

MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS.

\$1 PER YEAR

Thirty-Third Year

GRAND RAPIDS, WEDNESDAY, JANUARY 19, 1916

Number 1687



Michigan's Agricultural Centennial Period

With Nineteen Sixteen, Michigan enters on the centennial period of her agricultural development. To those who have contributed their energy and co-operation; to those who have promoted and insured the prosperity that Mother Earth unfolds, public recognition is due, and is the greatest tribute we can offer.

To the early pioneer, who cultivated the virgin soil and planted the first wheat; to those who laid the foundation of our agriculture, and paved the way for future generations, the commonwealth owes her greatest debt of gratitude.

That the heritage of those who blazed the trail has been fully appreciated, one need but look around and behold the vast acreage under cultivation; the unfailing crop production that the tiller of the soil has achieved.

The old grist mill born in obscurity, the first result of agricultural activity offers a refreshing comparison of our farming progress on the one hundredth anniversary of agriculture in Michigan.

That one hundred years hence Michigan may justly boast of her agricultural prosperity, let us not forget those sterling factors on which we have built our past record Michigan wheat and the old grist mill.





THE Four Drive Traction Company now located at Big Rapids, Michigan, in the manufacturing of tractors, trucks and other motor vehicles will have life size model of tractor at Grand Rapids Automobile Show in February. Big Rapids has given the company inducements to locate at that city, in the way of light, power, building, etc., which by far surpassed any other city in the State. The directorate of the company is made up of conservative men who are backing the company with their money and ability, invested at the start of the organization, and now putting in more, and working with but one aim, and that is to put onto the market a practical, tried-out tractor, at a price cheap in comparison with other tractors, not having the four wheel drive, and yet so as to make a meritorious profit, for the stock-holders.

With differential, front and rear, new steering device, and the tractor to weigh about 2,800 pounds, the company having tried out the tractor in plowing, seeding, harrowing and all the uses a tractor can be used at, and having gone by the experimental stage are now getting tractors made for delivery. No price will be made until the opening of the Auto Show on February 21. The company is capitalized at \$50,000. Stock selling at par—\$10 a share—fully paid and non-assessable.

About \$6,000 of stock left for sale. Any enquiries in regard to stock or tractors will reach the company at Big Rapids, Michigan.

The Four Drive Tractor Company

:=:

Big Rapids, Michigan

"A Smile Follows the Spoon When It's Piper's"

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First-class Factory Sites may be had at reasonable prices. Coal in the Saginaw Valley and Electrical Development in several parts of the State insure Cheap Power. Our Industrial Department invites correspondence with manufacturers and others seeking locations. All inquiries will receive painstaking and prompt attention and will be treated as confidential.

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Freight Traffic Manager,

Detroit, Michigan



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"Makes Bread White and Faces Bright"

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COMPLETE APPROVED
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Eat Plenty of
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It's Good
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Fleischmann's Yeast



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MORE PROFIT

Snow Boy Washing Powder 24s

FAMILY SIZE

Ask Your Jobber's Salesman

BUFFALO, January 3, 1916.
DEAL NO. 1601.

Lautz Bros. & Co.

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SPECIAL FEATURES.

Page	
2.	Detroit Detonations.
4.	News of the Business World.
5.	Grocery and Produce Market.
6.	Suggestions from Saginaw Salesmen.
7.	Upper Peninsula.
8.	Editorial.
9.	Financial.
12.	The Meat Market.
13.	Butter, Eggs and Provisions.
14.	Successful Salesmen.
15.	Gabby Gleanings from Grand Rapids.
16.	Dry Goods.
18.	Shoes.
20.	Woman's World.
22.	Automobiles and Accessories.
24.	The Commercial Traveler.
26.	Drugs.
27.	Drug Price Current.
28.	Grocery Price Current.
30.	Special Price Current.
31.	Business Wants.

THAT WHICH LIVES.

That in man which does not perish is his personal influence. Since we are creatures of environment and heredity, if you wisely shape the environment of those about you and transmit that which is good to your—and their—posterity you will live. And the waves of time shall dash impotently against your life, next year and next century. You will be living ten generations hence in ten thousand or ten times ten thousand descendants of yourself and of those whose lives your life beneficently influenced. And you cannot buy life with gold nor with great works that pay dividends in dollars, but with service and self, coined into deeds of unselfishness. Lefevre.

CONCERNING ALLIANCES.

