and have no jurisdiction over and do not own the property in question. C. E. Wilde. District Manager.

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

- Buffalo, April 21.—Creamery butter fresh, 25@30c; dairy, 22@27c; poor to good, all kinds, 18@20c.
- Cheese—Dull, new fancy, 15@15½c; new choice, 14½@15c; held fancy 15½@16c.
- Eggs—Choice, fresh, 20½@21c.
- Poultry (live)—Cox, 12@13c; fowls, 17@18c; geese, 12@13c; turkeys, 16@20c; chicks, 16@18c; ducks, 17@18c.
- Poultry (dressed)—Chicks, 17@20c; fowls, 17@19c.
- Beans—Medium, new, \$3.25; pea, \$3.20; Red Kidney, \$3.25@3.50; White Kidney, \$3.50; Marrow, \$3.75@3.90.
- Potatoes—35@40c per bu.

Rea & Witzig.



*No order
too large for
our capacity or
too small
for our careful
attention*

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS



(Unlike any other paper.)

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY,
Grand Rapids, Mich.

Subscription Price.

One dollar per year, if paid strictly in advance; two dollars if not paid in advance.

Five dollars for six years, payable in advance.

Canadian subscriptions \$2.04 per year, payable invariably in advance.

Sample copies 5 cents each.
Extra copies of current issues, 5 cents; issues a month or more old, 10 cents; issues a year or more old, 25 cents.

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

April 21, 1915.

THE AMERICAN DOLLAR.

Present conditions, brought about by the great war, have been peculiarly favorable to the rapid establishment of the dollar as an international medium of exchange, and in comparison with the monetary units of value of other countries, the dollar has been for some weeks and is now, at a premium. The pound is worth less dollars, and a dollar will buy more marks, francs, rubles or lira than ever before in our history.

This of course, means simply that the balance of trade is very largely in our favor, in that foreign countries have purchased more from us than we from them, and they must provide the exchange, or, in other words, the dollars with which to pay us in this country for what we have sent them.

Of course, the great advantage to us at this time, particularly in connection with South America, is that the dollar, heretofore practically unknown in the large exchange markets of South America, has to-day an established value as a medium of exchange, and, owing to the balance of trade in our favor, is in greater demand in exchange markets than the monetary units of other nations.

Branches of American banks operating in foreign countries will be of material assistance in making a permanent market for dollar exchange. The fact that the pound is the common denominator of values the world over has been of great commercial advantage to England. Our people who have sold goods to South America have heretofore been obliged to accept payment in pounds sterling, and, theoretically at least, have run the risk of two exchanges of money, from the local currency into the pound sterling, and from the pound sterling into the American dollar. When the exchange market is active and fluctuations are in order, the American exporter has been obliged to pay fairly heavy tribute to the English bankers.

With a branch of an American bank in a foreign country in a position to draw on the parent bank for dollars at all times, and with the parent bank being permitted to draw on the branch for payments to be made in local currency, there will always be dollars for sale in the local market

in which the branch is located, and the value of the dollar will become known and respected.

FEDERAL PLANS FOR LABOR.

Co-operation is planned between three Federal departments, those of Labor, Agriculture, and Postoffice, in a plan for the employment and distribution of laborers in the United States. The Postoffice Department is working through its postmasters, officers in charge of branch postoffices, and rural mail carriers; the Department of Commerce through its Bureau of Immigration, and the Department of Agriculture through its field officers throughout the United States. The help of agricultural experiment stations is particularly requested, to notify farmers and other employers of labor of the inauguration of this plan to furnish farm or other labor at all seasons of the year.

In order that prospective employers and employes may avail themselves of the opportunities of the plan the following method is to be adopted: Blanks for the use of employers desiring help, and for persons seeking employment, may be had, it is announced, from postmasters, officers in charge of any branch postoffice, or from rural mail carriers. All such application blanks, filled out and signed, are to be returned to the postmaster or other officer mentioned, and he will forward them to the Department of Labor, where, it is promised, they will receive special and prompt attention. When those applications are returned through the postal authorities, no postage will be required.

The purpose of the plan is to supply labor where it is required in every section of the country. Communications from the various Federal officers concerning the necessity for workers in any given locality are especially desired. It is hoped that, as soon as the work undertaken becomes generally known, effective farm or other labor may be furnished at all seasons of the year.

ADVERTISING REFUSED.

The Tradesman refuses about as much advertising as it accepts in keeping with its policy to decline to exploit any business or mercantile idea which is not in keeping with good business principles. The Monday morning mail this week brought a considerable order for advertising from the Sperry & Hutchinson Co., accompanied by an answer to Mr. Bloomingdale's comprehensive discussion of the trading stamp propaganda which appeared in the Tradesman of April 7. The first returning mail to New York bore a letter to the Sperry & Hutchinson Co., stating that the Tradesman would publish the communication without charge as a matter of editorial fair play, but that the advertising contract was declined with thanks. If every trade journal would take this stand the career of the trading stamp companies would be materially shortened.

The easiest thing in the world is to stir up trouble; all you have to do is always to tell the truth.

UNION LABOR AND DRINK.

The frank statement of Lloyd George to the trade union leaders that the drinking habits of the union men have the effect of seriously diminishing the output of war materials at a time when the success of the Allies depends entirely upon that material being largely increased was not taken by them in a friendly spirit, and Kier Hardie denounced the Chancellor of the Exchequer for "insulting and maligning the working classes." But Mr. George stuck to his statement and brought forward abundant evidence to prove it. In one shipyard a battleship which had been brought in for immediate repairs was held up for a whole day because the riveters went on a drunk. It is impossible in some places to get the riveters to work more than thirty-six or forty hours a week no matter what the need. The loss of efficiency due to drink is on the average estimated at 20 per cent. or more. This leads Lloyd George to say: "We are fighting Germany, Austria and drink, and so far as I can see the greatest of these three deadly foes is drink." The day after his announcement of a war against drink he received 15,000 letters commending his course.

All of the labor unions in England have arrayed themselves on the side of the liquor interests, as is their custom the world over, and are united to a man in the effort to prevent the adoption of total abstinence. The government thus finds itself in the same position the Lincoln administration confronted during our Civil War, when the minority political party was almost a unit in declaring the war to be a failure and placed every possible obstacle in the pathway of the men who were battling to save the Nation.

The liquor interests are so strong in British politics, especially in the House of Lords, and the British public is so sensitive on the point of governmental interference, that there is little likelihood that complete prohibition will be adopted, as in Russia. It is possible, however, that the sale of spirits and perhaps also of wine may be suspended, or that a dry zone be declared about the armament works. Most of the employers and some of the men favor the latter remedy.

A notable contribution to science and human welfare, if it had come at any time, the discovery of the typhus bacillus by a worker in a city hospital, takes on a dramatic character from special circumstances. There is the youthfulness of the discoverer, the brilliant preliminary hypothesis upon which his researches were based, but above all the fact that the hope of a defence against a dreadful disease should arise precisely at the moment when the scourge is claiming its victims by the thousands in one corner of unhappy Europe and is casting its shadow over a continent. The labor of love and self-sacrifice that American physicians and nurses have been carrying on in stricken Serbia may yet be supplemented by the achievements of American science.

When the German press, vexed at the sale of American arms to the Allies, calls us a nation of soulless traffickers, the reply is at hand not only in Belgium, where American bounty has poured forth so lavishly, but even more strikingly in Serbia, where American physicians and nurses are giving their lives for the cause of humanity. Our grain cargoes to Belgium, our relief contributions to Poland and Serbia, our specialists of the Gorgas type, and our patient investigators in the laboratories, show that this country is something more than the "Dollarika" that the Kaiser sneeringly uses in referring to this country.

The most notable success of ex-Senator Aldrich's public life was a failure. He failed, that is to say, in his hopes and plans to bring about a reformed currency system, yet the impetus which he gave to the movement must be recognized by all fair-minded men as having been vital to the final achievement. Senator Aldrich could not pass his own bill. He was not able to give his name to the statute that, at last, modernized our currency and banking system. Yet the enquiries which he pressed, the interest which he aroused, the energetic drive which he little by little accumulated behind the whole agitation for reform, opened the door for what came later. Never was there a clearer case of one man laboring and another entering into his labors. The act establishing the Federal Reserve Bank differs in some particulars from the measure proposed by Senator Aldrich; yet its central and animating idea is the same as that which he urged. And in the reports of the Monetary Commission, which owed its existence to him, the advocates of the schemes that finally became law found a perfect treasure-house of fact and argument. This debt to Senator Aldrich is one which should to-day be gratefully acknowledged.

A technicality in the city ordinances of Los Angeles has saved the local retail grocers from one form of competitor. It appears that a number of stores there make a specialty of manufacturing and selling butter in full public view and recently concluded that it would be a good idea to branch out into groceries. Under the provisions of a city ordinance any establishment which sells milk or buttermilk from bulk is classed as a milk depot and can sell only milk and its products and eggs. As it is the policy of these stores to sell butter at about the wholesale price and make a profit from the sale of buttermilk, they are unwilling to give up its sale and thus eliminate themselves from the restrictions of the ordinance.

Speaking of honesty—there is the man who married his landlady rather than beat her out of his board bill.

A man's appetite gives doctors an opportunity to experiment at his expense.

Alas for the man who will never be useful except to give the undertaker a job!

THE MAIL ORDER HOUSE.

How Its Influence Can Be Materially Lessened.

Written for the Tradesman.

Are the Chicago or other distant mail order houses treating your customers better than you can or do? If so, can you blame the farmer or any other customer or ought-to-be-customer for giving them his patronage? Any amount of talk about patronizing home industries, keeping the money in his home town, helping the merchant who shares in the burdens of the locality in which he lives, etc., will be of no avail against the practice of buying where the best service is to be had, for your customer is no more of a philanthropist than you are. He is not going to share his profits with you unless you can give him as good value in return as he can get elsewhere.

To the writer, it is evident that no institution can prosper as has the mail order house if it does not merit the place it has gained for itself in the mercantile world. He who has had any experience in dealing with the farming trade, from whom a large proportion of the mail order business is derived, knows that the farmer is a shrewd bargainer, and if he can realize a profit at both ends of the deal, he is going to do it. He is not to be uncooed and does not consider that he is being done by the mail order house, and to win and hold his trade, the mercantile house, whether local dealer or distant mail order house, has got to win and hold it on merit. You have got to show him that it pays him to trade with you, and while the farmer is as public spirited as any other man, human beings are much alike, and he is quite likely to look after No. 1 first, and his community, incidentally, his town merchant take second place.

If the farmer's money is to be kept in the community, it is up to the retail merchant to give as good value—quality of merchandise, courtesy and promptness of service—in exchange for that money as can be obtained by him from the mail order house, and no amount of abuse which the retailer may heap upon this competitor will in any way afford any relief for the situation. To hold the trade that it is legitimately the local retailer's place to serve, the mail order house is working under handicaps which the local dealer does not experience, chiefest of which are the impossibility of showing or displaying the merchandise which is offered, except by mere descriptive catalogue, and delay in delivery necessarily resulting because of the distance the goods have to be transported. To counterbalance these disadvantages, the mail order house must render service in the way of courteous treatment, promptness in adjusting differences and—most important of all—the delivery of goods of a quality that will give the utmost satisfaction, in exchange for the price asked, and the important feature of their methods is that they make it known by constant advertising in just what way they can supply the needs of their patrons.

Surely there is no good reason why the local dealer should not be able to give equally as good service to his patrons if he will place the emphasis on the proper departments. The personal courtesy of the clerks certainly may be made as strong an appeal to the customer as a cold matter-of-fact printed catalogue or typewritten form letter of the mail order house. The effort to please in the personal contact of the sales force with the public should result in a greater community of interest than can in anyway be possible between the mail order house and its patrons.

In promptness of service the local dealer certainly has the advantage. An order phoned to him in the morning can be filled and delivered by parcel post, if necessary, the same day, while by far the larger part of his sales may be made direct to the consumer in person, and no delivery charges incurred, as must necessarily be the case when the purchase is made from a distant concern. This promptness in filling the needs of his patrons, however, can only be accomplished by a constant and careful study of those needs, and the keeping of such records as will enable the merchant to anticipate with a reasonable degree of accuracy what those needs will be and make his purchases and contracts for delivery accordingly. While every successful merchant realize the fact that great care must be exercised in buying so that he shall avoid being overstocked, yet the other extreme, that of buying "from hand to mouth," or in other words, buying only as needed, often results in really buying after the need has existed so long and is felt so strongly that many sales have already gone by the way of the postoffice with money order enclosed to a mail order house in some distant city, for this is an age of hustle and hurry and nobody wants to wait.

The next requisite to successful competition with the mail order house is that the people in the community from whom the merchant expects to draw his trade shall be kept informed by judicious advertising of the stock carried by the merchant. Money and effort judiciously spent in this way is wisely invested and is sure to bring satisfactory returns.

A merchant in a certain small town in Michigan made a visit to Grand Rapids some three or four years ago to purchase stock for his store. The advertising man of the wholesale house from whom he was making his purchase endeavored to interest him in using some of their advertising as an aid to creating a demand for his goods. His reply, however, was that he never advertised but that he let his prices on butter and eggs be the inducement to win the patronage of his community. It may be merely a coincidence, but that merchant failed and his creditors lost heavily within less than two years.

It is not the writer's contention that success is impossible without advertising, for there are exceptions to all rules, but if the success of the mail order house, which has come up to gigantic proportions, mushroom like,

almost over night, is any criterion, advertising pays large dividends, and the local dealer who has this competition to meet will do well to profit by this example and at least have his stock, his service and his ability to please, as well known among his patrons as are those qualifications of the mail order house, and there are few jobbers, or manufacturers from whom he buys but would be glad to lend all the assistance possible in this direction.

Don't spend any time knocking the mail order house, therefore, for your knocks may only prove boosts; but study them and your own short comings in comparison. See what you can do to make your store and your town more attractive to the country trade. Talk it over with your fellow merchants. Seek the advice of the traveling salesmen who in their travels have observed the efforts and successes of men who have solved the problem, and when you have figured out a workable plan, act upon it, and act quickly and forcibly.

All your customers want is service. They will come to you for it when you make it known to them that you have it to give as efficiently and satisfactorily as equal service may be obtained from any other source.

"Hello" News of Interest.

Written for the Tradesman.

Appraisal is being made of telephone properties in the Muskegon district by the Michigan State, and it is the first step toward a merger of Bell and United Home interests in that territory.

The new directory issued by the Citizens Company at Lansing shows a total of 3,300 telephones, or an addition of 300 phones since the last issue.

The Farmers' Telephone Co. of Allen, Hillsdale county, has made a deal with the Bell Company, taking over its rural lines for a consideration of \$600, the Bell retaining its toll lines. By this exchange the county seat and Jonesville hitherto free, become toll lines. Reading remains free and Litchfield has been added. All lines are now operated from one switchboard.

The Michigan State has added eight miles of rural lines and forty farm telephones to its Auburn exchange, in Bay county.

Because of uncertainty of jurisdiction of the city and the State Railroad Commission over telephone companies, due to pending legislation, the Citizens Company will seek no renewal of its present franchise at Lansing which expires July 1. As a counter proposition the company agrees to renew for five years its concessions to the city, provided there is no interference by the State. At present the company gives the city the free service of eighteen phones and for additional phones to city employes one-half rate is charged.

The Calhoun County Telephone Co. raised its rates April 1 from \$12 to \$15 and the free services between towns was in part discontinued.

Free service between Jonesville

and Hillsdale was stopped April 1 by the Michigan State and a jitney-rate of 5 cents prevails for 3-minute talks. It is claimed the privilege was being abused and that gossip was crowding out real business.

A first trial of automatic phones in rural districts is to be made within the three-mile radius of Lansing by the Citizens Company. There are 150 subscribers in this territory.

The recent application of the Southern Michigan Company to the Railway Commission for the privilege to advance rates and to make toll charges between towns has stirred up a hornets' nest in the counties affected. At Coldwater a mass meeting of 600 farmers filled the court room and a committee was instructed to wait on the company and insist that the annual rate for residence phones be \$15 without toll charges, and that the same free service be maintained. Indignation meetings have been held at Burr Oak, Three Rivers, Centerville, Constantine and other places, with patrons insisting that they will not pay the increased rate or toll charges. The old rates were \$12, with free service throughout the county. The new rates, rural and residence, are \$15 net and \$18 gross; business phones \$24 net and \$27 gross. A toll charge is made at the rate of 10c for the first twelve miles and 5c for each additional eight miles, and a charge of 5c to non-subscribers using neighbors' phones. The company insists that those rates are the lowest that can be adopted and live. The old rates were ruinous. The date when the new rates are to take effect has been postponed by the company from April 1 to May 1.

The Michigan State is installing a new exchange with 150 phones at Whitmore Lake, in Washtenaw county.

The city of Albion will pave Superior street and has asked the Michigan State to remove its poles and place wires under ground.

Representatives of the Copper Country Commercial club and the Calumet Business Men's Association met with Manager von Schlegell of the Michigan State recently to discuss alleged discrimination in favor of Marquette county as against Houghton county. It was explained that the copper country patrons have access to about twice as many phones and that the telephone business is peculiar in that the volume as it increases does not lower the cost of production; that the ratio of expense outruns the ratio of business; that to add one new phone to a system means operations that involve every other phone in the system.

The Inter-Laken Telephone Co. has installed a modern switchboard and exchange at Alpena.

The Union Telephone Co., which supplies independent service in fifteen central Michigan counties, held its annual meeting in Owosso and paid its usual quarterly dividend of 2 per cent. Almond Griffen.

A man never realizes that time is money more thoroughly than when he settles with a taxi chauffeur.

THE MEAT MARKET

Story of Forty Years of Oleomargarine.

These days, when our daily papers are full of the war news of Europe and we eagerly look to see how many inches the Germans have advanced toward Paris, bring to mind again the horrible war days of 1870, when this same German army of a little earlier period was at the very walls of Paris and had those noble Frenchman under Napoleon entirely dependent upon the food supply stored within the city.

It is a settled doctrine, a positive fact, that no human being can live long without fats; and as both the milk and butter supply from the country districts were not then available to the besieged city, it was evident that something must be done quickly to secure the French these necessary and valuable fats. Therefore in the year 1870 the French government ordered the chemists of Paris to find a substitute for these fats—something to take the place of butter. It is said by Frenchmen that a Frenchman never fails. Be this as it may, shortly after the order had been issued a French chemist produced what he called Butterine. This was the beginning of the industry.

We seem to lose all record of this discovery for the next five years, it then coming to light again in New York City in 1875, under the trade name of Suine, when a factory was started on Greenwich street for the manufacture of Suine. As near as can be ascertained from the early trade records, Suine was a mixture of lard and butter and not very profitable commercially, although it was sold for butter, or in lieu thereof. The industry, however, improved, and as butter increased in price, due to the sure and steady increase in population of the cities and the failure of the dairy and butter industry to keep pace with this growth, more and more of these small factories were opened for the manufacture of Suine in Philadelphia, Chicago and other large American cities.

The co-operation of the oil industry of Europe with the American broker began in the early eighties, when shipments of oil began to arrive at New York points; among them came oleo oil. This oleo oil found its way at last to the manufacturers of Suine, who in 1882 started the manufacture of butterine in the United States. The best information at hand suggests that this oleo oil, to a great extent, replaced the butter used in making Suine. The industry seems to have taken new life from this date and grew from year to year in size

and volume, replacing the inferior country butter of this period and cutting to a great extent, no doubt, the profits of the farmer and butter dealer.

In the early campaign days of 1884, during the months of September and October of that year, we find Grover Cleveland and his supporters promising a great many things to the farmer. It seems from the promises of these politicians, if their promises were to be given belief, that butter would bring a dollar a pound, eggs 50 cents a dozen, and all farmers would be dressed in broadcloth. As we know, the Democratic party, headed by Cleveland, was successful in the election of 1884, and Cleveland became President of the United States March 4, 1885. December, 1885, in the very next Congress of the United States, on the first available opportunity, a bill for the sole purpose of stopping the manufacture and sale of butterine, with the one thought only of killing the industry, was introduced and passed by both House and Senate August 2, 1886, which bill became a law ninety days after passage, October 31, 1886, which fell on Sunday. There may have been something significant about it starting on Sunday, as all of the old blue laws of the countries by which man persecuted man and class persecuted class, became effective on Sundays; and this bill was all in favor of the farmer, not considering his city brother.

There was nothing left undone in framing this bill. After considering the various names of the oils used in the product, a name was manufactured, which it was thought the public would dislike the most. It was called oleomargarine. This law placed on the manufacturer of oleo, and the dealers therein, as many restrictions as the lawyers of Congress thought would be constitutional. The manufacturer, after giving bond, was to pay \$600 per year as a tax, and was also to pay 2 cents per pound on every pound made. The dealer who sold the manufacturer's package was to pay \$480 per year, and the small dealer who catered to the consumer \$48 per year. The product had to be stamped "Oleomargarine" in large letters. This act, as stated, went into effect October 31, 1886, and the United States Government assessed taxes from it until June 30, 1887—eight months. This assessment represented 2 cents per pound on 21,796,202 pounds and in dollars amounted to \$435,924.04. The Government then assessed the total of \$288,024 as special taxes against manufacturers and dealers. Those eight months return-

ed to Uncle Sam \$723,948.04, all out of the poor man's pocket.

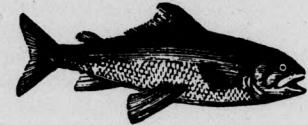
The number of persons and firms doing business prior to June 30, 1887, was 7,302. The number who continued business after June 30, 1887, was only 1,584, showing a decrease of 5,718 persons or firms whom this first Federal law forced out of a legitimate business.

The next move on the part of the dairy interests was to suggest to the next United States Congress that a law be passed as follows: "That manufacturers and retail dealers be forced under heavy penalties to pack all oleo in bright red colored packages." The common sense of Congress prevented this becoming a law. . . .

You will notice that they are not modest at all. They only ask that oleomargarine in which coloring matter is used—the same identical coloring matter that the butter maker was then using—be taxed 10 cents per pound, and that the Federal Government waive their "Commerce Clause" so that the state legislatures could kill any life that might be left after application of the 10 cent tax. Their request was so unusual, so unfair, that they were obliged to give the impression that there was no desire to prohibit the manufacture or sale of oleomargarine so it was suggested that all oleomargarine free from artificial coloring be taxed only 1/4c per pound. The dairy interests were then confident that all oleomargarine free from artificial coloring would be white and therefore unsalable. A bill containing these wishes of the dairy interests

backed by misinformed farmers, was presented to Congress in January, 1902, passing by both houses the latter part of April, 1902, and was signed by Theodore Roosevelt to take effect at the beginning of the Government fiscal year, July 1, 1902. The

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

AS SURE AS THE
SUN RISES

**Voigt's
CRESCENT
FLOUR**

Makes Best Bread
and Pastry

PEACOCK BRAND

on Ham or Bacon guarantees that the meat bearing this brand has been selected from dairy fed hogs—cured by the Cudahy Milwaukee process—(insuring a mild cure) then given a light smoke, the purchaser is assured of as fine a piece of smoked meat as can be put on the market.

Badger BRAND MEAT RESIDUE FEEDS

Meat Meal for Hogs, Blood Meal for Calves and Poultry,
Bone Meal for Poultry.

CUDAHY BROTHERS CO., Cudahy, Wis

DELIVERY WAGONS

\$47.00, \$48.00, \$50.00, \$55.00, \$60.00, \$70.00,
\$75.00, \$85.00, \$90.00

Our line of delivery wagons are built extra strong and give good satisfaction

SHERWOOD HALL CO., LTD.

30-32 Ionia Avenue

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.

period ending under the former law was June 30, 1902, and it might be interesting to state that for the year ending on this date there was manufactured and sold 126,316,427 pounds of oleomargarine—50,000,000 of this being produced in Chicago, Ill. The Government collected in revenue on this wholesome food product the fabulous sum of \$2,526,328.54.

The next few years were quiet ones in the oleomargarine industry, as the 10 cent tax on artificially colored oleomargarine was prohibitory, and the white product would not sell; but as dealers became discouraged and the industry lagged, the factories were at work, however, and in the early days of 1904 the packers of Chicago produced yellow or tinted oleomargarine without the use of artificial coloration, thereby stimulating the business again.

There is little to say in connection with oleomargarine for the next ten years, but to relate a steady return to prosperity, a steady growth of business and we find that the tonnage or amount of oleomargarine manufactured and sold for the fiscal Government year ending June 30, 1914, was 137,537,054 pounds of uncolored product taxed at $\frac{1}{4}$ c, and 6,384,222 pounds of the colored oleomargarine taxed at 10 cents per pound, making a total of 144,021,276 pounds of both classes. On this enormous volume of oleomargarine the Government collected a tax of \$1,325,219.13 under this dual tax law. Had the law of 1886 remained with the reasonable tax of 2 cents per pound, the public would have had their oleomargarine yellow, as they wished it, and Uncle Sam would have collected \$2,880,425.52, an increase of \$1,555,206.39, and would not now need or have a war tax. It might also be interesting to the reader to know that for the fiscal year ending June 30, 1914, the United States Government used in its several branches just 100,200 pounds of uncolored and 469,340 pounds of colored oleomargarine.

It is plain to any unprejudiced mind that the efforts have been very great to kill this industry, and such efforts still continue through state legislation made possible by this un-American Federal Act of 1902, which we are now operating under, in which the spirit of the Federal Constitution was violated and the free commerce between the states interfered with. There is a maximum of law handed down through the ages that "the importer has the right to sell," but this right has been taken away from the importer of oleomargarine. The states have passed all kinds of laws pertaining to oleomargarine and in some states white oleomargarine alone can be sold, under heavy state license; in others both white and tinted, and again in others, white, tinted and colored. H. M. Griffin.

The Age of Luxury.

"I didn't know, Hiram, that furniture was that expensive in the city," remarked Mrs. Meadowgrass.

"Who said it was?" asked Hiram.

"The Weekly Gazette says a millionaire gave a chair to the university costing \$200,000."

THE OTHER SIDE.

Reply to Mr. Bloomingdale's Masterly Analysis.

New York, April 15—In your issue of April 7, you publish a long article by E. W. Bloomingdale, reproduced from the Industrial Outlook, in which that able gentleman condemns in unmeasured terms the coupon, profit sharing idea, declaring it illogical, unwise, a burden on business and a temporary expedient at best.

Mr. Bloomingdale is counsel for the New York Retail Dry Goods Association and, as such, naturally can not be blamed for attacking the coupon idea, inasmuch as that is one of the things for which he is paid.

With your kind permission, however, I should be glad of the opportunity of answering a few of Mr. Bloomingdale's arguments. The caption on the article which you ran styled his argument, "A legal analysis of the pretensions of promoters." That is hardly the proper title for his argument, since it appears to be purely an attempt to set forth the disadvantages of the profit sharing plan, and does not deal with the legal phases of the question.

One of the objections to the coupon that Mr. Bloomingdale sees is that "it brings in a factor to the transaction of the business of buying and selling which adds to the cost of the merchandise sold, but does not contribute to its value."

If this be a valid objection, then the days of the advertising agent and the advertising medium are numbered. If I were to place with your paper an advertisement of certain merchandise which I wished the retailer to use, I would be adding an extra expense in the selling of my goods, without increasing the value of the goods. Should I, therefore, refrain from using your columns to give publicity to my product?

Mr. Bloomingdale would rule the coupon out of existence because he says it gives a temporary advantage which lasts only so long as the user has the exclusive right to the stamp, and that when the use of the coupon becomes general, the assumed advantages of its employment will be dissipated.

Clearly, in such a case, the coupon which offers the best advantage will be the one to create the business. Mr. Bloomingdale's argument is fallacious because it might be used with equal force against other forms of advertising. If all manufacturers advertised with the same intelligence, used exactly the same space in various publications and in other media, then there would be no special advantage to any one advertiser—all would be on the same plane, and all might profitably drop advertising altogether.

Mr. Bloomingdale insists that the trading stamp is a tax not only on the new business which is secured by it, but also on the old business which would have remained even without the use of the stamp. But this is equally true of any form of advertising.

The charge is made that the coupon plan is dishonest in that it attempts to deceive the public into the belief that it is getting something for nothing. The real scientific purveyor of the coupon does not make a claim of this sort. What is done is to insist that primarily the collector of coupons is not out any more than the actual price which he or she pays for the goods which are bought. It would be a foolish advertiser who would insert in his advertising copy the statement that the cost of the advertisement would be borne by the buyer. Suppose for instance that a national advertiser should buy a page in the Saturday Evening Post for \$5,000. Would he be justified in saying to those who read his advertisement, those whom he wishes to influence as buyers: "Our article retails at 10c, but owing to the cost of this advertisement, we will be compelled to add another $\frac{1}{2}$ c to the price at which the retailer may sell this article?"

Even the critical Mr. Bloomingdale would not, we believe, go to this extreme to secure honesty in advertising. And yet, this is what he would want the coupon purveyor to do. And as a matter of fact, the selling of the advertised article must produce more than sufficient to offset the cost of the advertisement, otherwise the value of the advertisement is lost. In other words, in the final analysis, the consumer does pay for the cost of the advertising.

Mr. Bloomingdale gives certain figures which he asserts indicate the cost of the coupon, packed in the manufacturer's goods, to the retailer who sells the goods, and he asserts that the retailer pays this expense without getting anything in return.

Let us analyze this statement: What has made the sale of an article, say like Old Dutch Cleanser, so heavy? Is it not the continuous and persistent advertising of the manufacturer, who spends thousands of dollars every year, to make his article popular? And does not this advertising sell the Cleanser in the hands of the retailer, where, without it, the Cleanser might lie for months on the shelf? Does it not enable the retailer to turn over his stock many times in

the course of a year? And is not every turn-over made at a profit? If, therefore, the use of a coupon by the manufacturer creates a call for his goods in the hands of the retailer, enabling him to turn over those goods, is not the retailer benefited? The thing is so elementary that even the prejudice of a Mr. Bloomingdale should not have permitted it to be overlooked.

But it is declared that the coupon attempts to force upon the merchant merchandise which he cannot offer the public on its merits, but which the thoughtless demand, because they have been deceived into the belief that they are getting a bonus for which they are not paying.

"The thoughtless" is surely passing judgment with a vengeance. I am not unmindful of the high intelligence of Mr. Bloomingdale, and of the members of the New York Retail Dry Goods Association, but I am still doubtful as to their authority to act as conservators of the mental capacity of the millions of coupon collectors in this country.

Our own records show that something like Ten Million people are collecting our stamps and coupons every year. And with a word, Mr. Bloomingdale dismisses this great army with the characterization that they are "thoughtless."

As to the merits of an article, that is to be determined by the continuous demand for it. It is true that many nationally advertised articles have sold heavily, not because they had any special merit, but because they were persistently advertised. But, no article which does not have merit can long survive, and eventually the public will learn to discriminate, and all the advertising in the world will not make up for this lack of merit, once it is discovered.

The nationalized system of trading stamps and coupons has been conducted for about eighteen years, and it has been growing in the volume of business every year. But this was before Mr. Bloomingdale had taken the coupon collectors into his confidence and told them that they were "thoughtless." It will be interesting to know how many of these will receive the "new thought" and cease collecting stamps and coupons, now that Mr. Bloomingdale has spoken.

It is said that it is the object of the stamp company to create a demand for merchandise containing the coupons, and, when such demand is established, the manufacturer or distributor can command the market and can increase his prices to the dealer beyond those of the competitive article of the same value, the retail price remaining fixed.

This is one of the chances in trade.

I have known of many instances where this very thing has happened, without the aid of a coupon, but simply because the manufacturer has built up a demand through advertising. If he creates such a demand that the dealer can sell two of that manufacturer's articles to one of a competitor, is it not reasonable to suppose that the dealer will continue to handle the readily salable commodity? And does not the manufacturer thus dominate the field?

In short, there is not one argument which Mr. Bloomingdale has brought to bear against the coupon, which would not apply equally well to other forms of advertising. Advertising is a selling force or it is not profitable advertising. Coupon packing is also a selling force, and if it does not accomplish this, then it has lost its efficiency.

The thousands of dealers who have used the "S. & H." Green Trading Stamps can testify to their selling power and no dealer who has used them can object to a manufacturer using the same force in his business.

In this day of keen competition, when the margin of profits are small, the agency that will increase sales is the one which the retailer or the manufacturer is going to use. They have used the stamp and the coupon, and they can testify to their worth. And in using them, they have been conscious of doing nothing dishonest, or of adopting unfair methods.

It remained for Mr. Bloomingdale to reveal to them the utterly pernicious business in which they were engaged. But I am certain that Mr. Bloomingdale will have to present arguments more logical, and have more weight if he expects to induce the retailer and the manufacturer to abandon a system which has produced the results for which they were looking. This elixir of commercial life can not be made ineffective through the ipse dixit of one man or one set of men. J. M. Head.

Survival of the Fittest.

The leader of the German band outside the old grouch's window held out his hat for some money. "You can't get anything out of me," he cried. "Vell," said the leader, "maybe we can get something more out of the band yet." And they played until the old gentleman gave up.

LITTLE DUTCH MASTERS CIGARS

Made in a Model Factory

Handled by All Jobbers

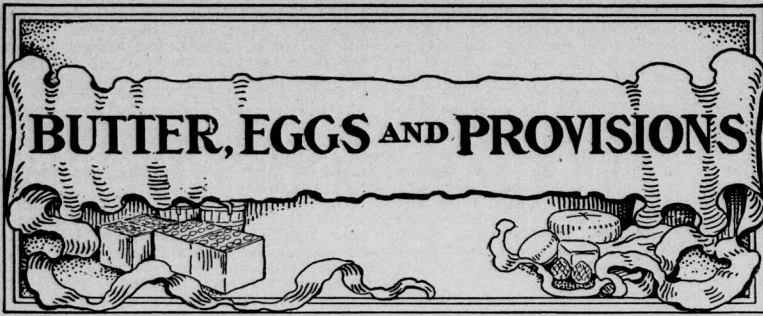
Sold by All Dealers

Enjoyed by Discriminating Smokers



They are so good we are compelled to work full capacity to supply the demand

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



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.

Butter and Egg Industry Should Be Better Organized.*

The big question in discussing traffic and claims is what the proper rate on anything is. And the reply is, naturally, "all the commodity will stand." Or, probably a better reply is, "all we can get." You people, I think, are to blame yourselves that you do not enjoy to-day a much better rate. But there are many other reasons why, too numerous for me to undertake to cover. That would take us back to the profits and losses in the business to the carriers. The time has come when the tariffs are largely made by law. Railroads are going to be compelled to live up to that law, and you have to do with the making of that law. These tariffs are filed with the Interstate Commerce Commission and thirty days' notice is given before they become effective. You are supposed to know what effect the proposed tariffs will have upon your business, and you should file a protest with the Commission and state your position, and they theirs.

That is the way the tariff laws are made.

But the carriers have not had any trouble in many instances to prove they have been losing money. Not to allow them to advance such a rate would mean the confiscation of our property, or property owned by the people we represent. Of course, you say the burden is too great for our industry to stand and you want to fight. But you say: "Let George do it."

Now, a friend said to me yesterday at lunch: "The produce people have had a great leverage with which they could do most anything they might wish to do. The industry they represent is equal to, if not larger than, any other industry, but they are trying to do with a twine string what requires a cable rope." You have the cable rope. Will you take advantage of it?

In self-protection I will say that I never talk a great deal without a written address. I dictated a few words the other night and have only read them over once, so will only hit the high places. You will note that I have said considerable about myself, but, you know, they say if you don't

*Paper read at annual meeting Illinois Egg Shippers' Association by B. W. Redfean.

talk about yourself nobody else will.

Just a word or two about your meetings in Indiana and Illinois. I notice the enthusiasm of the dealers, talking with the consignees or consignor, and all seem alive and anxious to get new ideas. A few years ago at these conventions this was not true. You all looked fairly prosperous, thought your ideas were all O. K. and that you did not need new ones. But that good time is now practically past. To-day we rarely find one who is looking for a good time, except, of course, in the personal equation. But you are all looking for ideas in business proper, which is as it should be. Now, the question is: "What can we do to be saved?"

My experience has been both as a shipper and as a representative of the carrier. As most of you probably know, all the early part of my life was spent in the produce business, having started in a humble way in Illinois, my native State, from which our business grew to cover several states both east and west of the Mississippi River, operating in all about fifty houses with the general offices at Springfield, Mo. When we disposed of our interests in the fall of 1902 and early 1903, we were probably handling a greater tonnage in these commodities than had ever been handled before or has been since by any one concern. During all this time I had been in control of the active management of the business, giving special attention to traffic matters, because I had worked some for railroads in early boyhood. Soon after retiring from the produce business I again entered railroad service as dairy agent of the Frisco lines, my duties being to develop and handle the traffic. Later my jurisdiction was extended over the C. & E. I. and then over the Rock Island-Frisco lines, as their general dairy agent, handling some 16,000 miles of railroad, covering a very large part of the important Central West. When these lines were dissolved, I naturally returned to the Frisco, my parent line, and assumed duties over all perishable freight, which included fruits, vegetables and packing house as well as poultry and dairy products.

In 1911 our company decided to go into refrigerator line business, building 2,500 new, up-to-date refrigerator cars, organizing the Frisco Refrigerator Line, which I have handled as its President in connection with my other duties.

Therefore, with more than twenty years' experience in the handling of poultry and its products, more than

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.

Satisfy and Multiply

Flour Trade with

"Purity Patent" Flour

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

Geo. L. Collins & Co.

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

29 Woodbridge St. West
 DETROIT, MICH.

Watson-Higgins Milling Co.

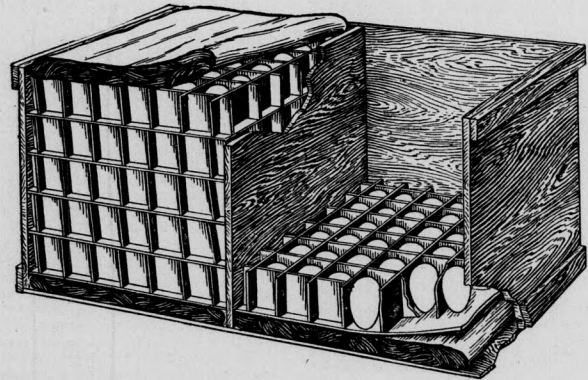
Merchant Millers

Grand Rapids :: Michigan

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 Cushions 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.

We are sellers and buyers

CLOVER, TIMOTHY SEED, MEDIUM

Mammoth, Alsike, Alfalfa, Red Top, Orchard Grass
 All kinds Field Seeds and Beans. Call or write

Both Phones 1217 **MOSELEY BROTHERS** Grand Rapids, Mich.

ten years in the traffic and operating departments of railroads, I believe I am able to properly represent all those who may become interested in, and subscribers to the Live Poultry & Dairy Shippers' Traffic Bureau, of which I am to be the general manager, with headquarters in the Ogden building, Chicago.

Probably the most important troubles confronting us just at this time are the attacks made on the industry by the railroads, such as the late advance in rates on live poultry from fourth to third class, and the discontinuing of free return transportation for messengers in charge. They further propose to cancel privileges of stop-in-transit to finish loading, storage in transit and concentration; also to discontinue furnishing ice, placing that burden upon the shipper. The latter proposed changes in the tariffs of the carriers have been suspended by the Commission, all of which, however, come up for hearing in the very near future. We, like many others, feel that the life of the industry is at stake; that the time to fight has arrived, and that success depends upon strong co-operative action of all those interested in the handling and marketing ends of this great industry. The present proposition might be likened more or less to the European war; i. e., Germany (the railroads) as against the Allies (the shippers).

Because of my long experience on both sides, a great many of my old friends commenced to appeal to me to ally myself with them. Realizing the impossibility of serving both, without injury to one or the other, I listened to their appeal and have resigned my position, effective this month, with both the railroad and the refrigerator lines and established the Live Poultry & Dairy Shippers' Traffic Bureau, whose success, gentlemen, depends on your becoming members, and co-operating with us to the fullest extent of your ability. To become a member you must subscribe whatever you feel you can afford annually, to be paid by the month. We become your traffic manager, looking after your rates and claims—in fact, all other matters—just the same as if you had a traffic manager employed in your own office.

I think we must recognize railroads as the greatest agency of man for the developing and marketing of our industry. The railroads, like many other large interests, resorted to practices in years gone by that the law to-day calls illegal. They went out into the highways and byways after business, just as the merchants do to-day, and which privilege is denied them because of the laws that regulate very largely all of their present actions, and as you grow up and become what is called a "big business" you will also become a target. Regulation began with railroads and is being extended to cover all public service corporations, also many other lines: for example, standard weights, measures, standard packages. Most regulation has been done by men unacquainted with the business, but has generally resulted in much good. The public has wanted drastic regulation,

and to-day investors will invest their money in anything else rather than in utilities regulated.

I wouldn't want you to think from what I have said that I am pleading for the railroads. Many of the deeds they have done, such as over-capitalization, watered stock, etc., were not crimes under the law at the time done. The cost of their living—that is, everything that goes into the equipping and maintaining of their railroad—as well as salaries of employes, the majority of which are organized, has been increased from time to time, until their whole cost of living is much higher to-day than it was a few years ago, while under regulation many of their rates are lower. The railroad business is not different from any other business. The employer must succeed or the employe will suffer. If the employer is busy, then his help is also busy and happy. The employer is usually the first to suffer; therefore, gentlemen, I feel that the railroad is entitled to a fair and reasonable advance in rates. The 5 per cent. allowed them east of the Mississippi River, to my mind, was reasonable and fair; a 5 per cent. or 10 per cent. increase to railroads west of the Mississippi River under present conditions would not be unfair, and I would not advise any active legislative movement upon the part of our industry against it. The late changes, however, if allowed to go through will mean increase in rates in this industry—from many territories more than 50 per cent.—and, as said in the beginning, is a blow that industry can hardly stagger under, when you take into consideration the very low rates which apply on packing house products, your natural competitor. For example, the packers are largely interested in the handling of dressed poultry; the carriers met and considered among themselves the advancing of rates on dressed poultry, but because of objections raised by the packers many of the leading lines became weak-kneed and dropped the subject. To-day live poultry, or raw product, carries a higher rate from much of the important producing territory west of the Mississippi River than does the finished goods, or dressed poultry. The former moves in a patent car upon which the shipper pays a rental in addition to his rate, while the latter moves in special equipment furnished by the carrier, 17 per cent. of the loading space of which being occupied by ice bunkers, and 50 per cent. additional tonnage in the way of ice is carried by the carriers in order to preserve contents of car free of charge. I mention this that you may appreciate the importance of organization and co-operation.

While the packers are very active competitors in some lines, when the industry is attacked you will find that they all stand together and fight, and this is the only way, gentlemen, by which you can hope to succeed, in the handling of your industry, which is more important to our country and has a greater combined tonnage than that of the packing house industry.

Railroads have been suffering from losses in revenues created largely by adverse legislation as well as business depression throughout the country. They naturally are seeking to increase their revenue through every possible avenue; the fact that they "jumped" on the dairy industry as they have was because those interested in it were not organized; therefore, they were operating through the channels of least resistance. Your rates in the beginning were much higher than those of the packers or that of many other similar products, and I believe that through proper co-operation upon your part all further increases can not only be checked, but in time we can prevail upon the carriers to establish a lower and more reasonable rate on our products than prevails to-day, not with the spirit of a man with a chip on his shoulder, but with different weapons, co-operation and persuasion. It has been my experience in dealing with the higher officials of railroads that whenever you can show them that any act of theirs will hinder the development of any product along their line they are ready to listen to you. In other words, I believe we can show them that if by co-operating with us we can make two blades of grass grow where one grew before, they are going to be willing to be reasonable in all their demands.

Many a man gets a reputation for being good-natured because he is too lazy to take his own part.

HART BRAND CANNED GOODS

Packed by

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

Michigan People Want Michigan Products

A Safe Match Means a Safe Home



Every responsible grocer wants to sell his customers matches which are nothing short of the safest and best made. Thereby he safeguards the homes of his community.

Any grocer who is not handling "SAFE HOME" matches, should take steps to do so at once. Ask any wholesale grocery salesman about them or drop a line to the manufacturer, who will have his salesman call and explain their superiority.

Every "SAFE HOME" match is non-poisonous, strikes anywhere, is extra strong and sure, is chemically treated to prevent afterglow when blown out, and is inspected and labeled by The Underwriters' Laboratories, Incorporated.

Made Only by
The Diamond Match Company

Michigan Beans and Potatoes

If you are in the market ask for prices.

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

Dandelion Vegetable Butter Color

A perfectly Pure Vegetable Butter Color and one that complies with the pure food laws of every State and of the United States.

Manufactured by Wells & Richardson Co. Burlington, Vt.



Mr. Up-to-date
you should always
carry a stock of

Mapleine

The last word in
flavors.

Order from
Louis Hilfer Co. 404
4 Dock St., Chicago, Ill.
CRESCENT MFG. CO.
Seattle, Wash.