Amid the distraction of our diplomatic complications with Europe, extraordinary developments of our South American policy are taking place without proper public attention and discussion thereof. It is reported that a defensive alliance is to be established between the United States of America and the so-called republics of South America, although it is generally conceded that the military contributions of these countries to such an alliance will be practically negligible. But even if they had considerable military and naval strength, it is extremely doubtful whether an alliance of such diverse elements as the United States and these South American countries would be at all cohesive. The European war illustrates the difficulties inherent in an alliance of allies of diverse nationalities and institutions, such as Russia, France, and England. The United States of America, however, has never had any formal alliance of any character, and the difficulties would be vastly greater by reason of our inexperience in working out the problems incident thereto, especially where the leadership must necessarily rest with the United States.

But the important point to be stressed, it not merely the impractical character of this proposed departure from our traditional policy, but also possible dangers which are involved. While we have been warned against entangling Euro-

pean alliances, an alliance with the South American powers involves the same dangers without any resulting benefits. At least, a European alliance would probably involve us only on issues of great magnitude and world-wide importance, wherein we have a genuine interest at stake. But the instability of the South American republics, and the uncertainty of their attitude on any specific problem, may plunge us into war over trivial matters in which we have no real concern. Moreover, Europe is geographically thousands of miles nearer to us than the South American countries, because transportation facilities are far more important than distance in determining relative proximity.

From the ethnical, economic, and every other standpoint, the South American countries and their civilization are immeasurably removed from us. It must be recalled that in Washington's time there was no South American problem. The only problem was the European problem, but Europe, at that time, was at least six weeks distant from us. But not only did geographical considerations forbid the alliance, but the all compelling argument against such combination was that the European systems of government represented an entirely different ideal of type. Since that time, however, Europe has progressed toward the American ideal of democracy and individual liberty, while South America is politically still far removed from us, and its progress can hardly be said to be toward our ideals of Government. While these countries are nominally republics, there is no real democracy or republican institutions, as we understand them. Accordingly, Mr. Lansing's statement that this alliance is to be one for all and all for one, and to preserve republican institutions on the North and South American continents, would seem absurd when weighed in the light of history and conceded facts.

Our interests are with the progressive European nations. If America is to depart from its traditional policy, it should court an alliance with England, which, from the standpoint of military strength, naval power, common institutions, common heritage and common language is our ideal ally.

It would seem, however, on the whole, exceedingly unfortunate if, at a time when the world is involved in revolutionary changes, the Administration should inaugurate so radical a departure from our traditional policy. Not until the close of the European war, if then, will the atmosphere be sufficiently clear to warrant any radical change in our policy of freedom from entangling alliances which so far seems to have worked exceedingly well.

You may have respect for the man who is a better financier than yourself, but that is no indication that you would want him as a partner.

TO BUY LOWER CALIFORNIA.

That is a highly interesting report coming from Los Angeles that an agreement has been made by President Wilson and Carranza that the United States shall be allowed to purchase Lower California, this being a part of the inducement to the President to recognize the Mexican chief. Such a purchase might be wise. Magdalena Bay, which belongs to that part of Mexico, has been a cause of anxiety to our naval men ever since there was any sign of trouble with Japan, and there have been from time to time scare reports that the Japanese were taking possession of it. Its occupation by the United States would be a great protection to our Pacific coast and to the Panama Canal. The country itself appears not to be highly valuable as a piece of real estate but we thought the same thing about Alaska, which has since turned out to be a source of great wealth. President Grant wanted the United States to buy Santo Domingo as a vantage point for our navy. Even that might have been wise, but it is a general impression that our dangers are to the West rather than to the East at the present time. The purchase of Lower California would be a great thing for Carranza by way of providing him with money, of which he has sore need. The bills that will be run up against Mexico by outraged foreigners are perhaps the greatest cloud on his future.

BLINDED BY PREJUDICE.

Sentiment in business plays a large part in the realm of the food reformer. Facts of no great moment in themselves can be readily played up to create prejudice that is distinctly destructive, and which defies the efforts of cooler, more philosophic minds to combat. The matter of eating horse meat is one of them.

By some unusual play of liberty the sale of horse flesh for food has lately been permitted by the New York City health authorities, and it is said that considerable quantities of horse meat are now being eaten with relish, some knowingly and more unknowingly. The most careful tests—of taste, smell, the microscope and chemical investigation—has failed to show that the product is not as suitable for food as flesh of cows, oxen, deer or the smaller barnyard beasts, and when one considers the superior cleanliness with which horses are fed and cared for, there seems no reason, aside from blind prejudice, to compel the loss of so valuable a meat to the public.

In San Francisco recently, the Board of Health has discovered horse meat being used for chicken feed and, before it could be passed, required that it be "denatured" by pouring kerosene oil on it to prevent its use for humans. If the meat was good, why waste such a sup-

ply—of course requiring that it be sold under truthful labels to conserve the objections of fussy folks.

In similar thought, a certain chemist has been reclaiming grease from city sewage, clarifying and sterilizing it and making a truly high grade soap from it. Yet the whole scheme failed, despite his careful purification of the product because of the popular prejudice which refused to listen to the assurance of science.

Reports that Great Britain is to take steps to regularize her blockade of Germany come from so many sources that there is probably a basis of truth in them. That would be a way of replying to the American note of protest. What our Government challenged was, in effect, the attempt to do by Orders in Council what could not be done under the general rules of international law. And if England is now to bring her blockade within the definitions of the law of nations, the controversy will be eased. It does not help matters, however, to read what some of the English newspapers are saying, along with some English public men, like Thomas Gibson Bowles. They are crying out against their foreign office for having so long stood in the way of admiralty. If the naval authorities had been given a free hand, so they say, Germany would long ago have been taken much more roughly by the throat. They do not perceive, apparently, that this is to go over to the original German position. Wholesale murderer von Tirpitz had his free hand for some months, and we know what a mess he made of it. The German foreign office had to overrule him and keep him in order, else he would have embroiled his country with the United States. Englishmen had better be satisfied to have their foreign office retain control, last as well as first; for this simply means that the admiralty will be permitted to do only what it has a right to do under international law.

Samuel Gompers has advised President Wilson that organized labor is ready to give its support to the defense of the Nation and should be allowed a "voice" in making preparations. What the "voice" of the American Federation of Labor means is amply demonstrated in England, where the labor unions are doing everything in their power to restrict the day's work in the munitions factories at a time when the very existence of their country is threatened.

It does seem queer that people who are not able to make good themselves seem to think they can hand a winning brand of advice to others.

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, Jan. 17—Learn one thing each week about Detroit: Harness made in Detroit is used on the trotters and pacers in Austria, Germany and Russia, where the sport thrives.

The old fashioned person who believed that water killed more soldiers than bullets will, no doubt, agree that the bullets have made a great gain during the past eighteen months.

Don Comstock, of the Comstock Dry Goods Co., Ypsilanti, was a business visitor in Detroit last week.

At the regular meeting of Detroit Council, last Saturday night, E. O. Mullane, district sales manager for Proctor & Gamble, Cincinnati, was initiated into the order and William Canfield, department manager for Burnham, Stoepel & Co., was transferred from Grand Rapids Council.

Mr. Quick is general baggage agent of the Grand Trunk Railroad. We do not know the name of some of the employees in the baggage room at the ancient Brush street depot but we are sure that the name "quick" has no relation to their movements when checking baggage.

The second large warehouse for C. F. Smith's chain of grocery stores is nearing completion on West Grand boulevard.

A five-story brick and steel factory is to be built on Meldrum avenue for the American Auto Trimmings Co., 742 Meldrum avenue, contracts for same having been let.

Stanley Hitchings, traveling representative for A. Krolik & Co., has resumed his duties on the road, after recovering from a siege of influenza.

L. V. P., the Grand Rapids correspondent, in giving "A few facts about Grand Rapids," laid great stress on the low death rate in that city. Granting that everybody sooner or later must face the inevitable, one lives longer during less years in Detroit than in Grand Rapids.

E. C. Dittrich, one of the oldest retail furriers in Detroit, will be obliged to move from his present location at 8 Witherell street, as the building is to be torn down to make room for a modern theater. The location has been occupied by Mr. Dittrich for over thirty years. New quarters have not been obtained by him at this writing.

The next regular party to be given by the Detroit Council will be on Feb. 5 and will be designated as ladies' night. The entire charge of arrangements to be in charge of wives of members of the Council.

The Wall Sons Co., one of the oldest paper and decorating houses on the west side, located at 173 Eighteenth street, has re-organized and Robert Y. Wall has been made active manager of the business.

Strong arguments must be used by both "wets" and "drys" in the coming campaign. The "wets" have the Maine argument already selected.

Ex-Governor Cox, of Ohio, spoke at a meeting of the Chalmers Men's Club, composed of between 700 and 800 employes of the Chalmers factory, last Monday night.

The midwinter meeting of the Michigan Hardwood Manufacturers Association will be held at the Statler Hotel, Friday, Jan. 21.

The entire interior of the Scotland woolen mills store, at 212 Woodward avenue, has been remodeled and re-decorated and a new lobby added. The new lobby permits of forty-five additional feet of window space.