Rea & Witzig

PRODUCE
COMMISSION
MERCHANTS

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

Established 1873

Live Poultry in excellent demand at market prices. Can handle large shipments to advantage. Fresh Eggs in good demand at firm prices.

Fancy creamery butter and good dairy selling at full quotations. Common plenty and dull.

Send for our weekly price current or wire for special quotations.

Refer you to the People's Bank of Buffalo, all Commercial Agencies and to hundreds of shippers everywhere.

THEY ARE GOOD
OLD STAND-BYS

Baker's Cocoa and Chocolate



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

Registered U. S. Pat. Off. Trade-mark on every genuine package

MADE ONLY BY

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



Potterville, one of Eaton county's hustling villages, the town that has been without a banking house since the Backus Bank went into liquidation about a year ago, is to have another bank at an early date. The new financial institution is to be a State bank, for which application has already been made for a charter.

The Lennon Commercial Bank announces that the officers of that institution are making preparations to have the Bank incorporated under the State banking law with a capitalization of \$20,000. New stockholders are being taken in and it is expected to secure the new banking charter within the next thirty days. The corporation will comprise Lennon residents and will be a purely local concern. It will be necessary to elect new officers but it is likely that the present officers will be re-elected.

The Wayne County and Home Bank, of Detroit, has let contracts for the erection of a one-story branch bank building at Hamilton and Virginia Park. This will be the fifteenth branch to be established by the Bank.

Representative Nelson of Gogebic county, has introduced a bill in the House to make private banking institutions post signs "Private Bank." The names of all members of the banking firm would have to be filed with the county clerk and yearly statements made to the State Treasurer. Falsified statements would be punishable by a fine of \$1,000 or five years' imprisonment, or both.

The Washington correspondent of the Tradesman intimates that there is much uneasiness in the Capital as to whether the contest between the Controller's Department and the Riggs Bank may not conceivably extend to other institutions. It is the impression, among people familiar with the pending case and close to the antagonists, that no other banks will be officially drawn into the controversy—that is, unless the Government officials find it necessary, in defending themselves against the charge of persecuting the Riggs Bank, to point out that similar official steps have been taken against other banks using similar or approximately similar practices. It is known, for instance, that recently the directors of one or two large New York banks were compelled by the Controller to make restitution for moneys lost in security transactions concluded a long time ago. It is impossible to ascertain at this time whether Mr. Brandeis believes it nec-

essary to touch upon these or other matters in defence of his clients.

Eliminating personalities, disinterested and well-posted Washington observers express the opinion that Mr. Williams and his associate defendants, in the suit brought by the Bank, may not find it easy to prove, in connection with any of the transactions thus far disclosed by either side, a technical violation of the National banking laws. These people do not defend the banking practices of the plaintiff, of which Mr. Williams and Mr. McAdoo have complained. In fact, they regard them as a by-product of the peculiar conditions under which banking is done in Washington—with which all Controllers heretofore have been more or less lenient, although none the less objectionable, if permitted to become National in practice.

But the same observers predict that the Government, on evidence thus far produced, will have no easy road in the coming legal contest. The fact that Louis D. Brandeis, special counsel of the Government in the case, requested a postponement of the hearing on the application of the Bank for a permanent injunction against Williams, McAdoo, and Burke, until May 12, is generally accepted to mean not only that the Government intends to answer the bill of the Bank in full and to offer further evidence in defence of the acts of Mr. Williams and his associates, but also that the brief of the Bank has been found a more difficult matter to answer satisfactorily than Mr. Williams anticipated in his offhand view of it when first presented.

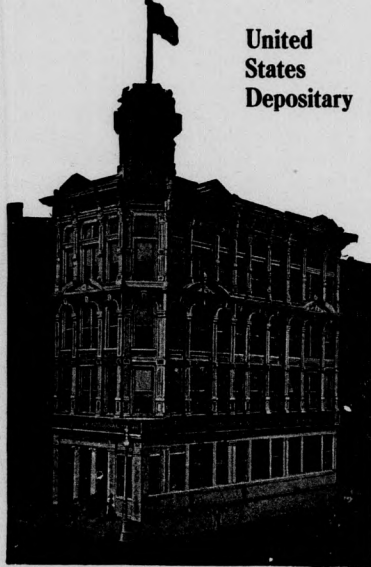
On the legal questions involved relative to the exact powers of the Controller, which have never been fully decided by the courts, there is no unanimity of opinion among persons presumably qualified to speak. Even personal friends of Controller Williams concede that the Riggs Bank has already made out a case against him on the ground of arrogant and tyrannical official action which tends to bring shame and disgrace to the Government service; but this phase has nothing to do with the legal aspects of the case, unless the courts hold that Mr. Williams exceeded his official powers either in the methods he employed or as to the objects he sought to attain. As to the honesty of purpose on the part of the Controller—regardless of his previous feuds and those of Mr. McAdoo with certain New York and Washing-



Service does not consist in the offering of specific information or accommodation—rather in the constant willingness and the perfect ability to meet another's needs—usual and unusual—skillfully. It is this sort of usefulness that is the mark of the service you receive at these banks.

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	United States Depository 	Commercial Deposits 3½ Per Cent Interest Paid on Certificates of Deposit Left One Year Capital Stock and Surplus \$580,000
Wm. H. Anderson, President John W. Blodgett, Vice President L. Z. Caulkin, Cashier J. C. Bishop, Assistant Cashier		

The Old National Bank

GRAND RAPIDS, MICH.

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

A Good Pencil with rubber tip and your advertising card printed on it, until May 15th at
\$18.50 PER 1,000
JOHN E. PENNINGTON & CO. "The Pencil People"
 Charlotte, Michigan

ton banking interests—there seems of this to be no question. But there is also no disposition to ignore the fact that, once Mr. Williams thinks he is right, he will probably go the limit against any antagonists, imaginary or real.

With the death of ex-Senator Aldrich, bankers recall the plan of banking reform prepared by him between 1908 and 1911, which never came to a vote in Congress, but which led the way to the existing Federal Reserve act. Mr. Aldrich's plan, as finally proposed in October, 1911, was this: The institution was to be called the "National Reserve Association of the United States;" its authorized capital was to \$300,000,000, contributed by the existing banks. This central organization was to have fifteen branches, in fifteen geographical divisions of the country, and there were to be "local associations" behind the branches. Its directors were to be forty-five in number; twenty-seven chosen by the branch banks and the local associations twelve more chosen by those twenty-seven and the remaining six to consist of the executive officers, with the Secretary of the Treasury, the Secretary of Commerce, and the Controller of Currency. The governor of the institution was to be selected by the President of the United States, but from a list submitted by its board of directors.

This was an old-fashioned "central bank," in everything but name; it put the absolute control of the system into the hands of bankers. The public never took kindly to that part of the project, and when the Banking Reform law was at length enacted, at the end of 1913, it provided for a set of twelve regional banks, with boards of directors partly elected by the member banks and partly appointed by a central board at Washington—which board, with large supervisory powers, was to be named by the President of the United States. It will remain for the test of experience to prove which plan was really best. As for the details of currency issue and rediscounting, those were taken over bodily and avowedly from the Aldrich plan.

The new form of Government bank is moving forward to its destiny slowly, but with vigor, and thus far with success. The third installment of capital from the National banks has been called, and certificates for 50 per cent. of the amount for which each bank is liable will be issued. The Federal Reserve Board has the right to call up the remaining 50 per cent. but it is presumed that there will not be another call for a long time. The capital of the new system is thought to be sufficient to carry out its purposes, and many of the banks feel that owing to the uncertain earnings of the new institutions they would rather keep their capital under their own control.

In other ways the system is making progress. Clearings within dis-

tricts have been initiated to some extent and in the Chicago district are to be worked out as rapidly as possible. The buying of acceptances based on foreign commerce has become common with these institutions and will, no doubt, be enlarged into a highly important function. The Federal Reserve Board has had under consideration for some time the question of accumulating a fund of \$25,000,000 in Washington as the basis for a general clearing system among the twelve banks. The matter is held in abeyance, however, until the success of the intra-district clearings system has been demonstrated.

It has been slow work, but a tremendous responsibility has rested upon the officials of the system and they have evidently determined on the most scrupulous care, disregarding impatient criticism. Many objections to the system have already been cleared out of the way. For example, it is found that large quantities of notes held by the country banks which have heretofore been declared unavailable as security for re-discounts, are excellent paper entirely acceptable to the Federal Reserve banks and all the better because they are for small amounts, thus distributing the risk. The management of the system appears to be excellent thus far and it is entitled to the support of every citizen, whatever may have been his opinions heretofore as to the wisdom of the enactment.

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

Bank Safe For Sale.

We have two large safes and need only one, therefore one is for sale
Outside measurement, 30 x 40 x 57 1/2.
Inside measurements, 14 x 44 x 26 1/2.
Walls, 7 inches thick.
Two outside doors, 7 inches thick.
Two inside doors, steel, 3/8 inch thick.

Plate steel inside chest with time lock, 9 3/4 x 10 x 19 1/4, walls 2 1/2 inches thick.

MacNeal & Urban, manufacturers.

This safe is in first-class condition and can be bought at a very low price.

THE BANK OF RIVERDALE,
Riverdale, Mich.

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.

THE fees that an Executor or Administrator can charge for settling an estate are fixed by law, computed on the amount of personal property received and accounted for and on the proceeds of real estate sold to pay debts or distribution to heirs or legatees, at the following rates: 5 per cent. on the first \$1,000; 2 1/2 per cent. on the next \$4,000; and 1 per cent. on all above \$5,000. As an example—

For an estate of \$10,000 the cost would be:

5% on the first \$1,000, collected and accounted for	\$ 50.00
2 1/2% on the next \$4,000, collected and accounted for	100.00
1% on all above \$5,000	50.00
Total fee charged	\$200.00

This Company has had twenty-five years of successful experience in handling large and small estates.

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

THE MICHIGAN TRUST CO. of Grand Rapids



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

Life and Adventures of the Fresh Kid.

Some time—not right away, of course—hardware is going to have its own literature, which will include history, biography and romance; and notable characters will be held up to the admiration or scorn of posterity as graphically as were Napoleon, Jack Cade, Falstaff and Buffalo Bill. Perhaps Percy Nickerson's life and adventures will have justice done them then.

For the present, no more than a rapid review need be dedicated to his career, largely because hardware's shining lights still lack proper reflectors along the road to fame, but also because Mr. Nickerson's light still shines—through no fault of his—under the bushel of employment and subordinacy. He is still a hardware clerk; and these incidents of his biography are all the more worth recording because, when he shall have risen to the dignity of a store of his own, such early data are the very ones he and his historians will most eagerly forget.

There were three cogent reasons why Christianity and his parents should have afforded him another handle to his family name. First of all, nobody ought to be named Percy; next, nobody in a hardware store has a right to be named Percy; and finally, nobody in Hallahan's Hardware Store should have dared be named Percy.

And it was right there Percy Nickerson delivered the goods, wholly, as per invoice. He made his debut as errand boy, and everyone naturally expected to call him Bill, or Kid, or Hey, There. When they tried him on any one of those, or on anything else but Percy, he was immediately transformed into a deaf mute, eligible for any asylum here or abroad.

Being what it was, Hallahan's enjoyed quite an interesting finish fight before it discovered that Percy had it licked a fizzle.

Hallahan's was composed of the Boss and half a dozen staid and rather stern clerks. All believed, each on his own hook, that they were the pick of the profession, the salt of the earth, and about twice as important as any other hardware person who ever wrestled a keg of nails or used a pearl-handled pocket knife. The only member of the force who, by

tradition and practice, was beyond the pale of the Hallahan distinction and haughty reserve, was the Hallahan errand boy. He, being invariably young and presumably helpless, was acknowledged to be a mere kid, without claims to any human feeling, save as he might, and should, serve the purposes of their amusement and irritability.

Boy after boy came to Hallahan's and departed thence, purely because of boyish prejudice against so ignoble a position, until Percy appeared. The sole thing in his favor was that Mr. Hallahan, just about that time, reached the conclusion that, unless some errand boy could be found who would stick, he might have to hire a grown man and pay him man's wages. This terrible contingency naturally made him, for once, peculiarly sensitive regarding the errand boy's rights and wrongs, and he firmly resolved that, if anything could be done to ameliorate the hard fate of that humble and despised servitor, he would try to attend to it.

Percy's arrival, carrying his front name, was a radiant joy to all, particularly as he had blonde curly hair and looked positively sweet in the girlish freshness of his complexion and the velvet softness of his blue eyes. They hailed him by his Christian name in every soft and gentle and sweet inflection the human voice can command. It sounded so good to them that they kept him running all day, from one end of the store to the other, just for the sake of hearing themselves yell "Percy!"

He never turned a hair—never came laggingly, never evidenced a comprehension of the fact that he was being guyed. It was only on the second day, when they reviewed the casualties, that they began to suspect Per-

cy was not so easy as he looked. Bowers' pet corn throbbed in mortal anguish from a 10 pound vise which inadvertently dropped on it; Hale had sticking plaster over a deep wound in the ball of his thumb, into which Percy had jammed the business end of a can opener while handing it to him; and McGarron's head ached from the impact of the drawerful of No. 8 inch screws—which Percy let fall as he reached them down. The store force, noting the coincidence that the three unfortunates were just those three who had most persistently, and derisively, yelled "Percy!" slowly awoke to the fact that they had an assassin in their midst.

The store made haste to return to its usual summons forms, with Kid and Hey, There, the favorites. But Percy, who had more than a strong suspicion of the sweeping extent of his victory, now stood fast for his proper name, spoken with full propriety. It was gall and wormwood to the crowd, but they saw no help for it; and Percy enjoyed—with no outward sign of jubilation—that satisfaction of being treated as a human being, although he knew in his heart that he was regarded secretly as a cross between a Mexican peon and an Arizona rattlesnake.

He had held his humble position a little more than a year when he began to butt in on sales. Both phenomena were without precedent in the Hallahan Hardware Store. No errand boy had ever stayed longer than two months, even when their families were supposed to be star-

Do You Own an Automobile?

Do you wish to sell TIRES to motorists in your vicinity?



Diamond Tires

which are now a part of our regular stock, may be bought at FAIR LISTED prices, and will pay you a nice profit to handle.

Write for our prices on Diamond Pneumatic Tires.

This is your opportunity for new business as well as ours.

Distributors

Sherwood Hall Co., Ltd.

30-32 Ionia Ave. Grand Rapids, Mich.

REYNOLDS SHINGLES



Guaranteed for 10 years

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

The Ventilation of School Rooms Is a State Law Requirement

For years the heating and ventilation as applied to school houses has been one of our special features.

We want to get in touch with School Boards that we may send them descriptive matter.

A record of over 300 rooms ought to be evidence of our ability.

Steam and Water Heating with everything in a material line.

Correspondence solicited.

THE WEATHERLY CO.

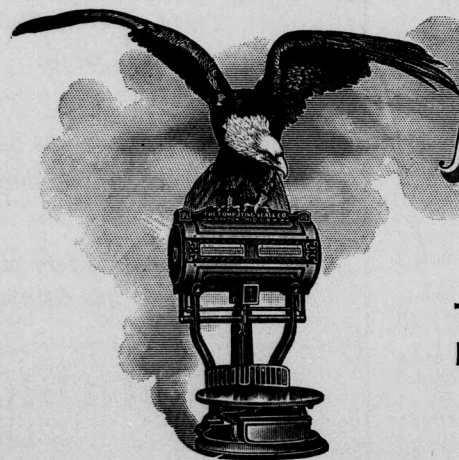
218 Pearl Street Grand Rapids, Mich.

Foster, Stevens & Co. Wholesale Hardware



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

Grand Rapids, Mich.



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

THE FIRST AND FOREMOST
 BUILDERS OF COMPUTING SCALES

GENERAL SALES OFFICE

326 W. MADISON ST. CHICAGO

ALWAYS OPEN TERRITORY TO FIRST CLASS SALESMEN

ing; and no errand boy had ever dared do more to a customer than make insulting gestures when his back was turned. The entire force now realized that, in Percy, they had to deal with the freshest kid ever known in the hardware trade, and they combined to crush his presumption out of him.

It was Bowers who first rebuked him, with the sternness due his impudence. Percy, having just sold a clothesline to a fat woman who seemed delighted at the precocity of the blue-eyed little angel, stalked away from Mr. Bowers with a cold gleam in those blue eyes which showed nothing angelic in his disposition and boded no good for Mr. Bowers.

But the period of murderous reprisal had long passed. Percy had developed into a strategist. He waited until Bowers, at 3 p. m. as usual, summoned him to receive the nickel which it was Percy's office to exchange at the neighboring tobacconist's for Bower's afternoon supply of fine cut, his solace in a weary world of hardware.

"Nope!" Percy announced, raising his hand. "Nothin' doin', Mr. Bowers."

"You go get that fine cut, and do it now!" commanded Bowers, but quaking inwardly as he spoke.

"All off!" Percy rejoined. "I'm hired here to do Mr. Hallahan's errands, not yours. But I'll find a good pair of gas pliers for you."

"What for?" demanded the astonished Bowers.

"So's you can extract that nickel from yourself in time to buy your own fine cut at dinner time."

"You impudent little dev—." But Bowers knew the signs, and changed his tone. "Aw, come on, Percy; what's got into you lately, anyway?"

"You have," answered the aroused Percy. "I can sell ten yards of rotten old clothline as good as you can, and"—darkly—"maybe better. Even if I can't, I don't go any more errands for you except on a strictly business basis."

"What's the business basis, Percy?" Bowers asked.

"Oh, nothin'—only that you got to let me sell a customer for every errand I do for you, see?"

The disclosure here, of this secret compact between Percy and the great Mr. Bowers, explains at last the baffling of the manner in which Percy found his opportunity of selling another woman two dozen clothespins, a tub and a wringer. Bowers, when she asked for clothespins, allowed Percy to sell them; and Percy, his spirit soaring to high emprise, showed her first the tub and then the wringer, and landed both of them.

Hale, McGarron and the rest of the force fell for him in due order, for with every one Percy managed to devise some compelling lure that enabled him to drive his nefarious bargain. He knew Hale's stock better than Hale did; and only a compact such as Bowers had made induced him to continue placing retentive memory at Hale's disposal. McGarron had a romance under way with a beautiful brunette typewriter in a

law office, with a hated rival on the side and the rules of the store forbidding the use of the phone for personal conversations. So McGarron succumbed, an easy prey.

Percy went right on down the line, driving his pitiless bargains and driven by a boyish ambition to be as much of a man in the Hallahan Hardware Store as any man there.

Now, no boy, whatever his impelling motive, can carry through a campaign like that without attracting at last the attention of the Man Higher Up. Percy attracted it with his tub and wringer sale to the woman in the household goods, and he held it, enthralled, as he ravaged department after department. In Mr. Hallahan's eyes, he was marked boy.

When the time came for Percy's enthusiasm to slacken—since boys who perform these feats are liable to lose interest as emphatically as they find it—Mr. Hallahan had a talk with him, and spurred him on by appointment to the regular selling force at something approaching young man's wages. Percy went right ahead, developing into the best salesman the store now has, and along the lines which his boyish shrewdness and pride promised.

His best hold lies in finding his customer's weak point, for although he is the all-around, well-trained hardware salesman, he is first of all the student of human nature whose main sales equipment is his insight and his tact.—Camillus Phillips in Philadelphia-Made Hardware. Copyrighted.

When a Customer Brings the Goods Back.

How many stores give the dissatisfied customer as welcome a reception when he brings back his purchase as when he comes into the store the first time? We have all seen a person enter a store with a package which looked as if it contained some of the firm's merchandise being returned and noted the inattention he received.

Too often each clerk appears to be very busy just at that time, and nobody seems to think it is his place to help the customer to exchange his purchases. Too often other customers are waited on first and a long delay results. All this does not serve to smooth the ruffled feelings of the man waiting with a package in hand to exchange his purchase.

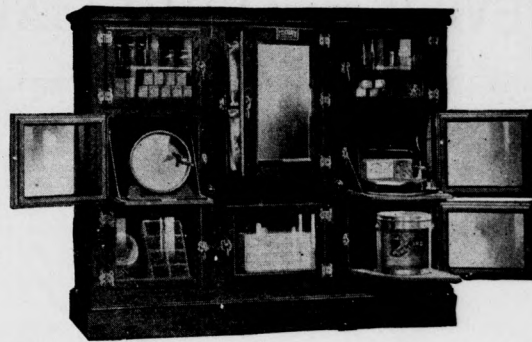
Many stores now realize the value of the good-will that is at stake when the dissatisfied purchaser comes back. In one progressive store, one of the best salesmen is constantly on the watch for a customer entering the store with a package which looks as if it contained some of the firm's merchandise coming back. As soon as such a person is inside the door he is met by this salesman and promptly relieved of his bundle. The salesman never argues with the customer regarding the goods, in fact he does not even open the package.

This is evident reliance on the customer's judgment and honestly goes a long way toward smoothing out the difficulties.

Two Extra Profits

Waste and Spoilage Stopped

Goods well displayed Sell Quicker



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

McCray Grocers' Display Refrigerators

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

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

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

Ask us to send you the following catalogues:

No. 69—For Grocers.

No. 92—Regular Sizes for Residences.

No. 61—For Meat Markets.

McCray Refrigerator Company

775 Lake Street

Kendallville, Indiana

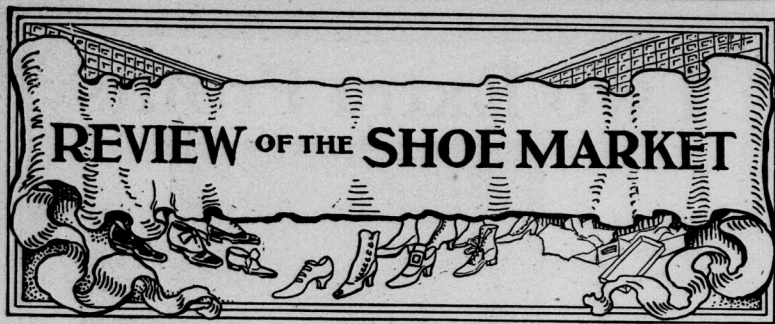
For Branch Salesrooms in Principal Cities See Your Local Telephone Directory

Grand Rapids Safe Co.
TRADESMAN BUILDING

Dealers in Fire and Burglar Proof Safes

WE carry a complete assortment of fire and burglar proof safes in nearly all sizes, and feel confident of our ability to meet the requirements of any business or individual.

Intending purchasers are invited to call and inspect the line. If inconvenient to call, full particulars and prices will be sent by mail on receipt of detailed information as to the exact size and description desired.



The Art of Selling Shoes at Retail.
Written for the Tradesman.

II

The first paper on this subject was taken up for the most part by observations of a general character. This discussion proposes to deal with matters pertaining to salesmanship from the point of view of the shoe dealer. There are some things about the selling of shoes that put shoe salesmanship in a class by itself.

It was suggested editorially in some of the leading shoe papers a few years ago that effective retail shoe salesmanship should be looked upon as a sort of semi-profession; and it was then urged—and, in the meantime, has frequently been urged—that one of the most important demands of the retail shoe business of this country is the need of better trained and equipped salespeople.

Just a little observation and reflection will convince any fair-minded person that shoes should never be sold in a careless and inexpert way, as many other classes of merchandise can be, and often are, sold. The foot is a complex and sensitive organ, and upon its health and happiness much depends.

Specialists tell us that foot ailments of many serious kinds are on the increase in this country. Just what per cent. of all this incipient and chronic foot trouble is due to ill fitting shoes and unhappy footwear selections, is a difficult thing to determine, and can only be guessed at; but undoubtedly much of it must be attributed to such causes.

That is the reason so many progressive retail shoe concerns are seeking to develop in their stores a high order of salesmanship. Shoe merchants now realize that people who buy shoes are entitled to something else besides mere merchandise—namely, service. And service in a retail shoe store certainly includes dependable information about leather, lasts, and footwear assets and liabilities; and above all things else it must include good fitting.

The senior partner of a certain large exclusive shoe store in a Middle Western city of near metropolitan proportions is noted for his skill in handling salespeople. The employes of the store call him the "boss"—not because he is the sole proprietor, but because his is the dominating influence in the store. From the newest and rawest recruits to managers of departments, the employes of the store stand in a kind of awe of the "boss." He surely is a stickler for efficiency, and it is due primarily to his untiring methods

that this particular shoe store has acquired a name for service.

The boss is a man of marked eccentricities; and, although the clerks do stand in kind of awe of him, they like him down deep in their hearts, for they realize that he prods them for their own good as well as the good of the business. Before taking on a new salesman he submits him to a grilling examination on leathers and lasts, shoemaking, fitting, the care of the feet, etc. And always before any young person of his establishment is promoted from some lesser position to the ranks of the sales-force, he must have shown bona fide interest, intelligence and initiative.

Many interesting stories of the boss and his peculiar, direct and unexpected ways of cross-questioning his employes are current in the establishment. Some of them have perhaps been unconsciously exaggerated for the sake of effect, but the following incident undoubtedly took place, and it is typical of many others in which the boss plays the leading role.

One day, so the story runs, the boss was over in the men's department, and his attention happened to light upon a boy who had recently been taken on to run errands and do odd jobs about the store. He was a bright, handy lad, and the manager of the men's department was satisfied with his work.

"Hello!" said the boss gruffly.

"Good morning sir!" returned the boy, with a puzzled air.

"What's your name?"

"Tony Simson."

"Work here?"

"Yes, sir!"

"How long y' been with us?"

"About a month."

"Is that so? Well, what's cordovan?"

The boy looked sheepish, and regretted that he didn't know.

"Where do the bucks come from, out of which white bucks are made?"

The boy's grin changed into an expression of painful embarrassment as he considered. At length he guessed he didn't know.

"How can you remove sweat-stains from tan shoes?"

And the boy finally decided that he couldn't tell how. He made matters worse, however, by lamenting that he once knew but had forgotten.

"Too bad!" growled the boss. "We are losing money every day because you can't give us the formula for removing sweat-stains from tan shoes. Now seriously," said the boss, and his face was like flint, "if you want to stay in this store you've got to

Light and Serviceable

FAST SELLING BIKE CUT SHOES FOR SPRING AND SUMMER WEAR



No. 804

Orders Solicited

In Stock for Immediate Shipment

Every pair is strictly up to the high quality standard set for our goods

No. 804—Men's Black Elk Bike, two sole	\$2.00
No. 805—Boys' same, sizes 3-5½	1.75
No. 806—L. G. same, sizes 10-12½	1.25
No. 835—Men's Black Elk Bike, ½ Double Sole (same as 804 only 2nd quality) exceptional value	1.85
No. 809—Men's Black Elk Bike, same as 804 only Blucher	2.00
No. 820—Men's Black Elk Bike, same as 809 only has three inch cuff	2.30
No. 856—Men's No. 1 Tan two sole (Elk) Bike	2.30
No. 857—Men's No. 2 Tan two sole (Elk) Bike	2.10
No. 800—Men's Brown, two Hemlock soles, Bike	2.10

HEROLD-BERTSCH SHOE CO.

Mfrs. Serviceable Footwear

GRAND RAPIDS, MICH.

BLACK, GRAY or WHITE?

WHICH SHALL IT BE?

You Need Them—Everybody Wants Them



NOTE THE STYLES

W1016—Ladies' Patent Colt, Military Lace. White Calf Top. Semi-Louis Heel. Goodyear Welt. D wide	\$2.75
W1040—Ladies' Patent Colt, Military Lace. Gray Cloth Top. Semi-Louis Heel. Goodyear Welt. D wide	2.60
5200—Ladies' Patent Colt, Military Lace. Black Cloth Cuban Heel. Goodyear Welt. D wide	2.25
W1090—Ladies' Patent Colt, Military Lace. White Cravette Cloth Top. McKay. E wide	2.00
W1062—Ladies' Patent Colt, Military Lace. Gray Cloth Top. McKay. E wide	1.90

GET THEM NOW

In Stock for Your Rush Business

5% Discount in 30 days for Prompt Payment

Grand Rapids Shoe & Rubber Co.

The Michigan People

GRAND RAPIDS

learn something about shoes and what they're made of. You find out what cordovan is—and find out to-day. Also about buck, kid, tan, and patent leather. The more you know about the merchandise we sell, the faster you get up in this establishment."

Effective shoe salesmanship is based upon knowledge of shoes. Knowledge begets confidence, and confidence enables the salesman to speak with a kind of quiet assurance that makes the going easy. And there's a big difference between information that informs and that kind of talk best designated by the term bull. The kind of knowledge that the well equipped shoe salesman ought to have isn't picked up in a day. It takes time. And back of it there must be the desire to possess it.

Whether you sell goods by methods intuitively concocted and projected, or whether you sell goods by processes that you have laboriously wrought out through study, observation and experience, the result is the same—provided the sales are neatly and promptly and judiciously made. If one can sell shoes by sort of interior selling instinct, so much the better. Let him thank his lucky stars—and keep at it. But such men are, I am inclined to think, exceptional. My observation leads me to believe the best kind of retail shoe salesmanship is the kind that is developed in the school of hard knocks.

Shoe salesmanship isn't easy in these days of fierce competition and increasing efficiency. And it is becoming more and more difficult all the while. Leather and lasts are multiplying. There is more merchandise to know now than there used to be. And customers are becoming more exacting in their requirements. Shoes must fit. And they must give satisfactory wear. And there are many things that are strictly up to the salesman, if the customer's business is to be retained. Cid McKay.

Bankruptcy Proceedings in the Southwestern District of Michigan.

St. Joseph, April 5—Harriet A. Runyan and Grace L. Finch, doing business under the copartnership name of Runyan & Finch, at Dowagiac, filed a voluntary petition and they were adjudicated bankrupt by the District Judge and the matter was referred to Referee Banyon, who was also appointed receiver. Pending the first meeting of creditors, Donald Reshore, of Dowagiac, was appointed custodian. The schedules filed show the following creditors:

A. E. Wood & Co., Detroit	\$ 16.65
Fox Bros. Mfg. Co., Peru, Ind.	51.59
A. Krolok & Co., Detroit	22.95
Wright & Kelley, Detroit	35.07
Shirr Ruffle Co., Lima, Ohio	24.19
Kirsch-Strauss Co., Chicago	88.50
Decatur Garment Co., Decatur, Ill.	58.25
Ireland Brothers, Johnstown, N. Y.	40.00
White Goods Mfg. Co., Chicago	33.75
Kauffman, Auerback & Co., Chicago	19.42
Michigan Milling Co., Detroit	22.50
John C. Michael & Oakes Co., Detroit	180.08
Kabo Corset Co., Milwaukee	39.40
Strauss, Adler & Co., New York	10.95
F. Siegel & Brothers, Chicago	64.90
L. N. Gross Co., Cleveland	295.30
H. Simmerer, Kalamazoo	38.70
G. & H. Fuld, New York	50.00
Emehemer Fishel Co., Cleveland	105.88
Kimmel Rogers Millinery Co., Grand Rapids	75.51
D. B. Fisk & Co., Chicago	140.82
La Pausienne Art Service, N. Y.	25.02
E. S. Bowman Co., Buffalo	81.50
McQueen & Bouda, Cleveland	616.17
Carl Knott & Co., Grand Rapids	117.38
Fried Keller Kohn Co., Cleveland	381.75
G. J. Gary & Co., Chicago	145.75
Stanton Brothers, New York	44.91
R. G. Valentine, Jackson	21.96
Knowles Gagemann Co., Cincinnati	67.00
Morris, Main, Reilly Co., Chicago	24.75
Philip Klaffer & Co., Chicago	24.85

Couda Cloak Co., Toledo	43.75
Moshonty Bros. & Co., Cleveland	71.75
Forsch-Strauss Englander Co., Cleveland	35.75
Henry F. Bloomfield, Chicago	75.50
Novelty Cloak & Shirt Co., Cleveland	44.75
American Mfg. Co., Cleveland	40.25
Koch Brothers, Boston	74.25
Goldberg & Rosenblatt, New York	52.50
Ladies Library Association, Dowagiac	34.45
Daily News, Dowagiac	24.76
Dry Goods Reporter, Chicago	3.00
Assets.	\$3,368.34

Stock in trade	\$1,446.02
Machinery, tools, etc.	175.00
Open accounts	343.99
Total	\$1,965.01

April 6—In the matter of Calvin Ashline, bankrupt, Allegan, the trustee filed his supplemental final report and vouchers, whereupon an order was entered by the referee closing the estate, discharging the trustee and recommending that the bankrupt be granted his discharge.

April 6—In the matter of Richard Harvey, bankrupt, Kalamazoo, the first meeting of creditors was held at the latter place and Walter J. Bristol was elected trustee, his bond being fixed at \$100. Lynn B. Mason, Edward P. Monroe and Henry Hobbs, of Kalamazoo, were appointed appraisers. The bankrupt was sworn and examined by the referee without a reporter, after which the meeting was adjourned for thirty days.

April 7—In the matter of John Van Male, James G. Van Male and Van Male & Son, a copartnership, Kalamazoo, the meeting of creditors prior to the adjudication to consider the alleged bankrupt's offer of composition of 33 1/2 per cent. to unsecured creditors was held at the referee's office. A large majority of the creditors in number and amount of the claims filed and allowed accepted the offer of composition in writing, whereupon, as there was no objection to the offer of composition, a certificate was made by the referee recommending the composition be approved by the District Judge.

April 8—In the matter of the Ross Cabinet Co., bankrupt, Otsego, the trustee having filed a report showing cash on hand of \$4,901.06, an order was entered calling a special meeting of creditors at the referee's office on April 20 for the purpose of passing upon the trustee's report, the payment of preferred labor claims, also certain administration expenses, and the declaration and payment of a first dividend.

April 9—In the matter of the National Gas Light Co., bankrupt, Kalamazoo, the final meeting of creditors was held at the referee's office. Additional claims to the amount of \$4,980.11 were allowed, making the total amount of claims allowed \$42,399.69. Administration expenses to the amount of \$340 were ordered paid and a final dividend of 4 35-100 declared. Creditors having been directed to show cause why a certificate should not be made recommending the bankrupt's discharge and no cause having been shown, it was determined that such favorable certificate be made. The final order of distribution was entered and the meeting adjourned without day.

April 10—In the matter of Guy W. Hagenbaugh, bankrupt, formerly of Burr Oak, the adjourned first creditors' meeting was held at the referee's office. As no creditors were presented or represented, and no claims proved or allowed, the meeting was adjourned without day, and unless cause to the contrary is shown the estate will be formally closed by the referee without the appointment of a trustee.

Consolation.

"We are lost in the clouds," hissed the baffled aviator. "Heaven help us."

"Oh, well," replied the cheerful passenger, "no matter what happens to us, we are sure to find our way back to earth."

OFFICE OUTFITTERS
LOOSE LEAF SPECIALISTS
The Tisch-Hine Co.
 237-239 Pearl St. (near the bridge) Grand Rapids, Mich.

Outings That Wear



Light Comfortable Shoes For Summer Wear

These Numbers in Stock

- No. 8014—Men's Black Outing, Chrome Sole \$2.00
- No. 8013—Men's Black Outing, Hemlock Sole 2.00
- No. 8015—Men's Brown Outing, Chrome Sole 2.00
- No. 8023—Men's Brown Outing, Hemlock Sole 2.00

Rindge, Kalmbach, Logie Company

"Makers of Shoes that Wear"

Grand Rapids, Mich.

Correct Styles Are Profitable Sellers



Military Boots

McKay Sewed

- No. 7500—Black Cloth Top, Patent Vamp \$2.00
- No. 7579—Fawn Cloth Top, Patent Vamp 2.00
- No. 7526—Black Cloth Top, Patent Vamp 1.75
- No. 7534—Fawn Cloth Top, Patent Vamp 1.75



Annapolis Pumps

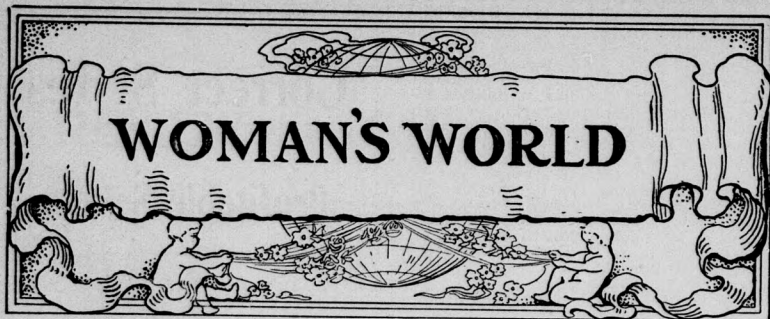
- No. 3540—Black Cloth Qtr., Patent Vamp \$1.60
- No. 3546—Tan Cloth Qtr., Patent Vamp 1.60
- No. 3547—Grey Cloth Qtr., Patent Vamp 1.60
- No. 3549—White Cloth Qtr., Patent Vamp 1.60
- No. 3548—Grey Cloth Qtr., Gun Met. Vamp 1.60

Hirth-Krause Co.

Tanners and Shoe Manufacturers

Grand Rapids, Mich.

"Merit-Made Shoes"



Dangerous Wiles of the Wholly Respectable Woman.

Written for the Tradesman.

This will not have to do with the woman of the underworld—the unfortunate being who panders to the bestial nature of man, and is herself a victim even while she victimizes him. Of the ruin and the degradation of which this poor creature is at once the cause and the consequence, a ruin and degradation which in differing degrees and forms has spread its blight upon the race since the earliest history, it is not our purpose to speak here.

Enough to say that she alone is not wholly responsible for the sad havoc which she creates. Almost always possessed of a strong animal nature and blessed with only a weak headpiece if not actually deficient mentally, usually having lacked good home influences and training, and often having been dragged down by the bitter temptations of poverty and even hunger—there is no vilest woman of the streets of whose crime against humanity much may not be said in extenuation. And for the fact that such as she exist and breathe forth the poison of their existence, society at large and other individuals besides herself must bear a large share of the blame, in any just placing of responsibility.

All boys and young men should be duly warned against the snares set for their inexperienced feet by the disreputable woman. But the disreputable woman is not the only one of whose dangers the decent, clean-minded young chap who wants to lead a good life and make something of himself, should be admonished. There is a type of woman toward whom the austere dame who is most rigidly insistent upon chastity points no finger of scorn, and for whom the severest moralist has commonly no word of rebuke, who yet is a menace. It is the woman who, just as surely as the lowest prostitute, regards men as her legitimate prey, and values them simply for the pleasant and comfortable and luxurious things she can get out of them. Unlike the prostitute, she never for a moment steps outside the pale of perfect respectability. To many a man the latter woman presents graver perils than the former, for she is likely to ensnare him into making an unwise and unhappy marriage, from which he can be freed only by death or divorce, while the other may only involve him in a liaison from which, if he wills, he can break away at any time. Then too the respectable adventuress veils her traps until they take on the semblance

of the most sacred things of life, while the ways of the outcast are so obvious and unmistakable that he who runs may read.

The unscrupulous woman who is still strictly respectable is to be seen in a great variety of individual representatives. But always her end and aim and object is marrying well, or marrying some of her friends well. And she has no other nor higher idea of marriage than as a state in which the wife's food and apparel and house and all sorts of material things (in as excellent and expensive a quality as is possible) are provided by the husband, whose main business in life is supposed to be to put up for expenditures.

That a true and happy marriage involves congeniality of temperaments, similarity of tastes, standards and ideals, and usually no great dissimilarity in age, education and social standing—of these fundamentals the woman of whom we speak makes no recognition. Nor is she awake to the fact that matrimony imposes or should impose strenuous duties and heavy responsibilities upon the woman as well as upon the man. She does not "figure on" any of these things. She thinks only of feathering her nest. She regards the man for whom she sets her cap purely in his income-producing capacity. The estimate she places upon him depends upon the day's works that are in him. And if she judges him desirable and likely to be liberal with his money, she uses all the wiles at her command to entangle him in her net.

The honest, whole-souled man, the man of noble purposes and a little innocent of the ways of the world and a bit unsophisticated about women—this sort of man is especially liable to fall into the toils of the unscrupulous respectable woman.

Take some of the concrete instances. Here is a man of only twenty or twenty-one, earning good money perhaps but with nothing saved up. He ought not to marry for some years—he should become better established before he takes upon himself the burden of supporting a wife. He is still very much of a boy, and has no definite views as to what kind of a girl he wants for a life companion. He pays a little attention to some attractive young lady of his acquaintance and falls under the eye of her designing mamma. He is steady and industrious and of good habits. Swiftly Mamma sizes him up as a good catch for Mamie or Bessie or Dorothy. The die is practically cast on the instant. In such a case as this the mother manages the campaign,

while the daughters obeys orders. The young fellow is lonely. It is made pleasant for him to come to the house very frequently. It is not difficult for him to imagine himself in love. He spoons a little—sometimes but very little. But Mamma sees to it that the marriage knot is securely tied before the poor boy has time to come to and know where he is at.

I have seen cases where a young professional man, all untried in his work and still in debt for his education, was rushed into a hasty, and, ill-advised marriage. The sort of mother of whom we speak never counsels waiting, which of course would be the right thing to do if the young people really cared for each other and the young man was not yet prepared to marry.

Sometimes there is no designing mamma. Take the case of the woman of 35 or 40 who fastens upon some youth who has only just attained his majority. He is as wax in her hands, and against the protests of his people and his friends, she often succeeds in bringing him to the altar. There is the woman who marries a well-to-do widower with no intention of doing the right thing by his children—rather with the deliberate purpose of making things so unpleasant for them that they will leave home as early as possible.

There is the woman of coarse common clay who makes captive some man of intellect and fine family traditions, perhaps by a pretense of affection to which his sense of chivalry compels him to make the response of

an offer of marriage. She knows she can give him no real companionship—she will be a drag on all his aspirations. But by marrying him she will be assured of a home and a living and a place in society. She accepts him without scruple or hesitancy. In such cases we often wonder, "How did so superior a man ever come to choose so inferior a woman?" If the truth were known, he didn't choose.

The stratagems and artifices and finesse used by this kind of woman to accomplish her ends would fill a book. Perhaps the one most often resorted to, and certainly one of the most reprehensible, is that of dwelling upon and magnifying any least word of admiration or affection which a man from gallantry or simple courtesy may injudiciously have let fall—very likely when the circumstances for drawing out just such an expression have been carefully planned by the woman beforehand.

There is a certain code of honor which is regarded as binding upon every upright man in his association with women. He is not to take advantage of youth, weakness, innocence or ignorance. Society never has formulated so definite standards for women in their association with men, but are not some such standards needed? Otherwise the unscrupulous respectable woman will go on trampling under her ruthless feet the very sanctities of life. Quillo.

It may be as difficult for some rich men to enter the kingdom of heaven as it is for them to keep out of jail.



For Tea
Coffee or
Cocoa

Franklin Dainty Lumps

(SMALL CUBES OF SUGAR)

Tell your customers about these dainty little lumps of pure cane sugar—small enough to sweeten Tea, Coffee, etc., without waste; small enough to dissolve quickly; daintily packed in sealed Franklin Cartons; superior in every way to old style lump sugar.

1-lb. and 2-lb. Cartons, 48 lbs. to the Container.
Made from Sugar Cane. Full Weight Guaranteed.

The FRANKLIN SUGAR REFINING COMPANY
PHILADELPHIA



CLOTHING

Is the Retail Clothing Trade Demoralized?

Men who have been closely watching the developments in the retail clothing and haberdashery trade for the past year or two are beginning to record their conviction that there is something vitally wrong with the manner in which it is being conducted. All of us are thoroughly familiar with the facts concerning the increased cost of doing business and the depression which has come about from the lowering of the tariff, the war, "psychological" causes, or anything else to which we may be disposed to attribute it. But these are not matters of the deepest concern. A merchant who is a keen student of methods that effect economy and efficiency, who has the nerve to spend for business promotion even though he realizes that results will not be commensurate with those of normal times, and particularly who can remain an optimist and keep his employes keyed up to an enthusiastic pitch, will be able to show an increase or at least to maintain a satisfactory standard with respect to profits. What looks like a menace with perhaps permanent effects is the tendency to reduce merchandising to a level that eliminates virtually all of the fine ideals that in years gone by made shop keeping a pursuit worthy of the best thought of men of the highest caliber and gave a distinct pleasure to them in the knowledge that they were serving the public faithfully and well. By that we do not mean to make some moral preachment on duty to the public and the opportunity to exploit business virtue. We are dealing with hard, cold facts when we say that it was once possible for merchants to get more out of their business than the profit that is rightly theirs. To-day if it is possible it is difficult to attain.

What the retail trade the country over seems to be doing more and more is buying and selling "prices." It will not do to say that that is a natural result of depression, that it becomes necessary to resort to unusual stimulative methods in order to keep the pot boiling properly. For we know too well that these new tactics were gaining fast headway before the war and before the Democrats captured the control at Washington, before the new tariff went into effect and even before the so-called panic of 1907, from which we do not seem to have ever recovered.