The Wayne Soap Co. has approved contracts for the construction of a two-story factory on Leigh street, near Herkimer. The dimensions of the new building will be 60 x 126 x 28. It will be constructed of brick.

The following promotions in the Hupp Motor Car Co. have been announced by J. Walter Drake, President of the corporation: Lee Anderson, former advertising manager, be-

comes commercial manager; J. E. Fields, to sales manager; H. E. Westdale becomes his assistant; Frederick Dickinson becomes advertising manager; Roy D. Heartz, sales promotion manager; J. S. Patterson, assistant advertising manager; J. L. Kenyon, general service manager.

Why call for protection for Americans in foreign countries? What could be done right at home for the young man who was lynched in Georgia when the whole country cried for his protection?

Texas believes in reciprocity. A Mexican for an American.

E. C. Adams, who died from pneumonia last week, was known all over the State where he had traveled a number of years. He was a master in the art of legerdemain and during his travels amused thousands of people. Those who never had the pleasure of witnessing his feats of magic at least heard of them through others. Without doubt, he became one of the best known of traveling men in the State. A number of years ago he gave up his duties on the road to engage in the mercantile business in South Bend. A few years ago he and his brother, L. E. Adams, organized the Anchor Packing Co., in this city, and he moved here to become Western sales manager. Mr. Adams had gone to Chicago on a week's business when he became ill. Surviving are his widow, his mother, two brothers and one sister.

The C. M. Hall Lamp Co. is building an addition to its factory at Rivard street and Hancock avenue.

C. C. Bellinger, former manager of the Richardson Pharmacy, 1736 Grand River avenue, has formed a copartnership with Elwood Fraser and purchased the Richardson store.

At least when the administration in Washington sends a note to Europe they know who they are sending it to. In Mexico it will be different.

E. T. Lichtig, well-known tobacco salesman, whose travels bring him to all parts of Michigan, has just finished a successful city campaign in the interests of Philip Morris & Co., cigarette manufacturers.

When Glen Begole was in Muskegon last week attending his duties as special representative for Burnham, Stoepel & Co., he received a telegram calling him to the bedside of his father, R. C. Begole, who was in a precarious condition from pneumonia. For a time the father rallied, but was unable to withstand the ravages of the dread disease and succumbed last Friday at his home, 97 Scoval Place. Mr. Begole, although but 49 years of age, has been in the postoffice service for twenty-four years and during the entire time his record was without a flaw. Surviving are the widow, two daughters and a son.

Detonations is grateful to the many contributors of these columns and especially has Carl Hauser, of the National Cash Register Co., and Samuel Glogower, with Johnson & Johnson, of New Brunswick, N. J., proved of great help. We would be pleased to receive items of interest to the boys on the road. Address communications to 202 Montclair avenue.

William Taft, manager of the Woodward avenue store of the Liggett Co., has returned to work, after having been confined to his home for a week with la grippe.

Ed. Lawton is now covering the territory formerly handled by J. D. Kain for Burnham, Stoepel & Co. Mr. Lawton traveled over the same territory for an Eastern concern for several years and is well known to the trade in Southern Michigan.

All is not poetry that is refused by the Tradesman.

George W. Cushing, formerly assistant editor and manager of the *Detroit*, a magazine published by the Detroit Board of Commerce, has resigned to become advertising manager of the Federal Motor Truck Co.

George M. Schultz who sold his

drug store at 563 Dix avenue to C. M. Surine, who conducts the store under the name of the Peninsular Drug Store, has opened a store at 1752 Woodward avenue. The new store is considered one of the finest in the city.

"Ann Arbor and P. M. Denied Rate Boosts." From the news report of the past week. This does not mean, however, that the traveling men cannot boost the roads.

E. B. Kolbe has moved into his recently-completed store building on Junction avenue. The building occupied by Mr. Kolbe as a drug store at the corner of Dix and Junction avenues was sold and a branch bank building will be erected on the site.

M. L. Lasley, district sales manager for the National Cash Register Co., left Sunday with his family for Savannah, Georgia, where he will look after the interests of the corporation for the next few months. Mr. Lasley makes his headquarters in Detroit and will return here before spring.

Ed. Birely has opened a pool room at 765 Mack avenue.

The New York sheriff receives \$56,000 a year, mostly fees. Times must be "pinching" indeed for the sheriff. Michigan's population is 3,035,148, of which one-third will soon reside in Detroit.

John Diebold, for five years with the Grunow Pharmacy, on Gratiot avenue, has opened a drug store at the corner of Sterling and Holding avenues.