Anyone who has manufactured in recent years or has been close to manufacturers knows just what has been going on. We have said it in

one sentence. The retail trade is more and more buying and selling "prices." The merchandising slogan seems to be "Hand them good-looking prices and don't examine the merchandise too closely." And the peculiar fact is that this change of attitude occurs just when the public, despite the business depression, is showing a willingness to pay prices very much higher than it had ever been accustomed to pay. The better grades of everything, from hats to boots, have been in stronger demand. Shops that never carried higher than \$2 shirts are selling fair quantities of \$5 shirts to-day.

There has been much speculation as to the cause of this evil of buying "prices." By some it is attributed, as stated, to bad conditions, but that is not the fact. It is more likely, in our opinion, that it is in no small measure due to the ruinous methods that have been employed by department stores, scores of which have been bamboozling the public by their false claims in advertising, and scores of which as a result of the loss of popular confidence in their statements are on the ragged edge of financial collapse. These methods have, of course, brought all retail advertising into a measure of disrepute, and that has made it doubly difficult for honest merchants to do business on the basis of honest publicity and honest value-giving.

Apparently a great many dealers have reached the conclusion that they have no alternative but to follow in the same path or see their sales drop seriously. So what have they done? They have sought "prices." They have bought "prices." They have sold "prices." They have been encouraging the growing popular belief that the retailer is to a greater or less extent a faker, that he buys merchandise at low prices, puts on it an excessive profit, and cares little or naught for quality, durability or anything else apart from looks and "prices."

No doubt you have read much of the material that has been spoken and written on the theory that the retailer is an interloper, that products should be handed direct from producer to consumer by some system of selling not yet successfully evolved. No doubt also you have read of the attempts to bring about legislation that would make it next to impossible for retailers, who are called middlemen, to hold their place in the scheme of distribution and selling. All of this is merely the smoke of a fire that threatens some day to prove a tough proposition for retailers to han-

dle. It means that the public is taking note, that it is studying the situation, that the admission of still another element that must get its bit of additional profit between the producer and the consumer, namely, the premium people, is merely making matters worse, and that sooner or later an aroused public opinion is going to take the thing into its own hands and work out a solution that will have a mighty important bearing on retaildom the country over.

Of course, there are those who will argue that the retail trade could never be eliminated, and it is not our purpose to start a scare on the point that it may be. But really isn't there something of moment in the experiments of cities with the plan of public markets? And is there not something in the recent starting of market buildings in which manufacturers may sell direct to consumers? And isn't government becoming more and more paternal? And isn't the wonderful efficiency of the German government, and especially its control of industries in the interest of the German people, being heralded as the promise of a new day for all nations when government shall control everything that vitally affects the living and financial welfare and economical progress of the people?

You see, these thoughts follow naturally along from a consideration of the merchandising mess toward which retaildom seems to be plunging. True, there are still many noble exceptions, retail houses that pursue the old-fashioned practice of giving the public the full worth of its money and frequently a little bit more, that buy merchandise and not "prices" and sell merchandise and not "prices." These concerns are waging a splendid fight against heavy odds.

Is the outlook, then, black? Not altogether. Organizations of manufacturers and merchants are working in the right direction. They are expressing themselves in clear terms on premium-giving, on truth in advertising, on out-of-season sales, on price maintenance and on other matters that are all connected with this big problem of restoring the retail trade to the place it once occupied in popular confidence.

What is urgently needed now is concerted action and effective action.

There is no time for dallying with this matter, for the signs are ominous. Every retail concern that continues to pursue these methods that have brought department stores to their present plight is making itself a party to the assault on the house of retaildom that may sooner than expected bring its tottering walls to a disastrous collapse. We discern in New York a sentiment that is spreading rapidly to the effect that only in the specialty shops is honest value to be found. Thousands of women and not a much smaller number of men are looking to the specialty shops for satisfaction. It means danger as well as opportunity. What if the specialty shops fail them?—Haberdasher.



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.



Make Out Your Bills

THE EASIEST WAY

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



Necessary Limits to "Making Everything Satisfactory."

Written for the Tradesman.

We see frequent indications that the practice of making everything satisfactory to the customer is being carried to an unreasonable extreme, in common parlance, being run into the ground. In the effort to hold trade and to allow their patrons no possible cause for displeasure or offense, merchants are suffering losses, large in the aggregate even though small in many of the individual instances—losses which it is not just that they should bear.

The fundamental principle that every sale of merchandise should be just as satisfactory to the buyer as to the seller is sound and right, and no fair-minded reader wishes to evade making good on it. But the proper and improper application of the principle presupposes squareness and integrity on the part of the customer as well as on the part of the merchant. Unfortunately all customers do not look at the matter in this light.

Here is a case that fell under my observation recently. A woman came into the glove department of a large city store, with a pair of black kid gloves which she had purchased some days before and now wished to return. The gloves showed unmistakably that they had been subjected to a severe and unskilled trying on, if they had not actually been worn. Further developments brought out the fact that instead of allowing the saleswoman to stretch the gloves and fit them to her hands, she had insisted on taking one-half size smaller than her measurement called for, and she "could put them on better herself at home, and had no time to fool around." Her ground for wanting to return them was stated with blunt simplicity.

"I've made up my mind I don't want all-black gloves. They're too gloomy. I want some with those rows of white stitching on the backs. The stitching is so stylish."

"But it's against our rules to take back gloves that have been put on," gently remonstrated the saleswoman.

"They ain't hurt any," stoutly contended the woman, who by this time was becoming somewhat excited and talked very loud. "I just had 'em on once and I didn't wear 'em. Well, show me what you got with white stitching on the back."

Very graciously and patiently the girl showed all that were in stock, two styles, both beauties and of excellent make, both \$2 a pair, while

those the woman wished to return had cost her only \$1.50.

"I can't afford to pay no two dollars," protested the customer, her face growing red and her strident voice mounting to a pitch that could be heard several aisles away.

"Next week we shall have a nice line with white stitching that we can sell at \$1.50," said the saleswoman, still courteous and perfectly self-controlled. "I heard the manager of this department say this morning that the invoice of that line was already in, and that the goods, which are coming by express, will surely be here Monday if not before. Perhaps you could make it convenient to wait for those others?"

"No, I can't wait, I've got to have some gloves to-day. I'm going away on a visit to-morrow, to be gone several weeks. I can't very well go barehanded. I guess there's no way but for you to pay me back my money without any more palaver."

The girl did not lose her temper even at this. "I shall be obliged to take the matter to the manager of this department," she quietly replied.

She slipped away and I soon saw her evidently laying the case before a man at a desk some distance away. She soon came back with his O. K. on a return slip, which was sent to the cashier. In a few moments the obdurate customer received her money and went on her way in ungracious triumph.

Was yielding to the unreasonable demand of this obstreperous woman good business on the part of that manager, or was it simply showing his department (and to a certain extent the whole store) to be an easy mark? I am inclined to think that the latter effect would be the actual result of the occurrence, and that taking back gloves that had been rendered unsalable, when they had not been found in any way defective and there was no valid reason whatever for their return, was in reality paying a premium for being imposed upon.

The indications were strong that the general policy of that store is very lax, and that making things perfectly satisfactory to the customer is there being carried beyond all reason. The manager of the glove department would not be likely to allow such a return unless the taking back of purchases more or less damaged in point of sale is permitted in other departments besides his own. And that the saleswoman seemed ready to exchange the gloves for another pair without referring to su-

Hot Weather Union Suits For Men and Boys

"Lincoln Mills" Mesh and Nainsook Suits are made for comfort and wear and better values to retail for 25c, 50c and \$1.00 are not to be had. Popular styles carried in stock. A trial order will convince you of the merits of this brand. 🐸 🐸 🐸 🐸 🐸

Grand Rapids Dry Goods Co.
Exclusively Wholesale
Grand Rapids, Michigan

When it rains, get them quick

In Stock
For Quick
Delivery



This can be said about these raincoats.

They are honest goods and will give satisfaction.

Get Our Swatches

Grand Rapids Shoe & Rubber Co.

The Michigan People

GRAND RAPIDS

If You Need Store or Office Fixtures

or furniture of any kind, see us

Grand Rapids Merchandise & Fixture Co.

803-805 Monroe Ave.

Grand Rapids, Mich.

We will save you money and take your old fixtures in exchange

perior authority, would go to show that such a proceeding while against the rules, is commonly winked at.

The reader will observe that refunding the money was not properly the objectionable point, although it seemed to be so considered. Nor was the fact that the customer was ill-natured and rude of any real moment, although certainly this circumstance showed up the injustice and absurdity of her demands in stronger light. Had she been willing to take another pair in exchange, and sweet as a peach withal, the core of the matter would have remained the same. The violation of correct business policy was in accepting the return of an article that had been rendered unsalable (except at a great reduction), for no other reason than because the purchaser had changed her mind.

When the management of a store weakly permits so absurd a concession, in the nature of things there must always be some doubt whether it will achieve the end sought—that of holding the patronage of that particular customer. The possible gain is most uncertain. But every such occurrence sets a precedent and is sure to cause similar unreasonable demands on the part of those who have seen or known about the circumstance, and so is an unending source of further loss and annoyance. The thing never stops with the one customer.

It would be well if merchants, instead of trying to outdo each other in granting preposterous demands, would co-operate for their mutual welfare and protection, and join in a quiet campaign of education, showing their customers that in order to do business on small margins and sell at the lowest prices consistent with any profit, all avoidable losses must be cut out. It should be made clear that undue liberality in accepting unsalable returns profits only the unscrupulous, who are the ones who take advantage of the unbusinesslike practice, while the cost, like every other running expense, must be borne by honest and conscientious patrons as well.

In making adjustment for articles that have proved defective or unsatisfactory in service, it is impossible for a store to follow rigid rules. Each case must be taken by itself and handled with judgment and discretion. But in the matter of taking back goods that, after a certain stage is reached are salable only at a heavy loss, it is necessary to have some fixed point at which goods purchased must stay purchased.

With all ready-made garments and other articles of apparel, this point should be when the article is worn. With piece goods it is when the scissors first clip in to cut off the length ordered by the customer. With kid gloves it is when the glove is put on the hand. (Of course when this is done by a saleswoman, she having selected the size of glove according to the measurement she has taken, then if the fit is not right, the store must stand the loss. With a sales-

woman who understands fitting gloves, any difficulty of this kind is so rare as to cut practically no figure.) A store may occasionally lose the good will of a customer by refusing to take back a purchase after the points just indicated have been passed. But such losses will not in the long run prove so serious as those caused by establishing a reputation for being easy. Fabrix.

The Dollar Glove a Curse.

Retail dealers have an almost insistent demand for a dollar glove. This demand most of them supply, it being an axiom that every dealer is in business to give his customers what they want. However, there is a duty which retail dealers owe their customers and themselves, and that is to direct the wants of their customers along sound economic lines, advising them against unwise purchases.

The dollar glove is not a wise purchase. It does not give the customer as good value as a glove costing a dollar and a half or two dollars. The higher priced gloves are cheaper in the end; therefore a dealer who persuades a customer to buy something better than the dollar glove is doing the customer a favor.

The margin on a glove that retails for a dollar does not more than cover the cost of doing business. A glove department might sell dollar gloves for a hundred years, and never make any money. If the glove department is supposed to make money, it certainly has every reason to discourage the demand for the dollar glove.

It may at first thought appear that when a dealer sells goods to a customer at so close a margin, that there is nothing left to be called a profit, that he is doing the customer a favor. This is not the case at all. The important thing to the customer is to get an article which gives good value for the money. If the retailer sold a dollar glove for 80 cents a pair, instead of a dollar, he would not be doing his customer a favor even then. He would be losing money on every pair he sold, and at the same time the customer would be better off if she paid two dollars and got a pair of good gloves, on which the dealer made a fair profit.

A poor article is not cheap, even if sold at less than cost. A good article sold at a good profit gives better value to the customer than a poor article sold at a loss. Marshall Field built his enormous fortune on this principle, and yet even to-day there are thousands of dealers who do not properly appreciate it. They imagine that the only way to give a bargain to a customer is to sell goods which show a small margin of profit. They overlook the fact that the best bargain a customer can get is a good article, and that if the article really is good, it may give much better value to the customer, even if sold at as high a profit as 100 per cent., than a poor article sold without any profit.

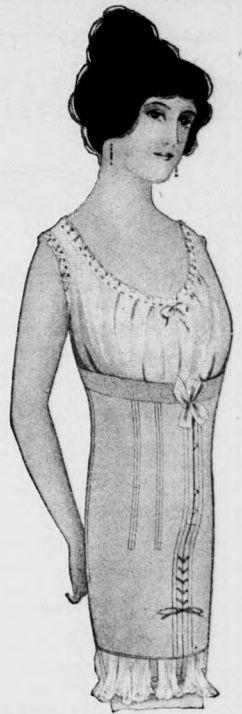
Merchants should instruct their sales people not to make any claims for the dollar glove, except that it is a dollar glove; and to tell customers that they will get more than the difference in

wear if they will pay the difference in price, and get a better glove. In fact, if a merchant had the courage to refuse to stock the dollar glove, he undoubtedly would profit by it. Every customer to whom he explained that he did not sell the dollar glove because it did not give good value to his customers, would immediately feel an increased respect for him and a greater confidence in all the goods in his store. She might go somewhere else to buy the dollar glove, but she would come back to buy other goods because of her increased confidence in the store. Inasmuch as there is no profit in the dollar glove, the dealer would not have lost anything. Or, if he can figure a profit of a few cents per pair on the dollar glove, he would have bought with this small sum an advertisement for his store which very shortly would sell a good many dollars' worth of goods.

Such a step would take considerable courage, but to any store aiming to build up a high-class business and a good name, it would be very profitable.

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

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



Marchioness Corsets

Fit Right
Quality Right, Prices Right
Up-to-date Styles

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

Quality Tea

There is no beverage more Healthful, Refreshing and Invigorating than Tea.

No article of commerce more important in the selection than Tea.

Nothing more profitable to the Retail Grocer and nothing in which more care should be taken in the purchasing.

We carry the largest and most select assortment in Michigan.

Our Package Teas are packed specially for us in the original countries of growth and are never repacked by us. Our grades are always maintained and selected for Cup Quality.

We import direct from Japan, Ceylon and China.

We are distributing agents for Tetley's Celebrated Ceylon and India Teas, universally acknowledged the Best and Purest.

We are at your service.



Judson Grocer Co.
The Pure Foods House
Grand Rapids, Michigan



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

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

One Way to Deal With Wrath.

One of the queerest men in the city of Lime Springs was the senior partner of the firm of Ransom & Howard. Ransom, as he was familiarly called by all the traveling men in that district, was a most shrewd and conservative buyer. He was fond of asking for a written statement of all propositions that were submitted to him, and never was known to give in an order without at least half a day's consideration of it. His trade was very valuable to our house, and we always handled him carefully. The salesman knew the situation perfectly, and knew that whenever I struck Lime Springs I was due to stay there a day or two before a sale could be made at all. An ordinary prospect would have bought in two hours.

The town of Lime Springs is about a hundred miles from our home office, and I always figured on getting there at the end of the week and spending Friday and Saturday in the city, getting back Sunday with my order.

It was very nerve-wracking to spend two days each busy season, landing Ransom's order.

But something happened which made it look as though we had had the best of Ransom's trade. He wanted a small bill of goods and a new man was sent out to sell him. This salesman aroused all the latent obstinacy of Ransom's nature by praising the goods too much. From obstinacy he went to discourtesy and from discourtesy to downright meanness. "You pack up and get out of here," he roared. "No kid can come 'round and tell me anything about goods, or what I ought to buy. And if another man representing your

house comes here I'll set the dogs on him."

Some month later the salesman called me in to discuss the general situation, and the matter of selling Ransom came up. After viewing the situation at various angles the matter was turned over to myself and another salesman—Williams, who made another territory. Together we patched up a plan.

We had three grades of stock we sold regularly: A, B, and C,—A being the best. Ransom was an A buyer—in fact had never seen our B or C lines.

So by an arrangement, Monday morning Williams dropped in on Ransom, and approached him in an intentionally arrogant and self-confident manner, saying: "I have a line here that you ought to look at." He never told him whom he represented, but slammed down his sample case, opened it, began his opinionated conversation, and displayed our goods of grade C. He attempted to dictate just what Ransom should buy, and that he should take it without delay, and in fact wouldn't give the old gentleman a chance to say a word—ask what house he represented, or anything about it.

It didn't take Ransom ten minutes to see that the line being offered was not as good as he had been carrying—our goods of grade A. He finally got a word in edgewise, saying that he had bought of several firms and was pretty well satisfied, and that they had always treated him well. That was opening enough for my confederate. He slammed the sample case shut, and began a tirade against other houses, our house in particular, until Ransom lost patience and virtually ejected him from the store.

I was on hand the next morning with my samples as if nothing had ever happened, and Ransom was still angry, but at his visitor of the day before, not at me. "Come in," he said. "I need \$8,000 worth of goods. You know what I can sell. Your house has always been fair enough with me, so place my order as you think it ought to be and bring it around to be signed." That's the way my hard sale was closed—time consumed, thirty minutes—between trains.

While this did not alter Ransom's eccentric methods of buying entirely, it served to make him forget his grudge against us. I have been selling him for five years since that time, and can always count on an order when I visit him. H. A. Quinn.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

"Take the annual banquet away from the average organization" says the editor of the Cheboygan Democrat, "and there is nothing left."

Escanaba has voted a bond issue of \$80,000 for sewers and an incineration plant.

Irving Park of fifty-seven acres, lying in the northwest section of Battle Creek, has been accepted as the gift of its three joint owners, on condition that the city will spend at least \$5,000 each year, for a period of five years, in improvements, and that the property shall always be maintained for park purposes.

Word comes from Ludington that the Grand Rapids and Northwestern Railroad is not dead, but is sleeping. This is the steam road that is projected from Grand Rapids to Ludington, connecting with car ferries across the lake. T. R. Philibin, chief engineer of the road, says that the road will surely be built, indeed, that actual work is now in progress on same. He has bought a farm near Ludington and will make that city his home.

Albion will have a city manager.

The Civic Garden Club of Kalamazoo has completed its organization, with Prof. L. H. Harvey of the agricultural department, Western State Normal school, as President, and the plan is to utilize every bit of available land in the city for gardening. Membership fee for families is placed at \$1 each, to cover the cost of seeds. An effort will be made to induce railroads and other corporations to join the movement by establishing parks and gardens near tracks or factories.

Lansing voted bonds of \$5,000 to build a roof over the city market.

Albion's first homecoming celebration will be held August 17-22 inclusive and the committee announces its only regret to be that the European war may interfere with its publicity work on the other side of the ocean.

Clinton D. Jackson of Mt. Clemens has been engaged as Secretary of the Benton Harbor Chamber of Commerce, beginning April 15, with salary of \$2,300.

Business at the Muskegon postoffice has more than doubled in the past eight years.

While building operations in Kalamazoo fell off about 40 per cent, last year as compared with 1913, the indication are that the deficit will be fully made up this year.

The Detroit Board of Commerce is sending out hundreds of letters to manufacturers of motor parts and others, inviting them to locate there. No cash bonus or land gift is offered.

Traverse City will conduct its information bureau as usual this season, with a manager in charge. It costs about \$500 to maintain the bureau each year and is money well invested by the business men.

Adrian has let the contract for collecting garbage for another year to W. F. Bowen, the only bidder, at \$2,600, or \$700 higher than last year.

Detroit milk dealers have reduced the retail price of milk April 1 from 9c to 8c per quart.

Bay City ice dealers have raised the price from 35c to 40c per 100 pounds this season.

Adrian has been granted a one cent reduction in the freight rate on wire from Pittsburg by the interstate commerce commission, but it is a small crumb of comfort and the main question at issue, that the existing rates discriminate against Adrian fence manufacturers and favor those in the Pittsburg district, is not touched. It costs only 18c a ton to ship wire fence from Pittsburg to Chicago, while it costs 15c to ship wire from Pittsburg to Adrian and 13c more to ship the finished fence to Chicago, a discrimination of \$2 a ton, which threatens the life of the wire fence industry in Michigan.

Almond Griffen.

Just So.

Various dishes in the Hungarian restaurant were numbered for the convenience of the waiters and the benefit of the patrons. A young couple entered. The orchestra struck up the "William Tell" overture. Turning to her escort, the young woman said: "That's familiar—what is it?" The man glanced up at the orchestra and saw the number three displayed. Then with the air of one who is accustomed to cafe life, he looked up No. 3 on the bill of fare. "That," he replied, when he had located it, "is 'Filet Mignon,' by Campignons."

Many a man who is sure he is right goes ahead and finds he was wrong.

Hobbs House Bids You Welcome

We have re-opened the Hobbs House, which has been closed since last November, under the same management as before. Have had it all cleaned throughout.

M. HOBBS, Fife Lake, Mich.

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.

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

What Some Michigan Cities Are Doing.

Written for the Tradesman.

Adrian fence manufacturers have won a concession in rates on outbound shipments of the finished product, the new rates being 10 cents to Chicago and 15 cents to the Mississippi valley, a reduction of 3 cents in each case. The effect of this adjustment is a saving of 60 cents a ton on shipments.

Plainwell will try calcium chloride on the streets, instead of water to lay the dust.

Both clothes pin plants of the Oval Wool Dish Co., at Traverse City, will resume operations May 3. They have been shut down since January, largely on account of the cutting off of export trade by the European war.

The Kalamazoo Chamber of Commerce aims to put every foot of waste land in the city to work producing food this year. People in England have been told to grow turnips in their front yards as a war measure and while Kalamazoo will not go quite so far as this the citizens are urged to replace tin cans and burdocks with onions, lettuce, radishes, potatoes, etc.

The salt plant at St. Clair has been operating throughout the winter on almost a normal basis, with 450 hands employed. The town is prosperous.

The annual dinner meeting of the Howard City Board of Trade was attended by sixty of the leading business men, and citizens and the address by Walter K. Plumb, Secretary of the Grand Rapids Association of Commerce, was well received. New officers were chosen as follows: President, J. B. Haskins; Vice-President, C. G. Larry; Secretary, A. F. Engleman; Treasurer, Albert O'Donald.

Menominee will entertain the Merchants and Manufacturers' Association of Milwaukee June 1.

Kalamazoo will hire an expert to advise as to best methods of entering the commercial lighting field.

Kalamazoo's grade separation committee, appointed in 1911, has resigned in a body, on account of the poor prospects of bringing about this railroad improvement very soon.

The Battle Creek Chamber of Commerce will assist Washington Heights, a suburb, in getting street car service to that village.

Iron Mountains has two real jitneys in service, one carrying twenty passengers and the other one sixteen.

The Battle Creek postoffice receipts in March were 40 per cent. ahead of a year ago. Receipts at the Jackson postoffice were \$25,000 ahead of the previous year.

Dowagiac's newest industry is the Rudy Furnace Co., with A. E. Rudolph at the head.

The Holland Chamber of Commerce is taking up the matter of utilizing vacant lots in vegetable growing.

Almond Griffen.

Manufacturing Matters.

Bay City—The Hook & Loop Co. has been incorporated with an authorized capital stock of \$6,000, of which amount \$3,200 has been subscribed, \$200 paid in in cash and \$3,000 in property. This concern will manufacture and sell hooks and loops.

Detroit—The Detroit Pneumatic Chuck Co. has been incorporated with an authorized capital stock of \$30,000, all of which has been subscribed, \$3,750.61 paid in in cash and \$26,249.39 in property. They will engage in the manufacturing machinists' business.

Kalamazoo—The Limousine Top Co. has been incorporated with an authorized capital stock of \$25,000, of which amount \$13,500 has been subscribed and \$6,000 paid in in cash. This concern will manufacture and sell vehicles, automobile tops, bodies and accessories.

Detroit—The Electric Filtered Water Heater Co. has been incorporated with an authorized capital stock of \$1,000, of which amount \$810 has been subscribed, \$210 paid in in cash and \$600 in property. This concern will engage in the manufacture and selling of water heaters and specialties.

Detroit—The Detroit Reamer Salvage Co. has been incorporated with an authorized capital stock of \$2,500, all of which has been subscribed, \$818.19 paid in in cash and \$1,681.81 in property. This concern will engage in the manufacture and sale of machinists' tools, automobile parts and machine parts.

Detroit—The L. H. Stradley, Incorporated, has been incorporated with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed and paid in in property. This concern will engage in the manufacture and selling of candies, novelty goods, etc.

Detroit—Directors of the Michigan Steel Casting Co. have authorized payment to stockholders of a 200 per cent. stock dividend and the distribution will be made as soon as the papers authorizing an increase in capital stock from \$90,000 to \$270,000 are received from Lansing. The dividend represents a distribution of a part of the earnings of the company in the eight years of its existence, during which profits have been allowed to accumulate to build up the business instead of being passed out as regular dividends.

Death of a Long-Time Drug Salesman.

Detroit, April 19.—It is with much regret that we inform you of the passing of one of our oldest traveling salesmen, Wm. Murch, who had been connected with this firm in the way of a traveling position ever since its start.

We would thank you if you would kindly make suitable announcement in your columns of this death. You will be perfectly safe in making the statement that Mr. Murch was an unusually fine man, thoroughly conscientious in all his work, splendid habits, avoiding the use of liquor and tobacco and standing for splendid principles.

His services in behalf of the Gideon Society, of which he was an official, will be thoroughly missed. Mr. Murch lost his wife many years ago, but is survived by two daughters, Mrs. Robert A. Browning, of Toledo, and Miss Bess Murch, a professional nurse of Detroit.

We thank you in advance for printing this announcement in your columns, which, we know, will be appreciated by its readers throughout Michigan. Lambert & Lowman.

Contribute or Forever Keep Silent.

Grand Rapids, April 20.—I have read the many comprehensive articles in the Tradesman regarding trading stamps and premiums, and let me assure you that the merchants along the line are more than pleased with what is being done to eliminate this evil. However, not every dealer is posted regarding the damaging results of premiums which is already apparent, especially the amount of goods supplied the homes at wholesale prices, such as rugs, chinaware, silverware, etc. Many of these articles have been shipped from distant cities when they should have been sold by the local dealer at a profit.

Would the hardware dealer be justified in selling tea and coffee at cost to sell hardware? He surely would. Then why should the grocer sell or give away graniteware and silverware to sell tea and coffee? The grocer does not want to bother with premiums and would gladly quit the game if he could. I do hope the retailers will get together and make their power speak at Lansing. To add more to the ruinous system will in a short time end in disaster. Harry Mayer.

The retailers did get together and make their power speak at Lansing, but the retailers in this case happened to be the large merchants on Monroe avenue who successfully secured the enactment of the trading stamp law in 1911. Two years later these same merchants raised—among themselves—\$700 to meet the expense of defending the law when it was attacked in the United States Circuit Court of Appeals at Cincinnati. Now it is necessary to raise a fund to \$1,000 to test the validity of the law in the Michigan Supreme Court—and the same Monroe avenue merchants have contributed between \$300 and \$400 to this cause and one of these merchants—Charles Trankla—has become personally responsible for \$1,000, in order that there may be no delay in getting the matter before the June term of the Supreme Court.

To the casual observer, it would look as though the situation was a good deal like riding a free horse to death. For years the merchants of Michigan, as a class and as individuals, have inveigled against trading stamps and yearned for an opportunity to abolish them. Now that the opportunity presents itself, they sit back and withhold the support that must be forthcoming in order to render the work originated and carried on so successfully and unselfishly by the Monroe avenue merchants effective. Faith without works is unavailing. Merchants should now step up and do their share or forever after hold their peace.

Commissioner Helme Compliments Grand Rapids Grocers.

Grand Rapids, April 20.—At the regular meeting of the Grand Rapids Retail Grocers' Association, held Monday evening, eight new members were elected, as follows:

Forsetlund Co., 939 Bridge street.
C. Smaalheer, 1219 Alpine avenue.
F. J. Boyd, 1415 Coit avenue.
H. DeKraaker, 929 Kalamazoo avenue.
B. Houseman, 955 Kalamazoo avenue.
N. Bruggink, 702 Jefferson avenue.
H. H. Cummins & Co., 593 Jefferson avenue.
B. Harmelink, 449 Division avenue.

A statement was presented showing collections made since the last meeting and a large number of checks were passed around to clients.

The subject of Thursday half-holiday was up for open discussion, re-

sulting in the Association going on record as favoring closing Thursday afternoons for five months, May 1 to October 1.

The subject of a Grand Rapids Picnic day was brought up for open discussion, the grocers favoring the universal picnic day, believing that it would be possible and also beneficial to all sections and associations of the city to hold their picnic on the same day. It is the desire of the retail grocers to have the co-operation of the entire city in this movement, and in the near future a joint meeting of delegates from all the associations in the city will be called at which meeting the time and exact date of the holiday will be set.

Mr. Helme, State Dairy and Food Commissioner, was present to address the Association, assuring the members that through co-operation only could the desired results be brought about, and that this co-operation would make the office of Food Commissioner give the best service, which would be beneficial to both the merchant and the consumer. Mr. Helme has a very good opinion of the retail grocers of this city, stating that the grocery stores of Grand Rapids were the most sanitary and best kept of any city in the State.

At the close of the business session the Association was invited to sit down to a spread provided by the Watson-Higgins Milling Co. This was by no means a small affair and was certainly appreciated by the members of the Retail Grocers' Association. The artistic way in which this bounteous spread was served is another example of how this enterprising company manifests its appreciation of the support accorded it by the members of the Retail Grocers Association. Wm. P. Workman, Sec'y.

Death of Veteran Hosiery Salesman.

St. Joseph, April 17.—Patrick C. Canavan, residing at 514 State street, succumbed to an illness of two weeks of typhoid-pneumonia last Thursday. Mr. Canavan came from a trip to Indiana on Friday, March 26, and was taken ill on Tuesday evening, March 30, which developed rapidly into a severe case of the malady. Several physicians were called in and on Sunday, April 4, a specialist was summoned from Chicago. Since the attack Mr. Canavan had hovered between life and death, but the forepart of this week it was thought that he showed some signs of improvement. However, the case took a turn for the worse on Wednesday evening and all hope was abandoned for the stricken man.

Deceased was born in Illinois about 58 years ago and was a brother of the late James A. Canavan. When a young man he clerked for his brother in the shoe store. For the past nineteen years he has traveled for Cooper, Wells & Co., in territory adjacent to this section.

He was married about twenty-three years ago to Miss Byrde Larkin and is the father of two children, Lawrence, who died in infancy, and Miss Elizabeth Canavan, who with her mother survive.

Deceased was a member of the local lodges of Elks, Modern Woodmen and the Knights of Columbus.

Mr. Canavan was of a quiet disposition, was among our very best citizens and was a most valued member of Cooper, Wells & Co.'s corps of salesmen, which firm regrets deeply his untimely demise.

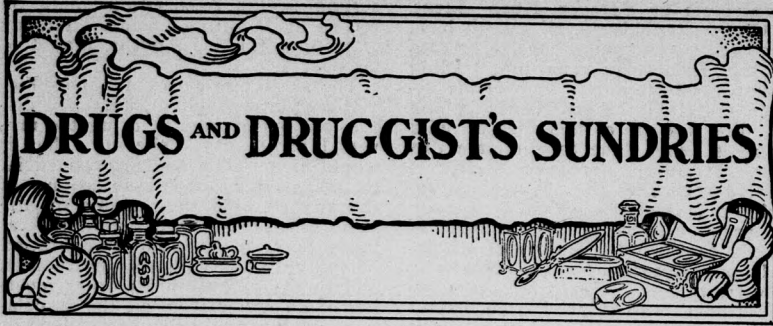
Hardware Needed.

Liza (rushing into drug store)—Doc, Ah wants somethin' to put mah man asleep.

Druggist—Gentleman of color?

Liza—Yessah.

Druggist—Go 'round the corner and buy a flatiron.



Michigan Board of Pharmacy.
 President—E. T. Boden, Bay City.
 Secretary—E. E. Faulkner, Delton.
 Treasurer—Charles S. Koon, Muskegon.
 Other Members—Will E. Collins, Owosso; Leonard A. Seltzer, Detroit.
 Next Meeting—Press Hall, Grand Rapids, March 16, 17 and 18.

Michigan State Pharmaceutical Association.
 President—Grant Stevens, Detroit.
 Secretary—D. D. Alton, Fremont.
 Treasurer—Ed. C. Varnum, Jonesville.
 Next Annual Meeting—Grand Rapids, June 9, 10 and 11.

Michigan Pharmaceutical Travelers' Association.
 President—John J. Dooley, Grand Rapids.
 Secretary and Treasurer—W. S. Lawton, Grand Rapids.

Grand Rapids Drug Club.
 President—Wm. C. Kirchgessner.
 Vice-President—E. D. De La Mater.
 Secretary and Treasurer—Wm. H. Tibbs.
 Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

Handling the Automobile Business Properly.

There is a fifty-mile stretch of road between two cities of the first magnitude. At one end of this road are 125,000 people, and at the other end 50,000 people—nearly 200,000 people in the two cities. Hundreds of automobiles, of course, are going back and forth every day during the summer months. There are a few villages between, and in one of them a druggist has fixed up a placard:

Motor Lunches.

Iced tea, cold milk, soda water, ham sandwich, salmon sandwich, sardine sandwich.

We mention this modest bill of fare because it is one within the reach of every druggist. The druggist in question has a very small store, and outside of his motor business, a very small trade in soda water. His village is too small to produce much business for the soda counter. It was indeed with considerable hesitation that he commenced catering to the passing motorists.

He could not afford to run the risk of losing any money. Two of his sandwiches, it will be seen, are made up from canned goods. These goods can be opened in small quantities, and the risk of loss reduced to a minimum. Frequently this druggist does not open a can of salmon until he has orders enough for sandwiches to consume the entire can. Sardines come in even smaller containers. He boils a small ham as occasion requires. The fact is that this druggist is feeling his way. He saw automobiles passing his door in a long string each day. Often they would stop for soda water, and frequently they would enquire for something to eat. The lunch room in the village was a joke, and the druggist knew it. He could not send people there. Then it oc-

curred to him that he might take a chance on serving food himself, and he evolved his menu, which is a model insofar as the question of reducing the risk to a minimum is concerned.

To go after the automobile trade seriously, it would seem that a druggist ought to run a food feature as well as his regular drinks. Especially is this true in the case of a small town. If you run only your regular drinks, the lunch room man will divide the business with you. He sells drinks as well as food and will get some of the parties entirely, giving the druggist no share of the business. It must be remembered that some people do not care for soda water. Tea, milk and coffee will help the druggist to get this class of trade, and it is but a step further to selling a sandwich. When the druggist is able to furnish a sandwich, milk and tea or coffee, in addition to his regular soda fountain drinks, he is in a position to handle all comers. His list may not be extensive, but it affords a reasonable amount of choice, and it enables him to hold his own with the lunch-room man.

Why should a druggist in a small place divide up the business? The lunch-room man, as a rule, lets the druggist do all the advertising, all the hard work. Consequently, it is just as well for the druggist to make an effort to get all the benefit. There is some good business whizzing by in automobiles. How to get a crack at it, how to get a start—that is the question which interests the druggist. A man who has never tried a food feature doesn't feel like stocking up with the stuff to fill a long menu. It costs something to get signs painted. He doesn't want to list a long line of stuff that may not sell. No man wants to run a food feature unless it will pay. But how are you going to know whether it will pay or not until you try it?

Theory is an excellent thing, but there is nothing like an actual try-out. Then you know exactly where you stand. The druggist of whom we are writing thought these things all over. He decided to make a try-out. He decided to have his list short, but to have it good. He did not even list coffee, because he figured that iced tea would sell better than any other drink he could run except milk. His idea was to have everything so good that his stuff would build up a reputation for him among the automobile people. He had one eye on next year and one eye on this year—a good way to figure. If you are hoping for future business you are

apt to run your present business in an efficient way.

You know the kind of stuff you get in some country lunchrooms. No use in describing it here. This druggist had his own milk supply, so he was fixed on that problem. But he could have secured the best milk in the world from his neighbors without any trouble. It is easy to get good milk in the country. Even the poorest lunch room will usually give you a good glass of milk. In tea he bought a good brand. He paid a little more for it. He experimented on tea-making until he could turn out a light-colored product that looked well and tasted well. When you see tea nearly black in color, it usually isn't good. For people who don't care for soda water, you can hardly find anything better. His regular soda drinks he had as good as they could be made. Bought high grade stuff and made it up properly. He understood this part of the business all right. His soda water was a little better than might have passed muster in a country town, but he was figuring on pleasing people who were used to the best.

The druggist gave the sandwich question considerable thought. He visited the city a number of times and sampled a great many sandwiches. Some of them gave him pointers on what to serve, but most of them gave him pointers on what to avoid. He arranged with a baker to furnish him with regular hotel bread, the kind you get in a sandwich served by a first class-hotel. This bread is shipped him daily from the city. Fine country butter he had close at hand. He is lavish with it when he spreads a sandwich. He buys the best hams he can find. He prefers them small, but they must be good. He doesn't shave the hame too thin. You get something for your money. He charges 10 cents for a sandwich and this price enables him to serve something good and at the same time make a fair profit. W. S. Adkins.

Attention, Michigan Druggists.

Grand Rapids, April 20.—The Michigan State Pharmaceutical Association will meet at Grand Rapids June 9, 10 and 11, inclusive. It will be a big meeting this year. Mr. Druggist, this is your Association. Come over and meet your brother druggists and exchange ideas with them. It will be beneficial to both. You'll go home broader in efficiency, having gotten some good ideas in exchange for those you left with the other fellows. The Travelers' Auxiliary has not spared time or money this year to give you the best time ever. We have some enjoyable surprises for you. You will be well pleased, so will the travelers who will be on hand to make your visit pleasant. This is our only mission—come and bring your ladies.

J. J. Dooley,
 Pres. Michigan Pharmaceutical Travelers' Ass'n.

Myrrh Tooth Powder.

Myrrh 2½ drs.
 Sodium Chloride 2½ drs.
 White Castile Soap 1½ drs.
 Precipitated Chalk 16 ozs.
 Oil Rose, enough to flavor.

Nothing warms up the congregation like cold facts from the pulpit.

BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

Grand Rapids, April 5.—In the matter of John S. Kamhout, bankrupt, Holland, formerly conducting a saloon business at that place, the first meeting of creditors was held this date. Claims were allowed. Kirk E. Wicks, receiver, made verbal report, which was approved and the receiver discharged. By vote of creditors, Nicholas Hofsteen, of Holland, was elected trustee. Appraisers were appointed. It is not probable that the estate will pay a very large dividend, as a great deal of the assets are held on title reserving contracts and will be reclaimed by owners.

April 6.—In the matter of Holland Manufacturing Co., bankrupt, the adjourned first meeting of creditors and examination of the bankrupts was held this date. The officers of the bankrupt were sworn and examined by attorneys for the trustee and the meeting adjourned. It is expected an offer for the assets will soon be made.

In the matter of the Holland Rod Co., bankrupt, the special meeting called for this date was held and adjourned to April 16, when it is expected a dividend will be declared.

In the matter of Benjamin Van Raalte, bankrupt, Holland, the trustee has filed his final report and account, showing that he has never received nor paid out any funds belonging to this estate and the final meeting of creditors has been called for April 6. There is a possible chance of action against certain parties for an alleged wrongful transfer of property of the bankrupt, but the trustee shows that creditors have failed to advance the necessary costs to institute and prosecute a suit in the matter and therefore recommends that no action be taken in the matter.

April 7.—In the matter of Van-L Commercial Car Co., bankrupt, the adjourned final meeting of creditors was held this date. Creditors represented by Eugene Carpenter, attorney, who were directed to pay to the trustee the sum of \$500 as a condition precedent to the institution of suit against parties for an alleged preference and wrongful transfer of funds, failed to comply with the order, and all assets of the bankrupt, including the alleged right of action and any and all claims of this estate against any and all parties were then sold for the sum of \$30 and the sale has been confirmed. There will be nothing for creditors in this matter.

April 9.—In the matter of Henry J. Boone, bankrupt, Holland, the referee has issued order to show cause, returnable April 20, next before him, why the bankrupt is not entitled to his discharge.

April 12.—A. Frank Vollette, of Grand Rapids, operating a plumber's shop, has filed a voluntary petition in bankruptcy and adjudication has been made by Referee Wicks, in the absence of the District Judge. Kirk E. Wicks, has been appointed temporary receiver and G. S. Norcross is in charge as custodian for the receiver. The first meeting of creditors has been called for April 26, at which time creditors may appear, prove their claims, elect a trustee and transact such other and further business as may properly come before the meeting. The schedule shows assets of about \$2,000 and the liabilities are listed at \$6,271.93, as follows:

	Preferred.
F. Sharp, Grand Rapids	\$ 26.46
P. Neels, Grand Rapids	15.00
James Sproal, Grand Rapids	47.00
T. Decker, Grand Rapids	16.00
F. Warren, Grand Rapids	8.00
Fred. Sullivan, Grand Rapids	44.00
P. Ver Heule, Grand Rapids	17.40
N. Van Langend, Grand Rapids	8.50
	Unsecured.
Citizens Telephone Co., Grand Rapids	29.47
Great Western Oil Co., Grand Rapids	10.25
L. Wrisley, Grand Rapids	10.25
Rempis-Gallmeyer Co., Grand Rapids	1.95
C. J. Brill, Grand Rapids	7.40
Lockwood-Lurthemeyer Henry Co., Cleveland	165.00
Modern Mfg. Co.	29.67
American Plumbers Supply Co., Toledo	2,000.00
Electric Supply Shop, Grand Rapids	2.30
C. N. Miller, Grand Rapids	1.00
Ferguson Supply Co., Grand Rapids	1,300.00
Barclay-Ayers Bertsch Co., Grand Rapids	570.00
Detroit Bath Tub Co., Detroit	109.35
Grand Rapids Gas Co., Grand Rapids	35.00
Reiske Auto Co., Grand Rapids	14.82
G. R. News Co., Grand Rapids	14.06
Meyers Transfer Co., Grand Rapids	100.23
B. J. Elles, Grand Rapids	12.75
Atlas Brass Manufacturing Co., Cleveland	800.94
Grand Rapids Oil Co., Grand Rapids	.75
Carver Manufacturing Co., Chicago	30.40
John Tenhopen, Grand Rapids	12.49
J. M. Hayden Co., Grand Rapids	540.00
E. E. Feed & Fuel Co., Grand Rapids	57.00

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.