E. H. Britshart has moved his bakery from 1300 West Fort street to 3129 Jefferson avenue, East.

A grocery and meat market has been opened at 2048 Harper avenue under the style of the E. & R. Grocery and Market.

Beck & Klein, who recently took over the hardware store at 871 Mack avenue, have remodeled the store and leased the adjacent building and will use the entire space for their stock of hardware and accessories.

Says an Eastern magazine: "Don't bore your customer." Well, as a member of the craft, we must admit there are occasions when we have felt like it, and we were not very particular what centimeter the gun was either.

At present it appears as if Germany's winning streak will get them a chance in the world's series.

It looks as if the iron crosses may yet have to be returned to be made into bullets.

According to all reports from those who attended both, the automobile show being held in Detroit this week excels the exhibition held in New York two weeks ago. This will be taken as a matter of fact by all Detroiters.

C. C. Starkweather, of Buick fame, is part of the big show this week, which may partially account for its success.

The Republicans are preparing to make Wilson walk the one term plank.

If Huerta doesn't go to Heaven, he should feel at home anyway.

As the very tenets of the U. C. T. order is temperance, it is hoped that the coming prohibition campaign will not cause dissension in the organization.

Grand Rapids boasts of the lowest death rate. It doesn't boast, however, when the same adjective applies to its wage rate.

All of which demonstrates that there is more than one way to fill a column.

James M. Goldstein.

Changes at the Excelsior Wrapper Co.

W. E. Tallmadge has sold his interest in the Excelsior Wrapper Co. to the other stockholders and yesterday retired from the position of General Manager, which he has held for the past twenty-five years. The change necessitated some changes in the officers of the organization, which are now as follows:

President—Harry Ferguson, New York,

Vice-President—H. F. Shadbolt, Sheboygan,

Secretary-Treasurer—G. W. Kent, Sheboygan,

General Manager—A. N. Hodge, New York.

Mr. Hodge has been Assistant Manager in charge of the New York office. Mr. Kent will be an Assistant Manager in charge of the Sheboygan plant and Ehlert A. Meves will also hold the position of Assistant Manager in charge of the Grand Rapids plant.

Quotations on Local Stocks and Bonds. Public Utilities.

	Bid	Asked
*Am. Light & Trac. Co., Com.	382	386
*Am. Light & Trac. Co., Pfd.	111	114
Am. Public Utilities, Com.	40	42
Am. Public Utilities, Pfd.	72	74
*Com'w'th Pr. Ry. & Lt., Com.	61	63
*Com'w'th Pr. Ry. & Lt., Pfd.	85½	87
Pacific Gas & Elec., Com.	62	65
Tennessee Ry., Lt. & Pr., Com.	9½	11½
Tennessee Ry., Lt. & Pr., Pfd.	42	46
United Light & Rys., Com.	45	48
United Light & Rys., 1st Pfd.	73	76
Com'w'th 6% 5 year bond	102	103½
Michigan Railway Notes	100½	101½
Citizens Telephone	72	76
Michigan Sugar	92	96
Holland St. Louis Sugar	7	8
Holland St. Louis Sugar Pfd.	9¼	10½
United Light 1st and Ref. 5% bonds	86	89

Industrial and Bank Stocks.

Dennis Canadian Co.	70	80
Furniture City Brewing Co.	40	50
Globe Knitting Works, Com.	135	140
Globe Knitting Works, Pfd.	98	100
G. R. Brewing Co.	90	100
Commercial Savings Bank	225	
Fourth National Bank	225	
G. R. National City Bank	165	170
G. R. Savings Bank	255	
Kent State Bank	250	260
Old National Bank	195	203
Peoples Savings Bank	300	
* Ex dividend.		
January 19, 1916.		

But not every thorn has its rose



MUNY-BAK

A water-proof leather dressing for shoes and all leather goods

A wonderful product sold on an absolute guarantee or money refunded

A trial will convince you

Sold only to jobbers

For particulars write

J. H. Nichodemus Oil Co. Saginaw, Michigan

Boomlets From Bay City.

Bay City, Jan. 17—In anticipation of a shut-down in the coal mines in May, when the present scale agreed upon two years ago between the operators and miners shall expire, the electric light committee last night directed Superintendent W. H. Fitzhugh, of the municipal lighting plant, to prepare for such an emergency by storing up a sufficient quantity of fuel to keep the institution going. It was thought that 2,000 tons would be a safe amount to have on hand.

The social service department of the Civic League has made a yearly report to the people of Bay City, who have supported it since its organization. The report shows that drunkenness was one of the principal causes of poverty in the 1,000 cases handled by the department during the year.