3

4

5

ADVANCED

Tapioca
Rolled Oats
Fruit Jars

DECLINED

Krinkle Corn Flakes
Cove Oysters
Evap. Apricots

Index to Markets

By Columns

Col.	1	2
A	AMMONIA	Clams
Ammonia	12 oz. ovals, 2 doz. box 75	Little Neck, 1lb. @1 00
B	AXLE GREASE	Little Neck, 2lb. @1 50
Baked Beans	Frazer's	Clam Bouillon
Bath Brick	1lb. wood boxes, 4 doz. 3 00	Burnham's 1/2 pt. 2 25
Bluing	1lb. tin boxes, 3 doz. 2 35	Burnham's pts. 3 75
Breakfast Food	3 1/2 lb. tin boxes, 2 dz. 4 25	Burnham's qts. 7 50
Brooms	10lb. pails, per doz. 6 00	Corn
Brushes	15lb. pails, per doz. 7 20	Fair 65 @ 70
Butter Color	25lb. pails, per doz. 12 00	Good 90 @ 1 00
C	BAKED BEANS	Fancy @1 30
Candles	No. 1, per doz. 45 @ 90	French Peas
Canned Goods	No. 2, per doz. 75 @ 1 40	Monbadon (Natural)
Carbon Oils	No. 3, per doz. 85 @ 1 75	per doz. 1 75
Catsup	BATH BRICK	Gooseberries
Cheese	English 95	No. 2, Fair 1 50
Chewing Gum	BLUING	No. 2, Fancy 2 35
Chicory	Jennings'	Hominy
Chocolate	Condensed Pearl Bluing	Standard 85
Clothes Lines	Small C P Bluing, doz. 45	Lobster
Cocoa	Large C P Bluing, doz. 75	1/4 lb. 1 85
Cocoanut	Folger's	1/2 lb. 3 15
Coffee	Summer Sky, 3 dz. cs. 1 20	Mackerel
Confections	Summer Sky, 10 dz bbl 4 00	Mustard, 1lb. 1 80
Cracked Wheat	BREAKFAST FOODS	Mustard, 2lb. 2 80
Crackers	Apelizo, Biscuits 3 00	Soused, 1 1/2 lb. 1 60
Cream Tartar	Bear Food, Pettijohns 2 13	Soused, 2lb. 2 75
D	Cracked Wheat, 24-2 2 80	Tomato, 1lb. 1 50
Dried Fruits	Cream of Rye, 24-2 3 00	Tomato, 2lb. 2 80
F	Quaker Puffed Rice 4 25	Mushrooms
Farinaceous Goods	Quaker Puffed Wheat 3 45	Buttons, 1/2s @ 15
Fishing Tackle	Quaker Brkfst Biscuit 1 90	Buttons, 1s @ 32
Flavoring Extracts	Quaker Corn Flakes 1 75	Hotels, 1s @ 20
Flour and Feed	Sugar Corn Flakes 2 20	Oysters
Fruit Jars	Victor Corn Flakes 1 75	Cove, 1 lb. @ 75
G	Washington Crisps 1 85	Cove, 2 lb. @ 1 40
Gelatine	Wheat Hearts 2 05	Plums
Grain Bags	Wheatena 4 50	90 @ 1 35
H	Evaporated Sugar Corn 90	Pears in Syrup
Herbs	Farinose, 24-2 2 70	No. 3 cans, per doz. 1 50
Hides and Pelts	Grape-Nuts 2 70	Peas
Horse Radish	Grape Sugar Flakes 2 50	Marrowfat 90 @ 1 00
J	Mapl-Corn Flakes 2 80	Early June 1 10 @ 1 25
Jelly	Minn. Wheat Cereal 3 75	Early June siftd 1 45 @ 1 55
Jelly Glasses	Ralston Wheat Food 4 60	Peaches
M	Ralston Wht Food 10c 2 25	No. 10 size can pie @ 3 25
Macaroni	Roman Meal 2 30	Pineapple
Mapleine	Saxon Wheat Food 2 75	Grated 1 75 @ 2 10
Meats, Canned	Shred Wheat Biscuit 3 60	Sliced 95 @ 2 60
Mince Meat	Triscuit, 18 1 80	Pumpkin
Molasses	Pillsbury's Best Cer'l 4 25	Fair 80
Mustard	Post Toasties, T-2 2 50	Good 90
N	Post Toasties, T-3 2 70	Fancy 1 00
Nuts	Post Tavern Porridge 2 80	No. 10 2 40
O	BROOMS	Raspberries
Olives	Fancy Parlor, 25 lb. 4 25	Standard @
P	Parlor, 5 String, 25 lb. 4 00	Salmon
Pickles	Standard Parlor, 23 lb. 3 50	Warrens, 1 lb. Tall 2 30
Pipes	Common, 23 lb. 3 25	Warrens, 1 lb. Flat 2 45
Playing Cards	Special, 23 lb. 2 75	Red Alaska 1 70 @ 1 75
Potash	Warehouse, 33 lb. 4 25	Med Red Alaska 1 40 @ 1 45
Provisions	Common Whisk 1 00	Pink Alaska @ 1 20
R	Fancy Whisk 1 25	Sardines
Rice	BRUSHES	Domestic, 1/4s 3 90
Rolled Oats	Scrub	Domestic, 1/2 Mustard 3 75
S	Solid Back, 8 in. 75	Domestic, 3/4 Mustard 3 25
Salad Dressing	Solid Back, 11 in. 95	French, 1/4s 7 @ 1 4
Saleratus	Pointed Ends 85	French, 1/2s 13 @ 2 3
Sal Soda	Stove	Sauer Kraut
Salt	No. 3 90	No. 3, cans 90
Salt Fish	No. 2 1 25	No. 10, cans 2 40
Seeds	No. 1 1 75	Shrimps
Shoe Blacking	Shoe	Dunbar, 1s doz. 1 45
Snuff	No. 3 1 00	Dunbar, 1 1/2s doz. 2 70
Soda	No. 7 1 30	Succotash
Spices	No. 4 1 70	Fair 90
Starch	No. 3 1 90	Good 1 20
Syrups	BUTTER COLOR	Fancy 1 25 @ 1 40
T	Dandelion, 25c size 2 00	Strawberries
Table Sauces	CANDLES	Standard 95
Tea	Paraffine, 6s 7	Fancy 2 25
Tobacco	Paraffine, 12s 7 1/2	Tomatoes
Twine	Wicking 20	Good 90
V	CANNED GOODS	Fancy 1 20
Vinegar	Apples	No. 10 2 90
W	3 lb. Standards @ 85	CARBON OILS
Wicking	No. 10 @ 2 50	Barrels
Woodenware	Blackberries	Perfection 8.9
Wrapping Paper	2 lb. 1 50 @ 1 90	D. S. Gasoline 13.5
Y	Standard No. 10 @ 5 25	Gas Machine 19.9
Yeast Cake	Beans	Deodor'd Nap'a 13
	Baked 85 @ 1 30	Cylinder 29 @ 3 1/4
	Red Kidney 75 @ 95	Engine 16 @ 2 2
	String 1 00 @ 1 75	Black, winter 8 @ 1 0
	Wax 75 @ 1 25	CATSUP
	Blueberries	Snider's pints 2 35
	Standard 1 80	Snider's 1/2 pints 1 35
	No. 10 7 25	

CHEESE

Acme	@16 1/2
Carson City	@16 1/2
Brick	@16 1/2
Lelden	@15
Limburger	@13
Pineapple	40 @ 60
Edam	@85
Sap Sago	@18
Swiss, domestic	@20

CHEWING GUM

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

CHOCOLATE

Walter Baker & Co.	22
German's Sweet	32
Premium	28
Caracas	28
Walter M. Lowney Co.	29
Premium, 1/4s	29
Premium, 1/2s	29

CLOTHES LINE

No. 40 Twisted Cotton	95
No. 50 Twisted Cotton	1 30
No. 60 Twisted Cotton	1 70
No. 80 Twisted Cotton	2 00
No. 50 Braided Cotton	1 00
No. 60 Braided Cotton	1 25
No. 80 Braided Cotton	1 85
No. 80 Braided Cotton	2 25
No. 50 Sash Cord	1 75
No. 60 Sash Cord	2 00
No. 60 Jute	90
No. 72 Jute	1 10
No. 60 Sisal	1 00

COCOA

Baker's	37
Cleveland	41
Colonial, 1/4s	35
Colonial, 1/2s	35
Epps	42
Hershey's, 1/4s	30
Hershey's, 1/2s	38
Huyler	36
Lowney, 1/4s	34
Lowney, 1/2s	34
Lowney, 3/4s	33
Lowney, 5lb. cans	33
Van Houten, 1/4s	12
Van Houten, 1/2s	18
Van Houten, 3/4s	36
Wan-Eta	36
Webb	33
Wilber, 1/4s	33
Wilber, 1/2s	32

COCOANUT

Dunham's	per lb.
1/8s, 5lb. case	30
1/4s, 5lb. case	29
1/2s, 15 lb. case	29
1s, 15 lb. case	28
1s, 15 lb. case	27
1/4s & 1/2s 15lb. case	28
Scalloped Gems	10
1/4s & 1/2s pails	16
Bulk, pails	13
Bulk, barrels	12
Baker's Brazil Shredded	10 5c pkgs., per case 2 60
26 10c pkgs., per case	2 60
16 10c and 33 5c pkgs., per case	2 60

COFFEES ROASTED

Common	19
Fair	19 1/2
Choice	20
Fancy	21
Peaberry	23
Santos	
Common	20
Fair	20 1/2
Choice	21
Fancy	23
Peaberry	23
Maracaibo	
Fair	24
Choice	25
Mexican	
Choice	25
Fancy	26
Guatemala	
Fair	25
Fancy	28
Java	
Private Growth	26 @ 30
Mandling	31 @ 35
Aukola	30 @ 32
Mocha	
Short Bean	25 @ 27
Long Bean	24 @ 25
H. L. O. G.	36 @ 28

Bogota	
Fair	24
Fancy	26
Exchange Market, Steady	
Spot Market, Strong	

Package	
New York Basis	
Arbuckle	17 00
McLaughlin's XXXX	
McLaughlin's XXXX	

package coffee is sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago, Ill.

Extracts	
Holland, 1/2 gro. bxs.	95
Felix, 1/2 gross	1 15
Hummel's foil, 1/2 gro.	85
Hummel's tin, 1/2 gro.	1 43

CONFECTIONERY

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

Mixed Candy

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

Specialties

Auto Kisses (baskets)	
Autumn Leaves	13
Bonnie Butter Bites	17
Butter Cream Corn	15
Caramel Dice	13
Cocoanut Kraut	13
Cocoanut Waffles	14
Coffy Toffy	14
Dainty Mints 7 lb. tin	16
Empire Fudge	14
Fudge, Pineapple	14
Fudge, Walnut	14
Fudge, Filbert	14
Fudge, Choco. Peanut	13
Fudge, Honey Moon	14
Fudge, Toasted Cocoa-nut	14
Fudge, Cherry	14
Fudge, Cocoa	14
Honeycomb Candy	16
Iced Maroons	14
Iced Gems	15
Iced Orange Jellies	13
Italian Bon Bons	13
Lozenges, Pep.	11
Lozenges, Pink	11
Manchus	13
Molasses Kisses, 10 lb. box	14
Nut Butter Puffs	14
Pecans, Ex. Large	@14

Chocolates

Assorted Choc.	
Amazon Caramels	16
Champion	12
Choc. Chips, Eureka	19
Climax	13
Eclipse, Assorted	14
Ideal Chocolates	14
Klondike Chocolates	13
Nabobs	13
Nibble Sticks	25
Nut Wafers	18
Ococo Choc. Caramels	17
Peanut Clusters	20
Quintette	16
Regina	11
Star Chocolates	13
Superior Choc. (light)	19

Pop Corn Goods

Without prizes.	
Cracker Jack with coupon	3 25
Pop Corn Goods with Prizes	
Giggles, 5c pkg. cs.	3 50
Oh My 100s	3 50
Cracker Jack, with Prize	
Pop Corn Balls, with ribbon, 200 in cs per cs.	1 40

Cough Drops

Putnam Menthol	
Smith Bros.	1 25
NUTS—Whole	
Almonds, Tarragona	22
Almonds, California soft shell Drake	@ 22
Brazils	12 @ 13
Filberts	
Cal. No. 1 S. S.	@ 22
Walnuts, Naples	18 @ 19
Walnuts, Grenoble	17 @ 18
Table nuts, fancy	14 @ 16
Pecans, Large	@ 12
Pecans, Ex. Large	@ 14

Shelled

No. 1 Spanish Shelled	
Peanuts	6 1/2 @ 7
Ex. Lg. Va. Shelled	
Peanuts	10 @ 11
Pecan Halves	@ 55
Walnut Halves	@ 40
Filbert Meats	@ 3

6

Table with 2 columns: Item Name and Price. Includes Saltines, Seafoam, Snaparons, Spiced Jumbles, Sugar Fingers, Sugar Crimp, Sultana Fruit Biscuit, Sweethearts, Vera Lemon Drops, 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, Nabisco, Nabisco, Festino, Festino, Lorna Doone, 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, 1/2 lb. pkg., Peaches, Mufrs-Choice, 25lb., Mufrs-Fancy, 25lb., Fancy, Peeled, 25lb., Peel, Lemon, American, Orange, Raisins, Cluster, 20 cartons, Loose Muscatels, 4 Cr., Loose Muscatels, 3 Cr., L. M. Seeded, 1 lb., California Prunes, 90-100 25lb. boxes, 80-90 25lb. boxes, 70-80 25lb. boxes, 60-70 25lb. boxes, 50-60 25lb. boxes, 40-50 25lb. boxes, FARINACEOUS GOODS, 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, bu., Green, Scotch, bu., Split, lb., Sago, East India, German, sacks, German, broken pkg., Tapioca, Flake, 100 lb. sacks, Pearl, 100 lb. sacks, Pearl, 36 pkgs., Minute, 36 pkgs., FISHING TACKLE, 1/4 to 1 in., 1/4 to 2 in., 1/4 to 2 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 Poles, Bamboo, 14 ft., per doz., Bamboo, 16 ft., per doz., Bamboo, 18 ft., per doz., FLAVORING EXTRACTS, Jennings D C Brand, Extract Lemon Terpenless, Extract Vanilla Mexican, Both at the same price, No. 1, F box 7/8 oz., No. 2, F box, 1 1/4 oz., No. 4, F box, 2 1/2 oz., No. 3, 2 1/4 oz. Taper, No. 2, 1 1/4 oz. flat, FLOUR AND FEED, Grand Rapids Grain & Milling Co., Winter Wheat, Purity Patent, 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 Flourigt, Voigt's Hygienic Gram, 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., Calla Lily, Worden Grocer Co., American Eagle, American Eagle, American Eagle, Spring Wheat, Roy Baker, Mazepa, 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, Hay, Carlots, Less than carlots, Feed, Street Car Feed, No. 1 Corn & Oat Fd, Cracked Corn, Coarse Corn Meal, FRUIT JARS, Mason, pts., per gro., Mason, qts., per gro., Mason, 1/2 gal. per gro., Mason, can tops, gro., GELATINE, Cox's, 1 doz. large, Cox's, 1 doz. small, Knox's Sparkling, doz., Knox's Sparkling, gr., Knox's Acid'd doz., Nelson's, Oxford, Plymouth Rock, Phos., Plymouth Rock, Plain, GRAIN BAGS, Broad Gauge, Amoskeag, Herbs, Sage, Hops, Laurel Leaves, Senna Leaves, HIDES AND PELTS, Hides, Green, No. 1, Green, No. 2, Cured, No. 1, Cured, No. 2.

8

Table with 2 columns: Item Name and Price. Includes Calfskin, green, No. 1, Calfskin, green, No. 2, Calfskin, cured, No. 1, Calfskin, cured, No. 2, Pelts, Old Wool, Lambs, Shearings, Tallow, No. 1, No. 2, Wool, Unwashed, med., Unwashed, fine, HORSE RADISH, Per doz., Jelly, 5lb. pails, per doz., 15lb. pails, per pail, 30lb. pails, per pail, JELLY GLASSES, 1/2 pt. in bbls., per doz., 1/2 pt. in bbls., per doz., 8 oz. capped in bbls., per doz., MAPLEINE, 2 oz. bottles, per doz., 1 oz. bottles, per doz., 1/2 oz. bottles, per doz., MINCE MEAT, Per case, MOLASSES, New Orleans, Fancy Open Kettle, Choice, Good, Fair, Half barrels 2c extra, Red Hen, No. 2, Red Hen, No. 5, Red Hen, No. 10, MUSTARD, 1/2 lb. 6 lb. boxes, 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., per doz., 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, No. 216, per box, Clay, T. D. full count, Cob, PLAYING CARDS, No. 90, Steamboat, No. 15, Rival assorted, No. 20, Rover, ensm'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, 80 lb. tubs, 50 lb. tubs, 20 lb. pails, 10 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.

9

Table with 2 columns: Item Name and Price. Includes Sausages, Bologna, Liver, Frankfort, Pork, Veal, Tongue, Headcheese, Beef, Boneless, Rump, Pig's Feet, 1/2 bbls., 3/4 bbls., 40 lbs., 1/2 bbls., Tripe, Kits, 15 lbs., 1/4 bbls., 40 lbs., 3/8 bbls., 80 lbs., Casings, Hogs, Beef, middles, Sheep, per bundle, Uncolored Butterline, 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, Deviled Meat, Ham, Flavor, 1/2, Deviled Meat, Ham, Flavor, 1/2, Potted Tongue, 1/2, Potted Tongue, 1/2, RICE, Fancy, Japan Style, Broken, ROLLED OATS, Rolled Avenna, Steel Cu, 100 lb. sks., Monarch, bbls., Monarch, 90 lb. sks., Quaker, 13 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, SALERATÜS, Packed 60 lbs. in box, Arm and Hammer, Wyandotte, SALT 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, 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, Chunks, Holland Herring, Y. M. wh. hoop bbls., Y. M. wh. hoop kegs, Y. M. wh. hoop Milchers, kegs, 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 SEEDS, Anise, Canary, Smyrna, Caraway, Cardomon, 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, Kingsford, 40 lbs., Muzzy, 20 lb. pkgs., Kingsford, Silver Gloss, 40 lb., Muzzy, 40 lb. pkgs., Gloss, Argo, 24 5c pkgs., Silver Gloss, 16 3lbs., Silver Gloss, 12 6lbs., Muzzy, 48 lb. packages, 16 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 dz., Blue Karo, No. 2 1/2, doz., Blue Karo, No. 5, 1 dz., Blue Karo, No. 10, 1/2 doz., Red Karo, No. 1 1/2, doz., Red Karo, No. 2, 2 dz., Red Karo, No. 2 1/2, 2 dz., Red Karo, No. 5, 1 dz., 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 TOBACCO, Fine Cut, Blot, Bugle, 16 oz., Bugle, 10c, Dan Patch, 8 and 16 oz., Dan Patch, 4 oz., Dan Patch, 2 oz., Fast Mail, 16 oz., Hiawatha, 16 oz., Hiawatha, 5c, May Flower, 16 oz., No Limit, 8 oz., No Limit, 16 oz., Ojibwa, 8 and 16 oz., Ojibwa, 10c, Ojibwa, 5c, Petoskey Chief, 7 oz., Petoskey Chief, 14 oz., Peach and Honey, 5c, Red Bell, 16 oz., Red Bell, 8 foil, Sterling, L & D 5c, Sweet Cuba, canister, Sweet Cuba, 5c, Sweet Cuba, 10c, Sweet Cuba, 1 lb. tin, Sweet Burley, 1/2 lb. foil, Sweet Burley, 5c L&D, Sweet Burley, 8 oz., Sweet Burley, 16 oz., Sweet Mist, 1/2 gro., 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, 2 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., Boot Jack, per doz., Bullion, 16 oz., Climax Golden Twins, Climax, 14 1/2 oz., Climax, 7 oz., Day's Work, 7 & 14 lb., Creme de Menthe, lb., Derby, 5 lb. boxes, 5 Bros., 4 lb., Four Roses, 10c, Gilt Edges, 2 lb., Gold Rope, 6 and 12 lb., Gold Rope, 4 and 8 lb., G. O. P., 12 and 24 lb., Granger Twist, 6 lb., G. T. W., 10 and 21 lb., Horse Shoe, 6 and 12 lb., Honey Dip Twist, 5 and 10 lb., Jolly Tar, 5 and 8 lb., J. T., 5 1/2 and 11 lb., Kentucky Navy, 12 lb., Keystone Twist, 6 lb., Kismet, 6 lb., Maple Dip, 20 oz., Merry Widow, 12 lb., Nobby Spun Roll 6 & 3 1/2, Parrot, 12 lb., Patterson's Nat. Leaf, Peachey, 6, 12 & 24 lb., Picnic Twist, 5 lb., Piper Heidsieck, 4 & 7 lb., Piper Heidsieck, per doz., Polo, 3 doz., per doz., Redicut, 1 1/2 oz., Scrapple, 2 and 4 doz., Sherry Cobbler, 8 oz., Spear Head, 12 oz., Spear Head, 14 1/2 oz., Sq. Deal, 7, 14 & 28 lb., Star, 6, 12 and 24 lb., Standard Navy, 7 1/2, 15 and 30 lb., Ten Penny, 6 and 12 lb., Town Talk, 6 and 14 oz., Yankee Girl, 12 & 24 lb., Scrap, All Red, 5c, Am. Union Scrap, 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, Polar Times, 1/2 gro., Polar Bear, 5c, Red Band, 5c, Red Man Scrap, 5c, Scrapple, 5c, Sure Shot, 5c, Yankee Girl Scrap, 2oz., Pan Handle Scrp, 1/2sr, 5c, Peachey Scrap, 5c, Union Workman, 2 1/4, Smoking, All Leaf, 2 1/4 & 7 oz., BB, 3 1/2 oz., BB, 7 oz., BB, 14 oz., BB, 14 oz., Bagdad, 10c tins, Badger, 3 oz., Badger, 7 oz., Banner, 5c, Banner, 20c, Banner, 40c, Belwood, Mixture, 10c, Big Chief, 2 1/4 oz.

SPECIAL PRICE CURRENT

15

16

17

12

13

14

Smoking

Table listing various smoking products including Big Chief, Bull Durham, and various pipe and cigar brands with their respective prices.

Table listing various pipe and cigar brands such as Pilot, Soldier Boy, Sweet Caporal, and others with their prices.

Table listing various pipe and cigar brands under the heading 'TWINÉ'.

Table listing various pipe and cigar brands under the heading 'VINEGAR'.

Table listing various pipe and cigar brands under the heading 'WICKING'.

Table listing various pipe and cigar brands under the heading 'WOODENWARE'.

Table listing various pipe and cigar brands under the heading 'Butter Plates' and 'Ovals'.

Table listing various pipe and cigar brands under the heading 'Churns' and 'Clothes Pins'.

Table listing various pipe and cigar brands under the heading 'Faucets' and 'Mop Sticks'.

Table listing various pipe and cigar brands under the heading 'Palls' and 'Toothpicks'.

Table listing various pipe and cigar brands under the heading 'Traps' and 'Tubs'.

Table listing various pipe and cigar brands under the heading 'Washboards' and 'Window Cleaners'.

Table listing various pipe and cigar brands under the heading 'Wood Bowls' and 'WRAPPING PAPER'.

Table listing various pipe and cigar brands under the heading 'Common Straw' and 'Fibre Manila'.

Table listing various pipe and cigar brands under the heading 'YEAST CAKE' and 'YOURS TRULY LINES'.

Table listing various pipe and cigar brands under the heading 'AXLE GREASE' and 'MICA GREASE'.

Table listing various pipe and cigar brands under the heading 'CHARCOAL'.

Table listing various pipe and cigar brands under the heading 'CHARCOAL'.

BAKING POWDER K. C.

Table listing various baking powder products including 10 oz., 15 oz., and 20 oz. sizes.

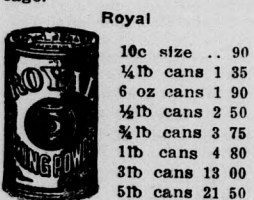


Table listing various cigar products including Dutch Masters and other brands.

Table listing various coffee products including Old Master Coffee and San Marto Coffee.



Table listing various soap products including White City and Palm Pure Soap.

Roasted Dwinell-Wright Brands



Table listing various coffee products including White House, Excelsior, and Royal Blend.



Table listing various tea products including Royal Garden Tea and The Bour Co.

Table listing various soap products including Acme, Cotton Oil, and Cream Borax.

Proctor & Gamble Co.

Table listing various Proctor & Gamble products including Lenox, Ivory, and Star.

Table listing various Proctor & Gamble products under the heading 'Swift & Company'.

Table listing various Proctor & Gamble products under the heading 'Tradesman Co's Brand'.

Table listing various Proctor & Gamble products under the heading 'A. B. Wrisley'.

Table listing various Proctor & Gamble products under the heading 'Scouring'.

Table listing various Proctor & Gamble products under the heading 'Soap Compounds'.

Table listing various Proctor & Gamble products under the heading 'Washing Powders'.

Table listing various Proctor & Gamble products including Armour's, Babbitt's, and Gold Dust.

Advertisement for 'The only 5c Cleanser' with a product image and pricing information.

Advertisement for 'FOOTE & JENKS' COLEMAN'S (BRAND) Lemon and High Class Vanilla'.

Large advertisement for 'PUTNAM'S Double A Bitter Sweet Chocolates' with detailed text and company information.

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.

If you want cash for all or part of your stock of merchandise, write Ralph W. Johnson, Fort Pierre, So. Dakota. 68

Variety store 1c to 25c. Located in main business section of Saginaw, Michigan. New stock and fixtures. \$2,000 buys it. For particulars address Friedman's Variety Store, Saginaw, Michigan. 69

WHO WANTS ME next after May 1, on my new special sale plan? I furnish everything—signs, banners, pennants, circulars, string trickets, 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 pay extra for your preparation. My charges are within reason and you will be satisfied. I have exceptional references and wholesale house recommendations. Write me what you want done, giving size of your city, store and stock. W. G. Montgomery, Hotel Charlevoix, Detroit, Michigan. 70

For Sale—Outside grocery, town of 12,000. Building with five nice living rooms \$2,000. Stock and fixtures about \$1,500. Will sell building on contract or will consider small improved farm in exchange. Address 71, care Tradesman. 71

For Sale—Fifteen-room house furnished, electric lights; furnace heat; on G. R. & I. railroad. Reason for selling, death of proprietor. Address Box 154, Levering, Michigan. 72

For Sale—One restaurant with rooms above, in town of 2,500. Address No. 73, care Tradesman. 73

Shoes—We are stock buyers of all kind of shoes, large or small, parts of or any kind of merchandise. Largest prices paid. Write at once. Perry Mercantile Co., 524 Gratiot Avenue, Detroit, Mich. 74

Exceptional opportunity in South American syndicate store proposition, \$1,800 yearly executive position goes with \$5,000 investment. Jesse B. Akers, Ardmore, Okla. 62

For Sale—General merchandise business. Established 27 years. Always made money. Located in good farming section in prosperous town of 1,500 in Southern Michigan. Stock in first-class shape. Will sell or lease the fine new two-story building. Will accept farm or house and lot in part payment. Great opportunity. Apply now to No. 63, care Michigan Tradesman. 63

For Sale—General stock located in small town. Established four years. Man with \$500 cash can deal with us. First National Bank, Boyne City, Mich. 64

For Sale—Have the best meat market in the state; in country town of 600. For further information write 161 Hague avenue, Detroit, Michigan. 65

For Sale—Store fixtures of the Peck Furniture Company, Benton Harbor, Michigan, at less than half price. Rug racks, mahogany show cases, couch rack, store counter, carpet sewing machine, electric light fixtures, pneumatic tube system, cash register and Burroughs adding machine. Peck & Co., Benton Harbor, Michigan. 66

For Sale—Clean stock general merchandise, thriving city 50,000 population Eastern Michigan. Location best in outskirts of the city; owner has acquired comfortable competence in past thirteen years. Experienced business man can step in and do equally as well. About \$10,000 will swing deal. Will rent or sell building. Opportunities of this sort are scarce. Address No. 67, care Tradesman. 67

For Sale—Best store and stock of general merchandise north of Bay City, including dry goods, groceries, crockery, boots and shoes, shelf and heavy hardware. Good reasons for selling. M. A. Vogel, Sterling, Michigan. 54

154 acre farm in Charlevoix county for sale or exchange for stock of merchandise. Address D. C. Levinson, Petoskey, Michigan. 55

Wanted—Clean stock of general merchandise in a good town in Southern Michigan. Address A. L. Young, Albion, Michigan. 56

Grand Opportunity—For information as to a fine location for a stationery and notion store in a city of 8,000 population. Write F. A. Millard, Antigo, Langlade county, Wis. 57

Have land and other properties to exchange for merchandise. Will put in some cash for running stock and will consider deals from parties who want to dispose of part of their stock. L. O. Tollefson, 530 Security Bldg., Minneapolis. 59

For Sale—Very cheap, black hearse and embalming outfit. C. E. Honeywell, 111 W. Plain St., Eaton Rapids, Michigan. 60

For Sale—Studebaker delivery car with top. First-class condition. Have no use for it. Will sell at a bargain. Address 61, care Michigan Tradesman. 61

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

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

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

Partner Wanted—Live wire man, married preferred, who is capable of pushing cash store. Located in good town Northern Indiana. Carry general stock; want to extend business; need man that will do as much as I will. This proposition will stand closest investigation and is money maker. You must have some money and be well recommended; references exchanged. Address 34, care Tradesman. 34

For Sale—Grocery and bakery stock. In business here fourteen years; always made money. Illness of wife reason for selling. Will bear closest investigation. Address No. 33, care Tradesman. 33

For Sale—Good, clean stock of groceries, patent medicines, paints and hardware invoicing, with fixtures, about \$2,500. Low rent. Located in best of farming country. Good reason for selling. Box 104, Dundas, Minn. 36

For Sale—Soda fountain complete with three steel soda tanks, one of them new. A bargain to party needing an outfit. Address Cutler-Lauster Drug Co., 310 W. Main street, Ionia, Michigan. 37

For Sale—40 horse power New Era gas engine and 40 horse power gas producer plant. Good condition. Makes cheap power. Only \$600. Custer Milling Co., Custer, Michigan. 51

Merchandise Sales Conductor. For closing out entirely or reducing stocks, get Flood, Dexter, Michigan. 18

Hotel—Owner of only first-class hotel in good live town of 1,500, 80 miles from Chicago, three railroads. Best possible location. Lot, 100 by 200 feet. Good frame building on stone foundation. Thirty guests rooms, steam heat and electric light. Have bought farm, want to move on farm. This is a good paying property. You will need \$7,500 cash, or can pay all cash. Address New Gilman Hotel, Gilman, Ill. 19

For Sale—Fully equipped creamery in a good territory. Reason for selling, owners are unable to operate on account of other business. Will sell at a sacrifice. Located about 40 miles south of Grand Rapids. Address 20, care Michigan Tradesman. 20

For Sale or Exchange—Photograph gallery in good town. Frames, moldings and amateur supplies in connection. Will sell stock with or without building or exchange for drug or dry goods store. Good place to make money. C. E. Groves, Edmore, Michigan. 21

For Sale—Small stock of undertaking goods, including hearse; good opening for young man with little capital. Address, George Fraser, Rosebush, Mich. 24

5,000 twenty pound bond letter heads \$7.50. Satisfaction guaranteed. Send sample. Eugene Carter, Grass Lake, Michigan. 26

Wanted—A 300-400 Kirkwood account system. State best price. W. J. Carl, Muskegon Heights, Michigan. 10

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

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

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

For Sale—Drug stock. Central Michigan town; inventory about \$2,700. Will rent or sell building. Other business requiring immediate attention reason for selling. Will bear closest investigation. Address No. 38, care Tradesman. 38

For Sale—Stock of groceries in good farming town. Might consider small farm in exchange. Address No. 39, care Tradesman. 39

We handle collections, adjustments and freight claims. Thirty years' experience. Good references furnished. Noise Adjustment Co. Desk 33, Central National Bank Bldg., St. Louis, Mo. 40

General merchandise business—for sale—in small town; nice little business for some one. E. A. Lutter, Kingston, Ill. 42

For Sale—Only drug store in town of 800 in best of farming community doing practically cash business. Fresh stock—no dead ones. All the good agencies. Expenses very light. Invoice about \$2,000. Good reason for selling. Address X. A. S., care Tradesman. 44

For Sale—5-10-25c store in town of 2,500 population; best location in town, with living rooms; good business; a bargain if sold now. Address Lock Box 265, Vassar, Michigan. 45

For Sale—A stock of 5 and 10c goods of about \$5,000 and fixtures, on one of the busy streets of Chicago. A three years' lease with privilege of five years more goes with it. A fine opportunity for hustler. Address D. Jacobson, care John V. Farwell Co., Chicago, Ill. 47

For Sale—Only department store in town of 2,500 in Central Michigan. Good store; low rent; little competition. Good reason for selling. Look this up quick. Address 50, care Tradesman. 50

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

For Sale—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

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.

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.

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, Waldron, Michigan. 951

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

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

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

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

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. Exchanging properties is our specialty. Isenbarger Realty Co., 14 Union Trust Bldg., Indianapolis, Ind. 956

Will pay cash for any kind of merchandise or any amount of it if cheap enough. Harold Goldstrom, 65 Smith Ave., Detroit, Michigan. 738

Cash for your business or property. I bring buyers and sellers together. No matter where located, if you want to buy, sell or exchange any kind of business or property, write me. Established 1881. John B. Wright, successor to Frank P. Cleveland, Real Estate Expert, 1261 Adams Express Bldg., Chicago, Ill. 326

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

Merchants Please Take Notice! We have clients of grocery stocks, general stocks, dry goods stocks, hardware stocks, drug stocks. We have on our list also a few good farms to exchange for such stocks. Also city property. If you wish to sell or exchange your business write us. G. R. Business Exchange, 540 Houseman Bldg., Grand Rapids, Mich. 859

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

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

FOR SALE

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

THE GRAND RAPIDS VETERINARY COLLEGE

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

PRINTING.

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

HELP WANTED.

Wanted—An energetic, ambitious active man to establish permanent business in your territory. Health and accident insurance. Immediate cash returns and future. Address Dept. T., National Casualty Company, Majestic Bldg., Detroit, Michigan. 35

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

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

POSITION WANTED.

Salesman of twelve years' experience selling the hardware and implement trade in Michigan and other states, would like to change line. Address, Salesman, care Tradesman. 58

A1 road man and canvasser now traveling in upper part of lower peninsula wants a change in line. Address 48, care Tradesman. 48

Wanted—Position as clerk by married man. Twelve years experience in general merchandise. References furnished. Address Walter W. Armstrong, Honor, Michigan. 53

Conservative Investors Patronize Tradesman Advertisers

TOO MANY APPLES GONE.

Small Leaks Which Aggregate Large Amounts.

Traverse City, April 20.—Some few years ago it was my privilege to make the town of Escanaba, in which usually I had a very nice business for my house, and I well remember calling upon a merchant by the name of Mr. Peterson about 4 o'clock in the afternoon just about the time school let out. To my surprise, I was unable to get an audience with him until about 6 o'clock. During my visit, there must have been fifty girls and boys came in with oil cans, vinegar jugs and milk bottles, doing the evening shopping for mother.

There stood a barrel in the middle of the store filled with nice bright Northern Spy apples. As each youngster came along he looked into the barrel and, observing that Mr. Peterson's attention was upon his immediate customer, took off an apple and put it in his pocket. I did not feel it my privilege to draw Mr. Peterson's attention to the fact (my name not being Butinsky), much as I felt like doing so. While my attention was drawn to the leakage in the apple barrel, a young woman came in with two children and she took the prerogative of helping the children each to a banana from a bunch that hung near the window and, sure enough, while I was waiting, in came a traveling man—not from Grand Rapids—who accosted Mr. Peterson thusly. "Well, Joe, how's things?" "All O. K.," says Peterson. Whereupon the traveling man threw up the door of the cheese box and cut off quite a good sized slice of cheese and reached his arm down into the cracker barrel and brought up a handful of crackers and started to lunch. After taking a bite or two of cheese he remarked, "Gee! but that's great cheese you've got there, Joe."

After the crowd had disappeared and I had an opportunity to interview Mr. Peterson, I said to him, "Mr. Peterson, have you a peck measure here?" He said, "What do you want it for?" I said, "I wish to show you something." He went into his store room and brought me out the measure. I counted out thirty-seven apples from the barrel in the middle of the store and laid them on the counter. I filled the peck measure with them and there were still nine remaining. I said to him, "Mr. Peterson, that is what you have lost out of that barrel since I have been in here. How many have gone during the day?" He replied, "I cannot say." Whereupon he picked up a crate of Gold Dust washing powder and slapped it down on top of the barrel. I said, "That is just what you should have done this morning."

I might not have interested myself so much in his welfare had it not been for a severe tongue lashing I received from a merchant in the town of Covington, Ky., in the early nineties. I had occasion to wait for him also while he was busy with a customer. He had a bushel basket of new Ohio hickory nuts by the door marked 10 cents per quart. I took one of those hickory nuts out of the basket and, going to the counter, took a weight and went to the back of the store and cracked it on the chime of a vinegar barrel. I came forward, ignorant of any wrong doing, ate the meat and threw the shell into the street. By this time the lady had finished her purchases, received her change and departed. I was in a typhoon in the China seas in 1869, which was the severest storm I had ever experienced, but, to be honest, it was mild compared to the cyclone that struck me for taking that hickory nut. With both feet clad in hobnailed shoes the merchant jumped onto my neck, and for a few moments I began to think my time had come. In the course of his remarks, he said, "Young man, those hickory nuts cost

me \$2.75 a bushel. I have from 200 to 300 people in my store in a day. If everyone who comes in my store takes one of those nuts, where's my profit?"

I apologized to him profusely for having deviated from the rules of etiquette. I told him that I felt he would be insulted for me to ask him to take pay for a hickory nut, but that I intended buying the cigars for the two of us to compensate him, in a measure for the nut, whereupon he softened down some and, before we parted, really apologized for his wrath, but to the readers of the Tradesman I will say that that episode taught me a lesson never to take the slightest thing out of a man's store without offering him pay for it and that has lasted me until now. When we come to think this matter over, we can readily see what it means to the man behind the counter to have people constantly nibbling.

If we could sit in a store in an invisible way with a pencil and paper and mark down for one year all that is taken away and given away gratuitously and show it to the merchants in dollars and cents, I think the majority of them would put down the lid. Of course, I don't mean to say that a man behind the counter should act stingy or penurious or even show an inclination to be close, but don't you think there is a way of obviating needless waste? Is not there enough shrinkage in perishable goods to offset the margin on profitable merchandise? When I come into the different cities I visit after a year's absence and see the number of changes that have taken place in the grocery business, I say to myself, "Too many apples gone." Algernon E. White.

How It Feels to Be Down and Out.

Grand Rapids, April 20.—One of the saddest and bitterest things in these hard times is the lack of kindness shown to the man who is down and who with a little assistance and encouragement could better his distressing circumstances, or at least find them endurable. One is forced to believe, judging from the conduct of the great majority, that the human heart is naturally callous, and made more so by prosperity. How few of those who live in luxurious affluence are willing even to give one second's thought to those who are in need, and how few are they who would make even the least effort to render them assistance! A man may be competent and eager to work, and yet be condemned to live in destitution because those who could employ him or direct him to others who could use his services consider it a waste of time to listen to him. One goes in an office where work is done for which one is well qualified, and where one's services could be utilized to advantage, and seldom receives even the courtesy of an interview with the person in charge. Perhaps an insolent clerk of infinite insignificance, but with an infinite sense of self-importance, will gruffly ask the newcomer what his business is, make a hasty report to his chief to the effect that there is a fellow looking for a job, and brings back the answer that there is no job. If the applicant, who often is even the superior of the disdainful owner or manager had an opportunity to speak for himself, he might arouse interest in his case and prove his fitness; but this opportunity is seldom afforded to him, for it is assumed beforehand that he is a common beggar, a cipher or a fake.

Ingratitude, too, that blackest of all vices, is very common among the wealthy, especially among those who have suddenly risen, by a whim of fortune and not because there is any worth in them, from poverty to affluence. I have not always been down as I am now. I lived in comparative comfort for a great many years. I held important positions,

and employed many men and women. I was kind to them, and they called me their friend, and themselves mine. These men always spoke to me with hat in hand, and their only regret was that they could not do enough to requite my kindness. I have no friends now. Those hands are no longer raised to uncover the head when I go by, and those tongues that chatted with praise of me are too stiff even to utter a word of sympathy. Many of those men are now rich and have offices of their own; but when I call, they are always too busy to see me; or, if they condescend to see me, it is with the prefatory remark, which is a notice to leave soon, that they have a great deal to do, are expecting a prominent caller, or must go out in a few minutes. A little time devoted to me, who am in need and who once gave them bread, they consider precious time stolen from their precious business; but let a wealthy idler come in, and he is welcome to spend the morning or the afternoon talking about baseball, politics, horses or prostitutes.

For many centuries the world has sounded and resounded with loud and boisterous professions of charity. But how little of it there is, how little fire there is to so much smoke and how few grains of gold beneath the dazzling glitter! A thoughtless man, or one unschooled in nature's works, might be prone to call his fellow-beings harsh names. A philosopher will not go beyond the sad reflection that sufficient time has not yet elapsed for man to shake off the repulsive selfishness that prompted his ancestors in the primeval forest.

M. A. L.

Muskegon Preparing for Monster Picnic.

Muskegon, April 20.—About seventy-five grocers and butchers met recently and discussed picnic and summer half holiday closing plans. The downtown grocers and butchers decided to close Wednesday afternoons for three months, June, July and August. The merchants in the outskirts, particularly those on the east side of the city and at Lakeside, announced that they would close for four months, during May, June, July and August.

With a carload of watermelons already donated by Fred S. Piowaty of Grand Rapids and with C. D. Parsons, chief Gleaner of the county, pledging himself to exert his efforts to get the Gleaners of the county to amalgamate their annual picnic with the business men's picnics, it looks as though the success of the annual affair was assured.

The greatest enthusiasm was manifested by the merchants who gathered at the session. The appointment of committees to handle the details of the work was delayed until a meeting to be held the first Thursday in May. In the meantime an effort will be made to get all the business men to join in and make the picnic one given by all of the merchants of the city, rather than by the butchers and grocers alone.

The revival of Muskegon's former big picnic, in the old days one of the big events of the year in Muskegon, will result in the best and biggest picnic ever held in this city, it is believed. The tentative date fixed is the last Wednesday in August.

How She Classified Him.

Mrs. Atkins, dissatisfied with the number of times one man came to see her cook, spoke to her about it. "When I engaged you, Martha," she said, "you told me you had no man friends. Now whenever I come into the kitchen I find the same man here." "Bress yo', ma'am," smiled Martha, "dat niggah ain't no fren' ob mine." "No friend? Then who is he?" "He's ma husband'."

Can Beat Prices of Mail Order Houses.

Saginaw, April 20.—In order to bring out vividly the contrast between the mail order goods and Saginaw stock, E. L. Gardiner has sent to a prominent Chicago mail order house and purchased various articles, mostly automobile accessories and hardware, and labeled them in red letters, with the price of each article affixed. These he has on display in his show windows, alongside of the same articles of his own stock, which are marked and priced also. Even the most untrained eye could easily detect the difference in quality, and in every case the margin in price lies with the local goods.

"These mail order houses are getting entirely too much trade away from local merchants," says Mr. Gardiner, "and just because they can advertise through the rural districts with their catalogues more extensively than can smaller merchants. People are almost invariably fooled on the quality of their goods and on their prices, and could get more worth for their money from home merchants if they only knew it. My advice to Saginaw's merchants is to show the purchasing public the difference between their goods and that of the mail order houses. Without exception, the advantage will lie with home merchants and they will be able to secure the trade now held by the big Chicago houses."

Children Taught How to Purchase.

Kalamazoo, April 20. — Practical work in storekeeping and in purchasing from a store is being carried out at the Frank street school with unusual success in the fourth grade under the supervision of the teacher, Miss Anna Lytle and Principal A. N. De Long.

Through an educational publication in the East, the teachers have secured, free of charge and express paid, window display materials, such as are used to advertise talcum powder, watches, oils, breakfast foods, books, canned products, candy, chocolates, cereals—in fact scores of products. These are placed in the "store" in the corner of the fourth grade room, and the children are allowed to keep store, at recess or after school hours.

"Play" money has been secured for the children and they are learning practical store keeping. When they grow up and do real buying they will be that much better prepared to cope with the problem of proper buying to reduce the ever soaring H. C. O. L.

Without knowing that they are really doing arithmetic problems these youngsters are doing really difficult problems in division, subtraction, multiplication and addition in their school-store.

The shelves of the play store are kept in tidy condition by the children, who are at the same time learning orderliness, and do not know they are learning a great lesson.

Merchants' National Service Co.
National City Bank Bldg., Chicago
SALES SPECIALISTS
Advertising Experts Store System Auditors
Business Adjusters Resident Buyers
Stocks Bought and Sold

BUSINESS CHANCES.

For Sale—Set of second-hand tinner's tools. Cheap if sold soon. Address M. T. Ryan, 218 North 8th street, Salina, Kansas. 76

Wanted—Stock of clothing, shoes or general stock. Give location and price. Address Ralph W. Johnson, Fort Pierre, South Dakota. 77

SITUATIONS WANTED.

Position Wanted—By good window trimmer, card writer and shoe man. Good knowledge of general merchandise. 28 years old. 13 years' practical experience. Now employed. Can come June 1. Best references. Address 75, care Tradesman 75

"A Distinguished Family"

This is the way a successful Chicago grocer described this group of

CRYSTAL DOMINO

SUGAR PRODUCTS

They are "good company" for any good grocer to keep



BECAUSE

They are Carefully Made

—to insure uniform quality.

Perfectly Sealed

—to prevent contamination from dust, flies, etc.

Exactly Weighed

—to minimize the loss in "down weights," which accompany sugar sold from the barrel.

Thoroughly Advertised

—to secure and keep the good will of the housewife and facilitate their sales.

Further information regarding these quality products and advertising material helpful to the dealer, will be promptly furnished on request.

The AMERICAN SUGAR REFINING COMPANY

Address: 119 Wall Street, New York City

Building Business

For the future requires merchandise of merit.

PERFECTION OIL, made by a new refining process developed by the STANDARD OIL COMPANY—America's greatest service organization—makes constant customers of occasional buyers and returns large profits to the dealer.

PERFECTION OIL is the only liquid illuminant that burns without odor and does not char a wick.

PERFECTION OIL gives 20 per cent more light and burns 20 per cent longer than any other oil.

PERFECTION OIL is the only reliable, efficient fuel for incubators, oil-burning cook stoves and heaters. It burns without flickering; keeps an even temperature and is more economical than any other fuel.

DEALERS may recommend it with perfect confidence. It is guaranteed to the last claim by its makers.

DELIGHT your trade and increase your sales and profits by introducing this new oil.

YOUR COMPETITOR may anticipate you. Immediate action is necessary. Full information at any of the distributing stations of

Standard Oil Company

An Indiana Corporation

CHICAGO

INSURING YOUR COSTS

SUPPOSE a responsible man came to you and offered to insure your buying—

Suppose he guaranteed that all your costs should average rock bottom or better—

And all this without overstocking yourself at any time or on any item—

**HOW MUCH WOULD YOU
BE WILLING TO PAY HIM?**

Our May catalogue can do exactly that for you, and its use will not cost you a penny.

Its prices are **NET** and **GUARANTEED**.

Back of them stands our **QUALITY** guarantee providing that anything unsatisfactory to you may be returned.

Butler Brothers

Exclusive Wholesalers of General Merchandise

CHICAGO **NEW YORK** **ST. LOUIS**
MINNEAPOLIS **DALLAS**