Five years ago the Bell Telephone Co. made improvements to its system in the city which cost nearly \$50,000, with the expectation that the improvements then made would be sufficient for the next ten or fifteen years. Its business has increased to such an extent since then that further improvements are necessary and it will soon begin work on a \$10,000 addition to its switchboard which will permit the addition of 500 new lines. Work on extensions and enlargements of its cable system in the streets to cost in the neighborhood of \$80,000 brings its expenditures for the year up to \$90,000.

A Michigan Central freight and passenger station, a branch postoffice, a grain elevator and a motor truck plant are included in the ambitions of the Salzburg Business Men's Club for the present year. All of these propositions were discussed at their annual meeting last week.

Bay City is represented at the University of Michigan this year by fifty-two young people. Among them are many of the prominent fraternity and sorority members and class officers.

Dealers in automobiles and automobile accessories in Bay City are considering the formation of an organization which will have as its principal object the giving of an automobile show in this city each year. Several meetings have been held to discuss the proposition and at a recent meeting a committee was appointed to complete arrangements for perfecting the organization.

The Northern American Construction Co. the (Aladdin ready-made house manufacturer) has increased its authorized capital stock from \$60,000 to \$500,000.

Over one million four hundred thousand dollars—a 16 per cent. increase—in the amount of deposits in the banks of Bay City is the financial record made here in 1915. The increase is the largest ever made in a single year. This is some evidence of the prosperity the city has enjoyed the past year.

The Michigan district convention, United Mine Workers of America, will be held in Bay City March 15, and will continue in session for an indefinite period. This is scale year, the agreements made two years ago expiring March 31.

Last Friday, Thomas L. Handy and other officers of the Detroit, Bay City & Western Railroad were the guests of the Port Huron Business Men's Association at luncheon. At that time the matter of entering Port Huron by this road, now built as far as Peck, in Sanilac county was discussed by both the Handy Brothers and the Port Huron business men. It is the intention of the officers of the road to build into Port Huron within the next year or sooner if conditions make it possible. The road has a mileage of seventy-one miles from Bay City to Peck.

The eighteenth annual meeting of the Valley Home Telephone Co. stockholders was held in Saginaw Thursday afternoon. The company has had a very successful year. The

largest growth was at Bay City, where 509 more telephones are in operation than a year ago, while there was an increase of 375 in Saginaw.

After having tried two large touring cars for the use of the sheriff's office, the board of county auditors has become converted to the idea that a smaller car will serve the purpose of the county just as well—and even better—at a much reduced expense. Sheriff Fitzgerald conferred with the auditors on the subject and it was decided to try a small car as an experiment and dispose of the heavier machine. I wonder if they try a henry?
W. T. Ballamy.

Sparks From the Electric City.

Muskegon, Jan. 17—The cold breezes still fan our fair town from Lake Michigan.

It will go down in history that the banquet at the Hentschel Hotel was the best ever. R. Allen, who peddles office supplies for J. Fred Boyd, was the goat and was instructed in the Ray of Hope. Grand Counselor W. S. Lawton and Past Counselor J. Harvey Mann, of Grand Rapids Council, were our out-of-town guests at our meeting. Brother Lawton took the chair and the boys were well pleased at the creditable manner in which he held same. After the meeting was adjourned the boys marched to the Hentschel Hotel, where a sumptuous feast was awaiting us. It could be easily seen that the ways and means committee, consisting of Herman Anderson, Jay Lyons and Harold Foote, were on the job. Ernest Welton, our Senior Counselor, introduced the toastmaster, A. W. Stevenson, as Muskegon's candidate for Grand Sentinel. J. D. A. Johnson, sales manager of the Michigan Washing Machine Co., spoke on how to increase your business by helping your customer increase his. Milton Steindler spoke on what the U. C. T. had done for him. Grand Counselor Lawton spoke on what the widows and

orphans' fund was used for and what it has accomplished since its start. J. Harvey Mann talked on the good stunts of the Bagmen and appealed to the Muskegon boys to join. J. P. Wagner, of the Standard Service Co. spoke on what the traveling man is to the community in which he lives. R. Allen entertained with a few choice selections on the piano and the boys are to be congratulated in obtaining such a man as Allen. E. Wagner, of Saginaw Council, returning from the Northern part of Michigan, spoke of the enthusiastic Stevenson sentiment which is rapidly gaining favor in Michigan.

Noah Cohn, who for the past thirty years has conducted a tailoring establishment in Muskegon with J. Halverson, has formed a partnership with his employer, the firm name being Cohn & Halverson. They have installed a new dry cleaning plant, filled up with up-to-date machinery at 22 West Western avenue. Both these gentlemen are well known and highly regarded in the community.

Now we hear that a group of girls from Eau Clair, Wisconsin, have organized a leap year club. Every girl must propose once before 1916 ends. Refusals will be assessed \$100.

The Stulp Hardware Co. store was entered by burglars last week and a small amount of merchandise taken.

Ernest Hentschel is ill at Hackley Hospital. Show your true U. C. T.ism and visit a sick brother.

A. Burnham, the progressive hardware dealer at Newaygo, has moved into his new quarters on Main street. The new store has one-third more room than the old and enables Mr. Burnham to show all his merchandise to the best advantage.

A. O. Adams, of White Cloud, has had a new store front built on his place. The hardware store is now one of the best appearing stores in this part of the State.

Milton Steindler.

ROYAL BAKING POWDER

Absolutely Pure

A liberal stock of "ROYAL BAKING POWDER" on the grocer's shelves is as staple as gold. This value lies in the knowledge of consumers everywhere that "Royal Baking Powder is Absolutely Pure."

Fully Guaranteed

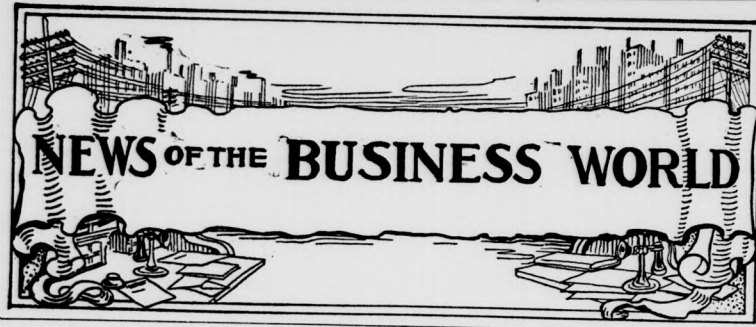


It is easy to sell an article which is in constant demand. Royal Baking Powder is known all over the world and will pay you more and surer profit than any other baking powder.

Contains No Alum

ROYAL BAKING POWDER CO.
NEW YORK





Movements of Merchants.

Evart—F. M. Fenner has opened a jewelry repair shop on Main street.

Otsego—E. C. Mathews has engaged in the drug business on Allegan street.

Evart—Paul Felice succeeds Peter Felice in the fruit and confectionery business.

Detroit—The capital stock of the Milmac Co. has been increased from \$1,000 to \$10,000.

Lapeer—The Lapeer County Bank has changed its name to the Lapeer County State Bank.

Lansing—George J. Campau succeeds George E. Decke in the grocery and meat business.

Mancelona—Roy McDonald has closed his meat market and retired from business.

Milford—N. W. Ball has purchased the Jones & Saxton grocery stock and has taken possession.

Alma—Crampton Bros have closed their grocery store and are undecided as to their future location.

Ypsilanti—Voelker & Santure have opened a meat and poultry market at 303 East Michigan avenue.

Beulah—E. A. Pitts will engage in the meat, butter and egg business in the Beeman block about Feb. 1.

Pontiac—H. W. Reeves succeeds A. D. McVean in the electrical supply business at 20 East Huron street.

Kalamazoo—The National Storage Co. will build a large addition to its plant on East Water street.

Mt. Pleasant—Jess Struble has purchased the Carpenter meat stock and consolidated it with his own.

Pinconning—The Farmers Elevator Co. has discontinued its business with a heavy loss to its stockholders.

Ionia—D. O. McVeigh & Son have sold their grocery stock to William Miller, who has taken possession.

Sidney—John L. Hudson, of Middleton, has purchased the bank fixtures of Walter B. Andrews and will open a bank here.

Jackson—J. O. Gilbert will open a bakery, confectionery store and lunch room in the old Morrison building about Feb. 1.

Grand Ledge—Walter Summers has opened an automobile accessory and repair shop in the Alexander building.

Lansing—The Hager Lumber & Fuel Co., of Bellevue, has opened a branch lumber yard here under the management of A. J. Hager.

Greenville—Chris C. Larke has sold his cigar and tobacco stock to Louis H. Roenigk, who will continue the business at the location.

Ypsilanti—Walter & Counsellor succeed R. E. Northard in the new and second-hand furniture and house furnishing business.

Kalamazoo—Fire damaged the stock of the Economy Store, at 230 North Burdick street, Jan. 14. The loss was covered by insurance.

Jackson—Jay C. Hobart and William Fugman have formed a copartnership and will open a Baltimore lunch room on South Mechanic street.

Kalamazoo—F. S. Gould has sold his grocery stock to Mr. Armitrout, who will continue the business at the same location at Recreation Park.

Grand Haven—C. Van Hemert has sold his produce and fruit stock to Henry Verhoeks, who will continue both the wholesale and retail business.

Howard City—The B. J. Lowrey Calendar Co. has engaged in business with six salesmen on the road, covering Wisconsin and Michigan.

Alma—Fortino Bros., recently of Pontiac, have engaged in the fruit business.

Byron Center—S. B. Johnson & Son have engaged in the grocery business.

Hesperia—George Doud has sold his store building and stock of general merchandise at Aetna, to Jacob Stout, who will continue the business.

Mt. Pleasant—John Kenny & Son, grocers, have sold their stock to Leo Collins and L. Donagh, who will do a wholesale as well as retail business.

Battle Creek—Sam Hannah has opened a fruit store on West Main street.

Mt. Pleasant—Arthur Ash has engaged in the exclusive stove and range business.

Owosso—Herman Dignan, manager of the hardware department of the Arthur Ward & Co. furniture and hardware store, has purchased an interest in the stock.

Hart—S. J. Thaler succeeds Mrs. M. J. Randall in the grocery business.

Lake Odessa—William Nabor succeeds Nabor Bros. in the grocery business.

Dundee—The Gradolph Hardware Co. has been organized with an authorized capital stock of \$10,000, of which amount \$6,300 has been subscribed and paid in in cash.

Owosso—Harry Walsh has taken over the wholesale confectionery business of Frank Collamer and will continue it in connection with his cigar and tobacco business.

Petoskey—Charles Ditto, who has conducted a plumbing shop for the past fifteen years, has sold it to Charles Graham and Fred Linsell, who have taken possession.

Iron River—The J. J. Drey Co. has engaged in the mercantile business with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Carson City—Maurice Yodido, manager of the Gittleman Co. clothing and men's furnishing goods store, has pur-

chased the stock and will continue the business.

Alpha—The Alpha Telephone Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$2,330 has been subscribed and \$1,500 paid in in cash.

Oxford—Albert Stoll has sold his interest in the grocery stock of Stoll & Webster, to Bert Ashley and the business will be continued under the style of Webster & Ashley.

Belding—Mrs. A. B. Hull and Miss Josephine E. Aselin have formed a copartnership and purchased the M. & E. Erickson millinery stock, taking immediate possession.

Saginaw—Albert Edelhoff has sold his meat stock and store building to Harry Wilmot, who will continue the business at the same location, 132 North Jefferson avenue.

Battle Creek—Ervin A. Pember, who conducted a grocery store on Kendall street for the past fifteen years, died at his home Jan. 14, from an attack of heart failure.

Mt. Pleasant—P. G. Osborn has purchased an interest in the undertaking business of the Foster Furniture and Hardware Co. and will have charge of that department.

Royal Oak—The Main Plumbing & Heating Co. has been organized with an authorized capital stock of \$2,000, of which amount \$1,000 has been subscribed and paid in in cash.

Detroit—The Kirk & McLean Hardware Co. has been incorporated with an authorized capital stock of \$2,000, of which amount \$1,100 has been subscribed and \$850 paid in in property.

Republic—Fire destroyed the Alphonse VanDyck meat market, C. J. Hopking confectionery store and the Charles Munson drug store Jan. 13, entailing a loss of over \$40,000.

Carson City—Isaac Krohn, dealer in dry goods and clothing, has admitted to partnership his son, Raymond, and the business will be conducted hereafter under the style of Krohn & Son.

Clark Lake—The store building occupied by Ed Miller with a stock of groceries, was completely destroyed by fire, with its contents, Jan. 17. The loss was partially covered by insurance.

Alpena—Abe Sinaberg and Isaac Malach have formed a copartnership and purchased of C. J. Jansen the Michigan Dry Cleaning & Dye Works and will continue the business under the same style.

Albion—Alex. S. Brandy and Lionel A. Wertheimer have purchased the stock of the Chicago Bargain Store and will continue the business under the style of the Midget Clothing store.

Inlay City—Fire damaged the Haskin Bros. general merchandise stock, the clothing and men's furnishing goods stock of M. J. Haskin and the Nelson Haskin warehouse to the extent of about \$35,000.

Detroit—The Morris Mitchell Co. has been incorporated to provide and maintain restaurants with an authorized capital stock of \$20,000, all of which amount has been subscribed and \$7,000 paid in in cash and \$8,000 in in property.

Westphalia—Joseph Spitzley has sold his interest in the Snitgen & Spitzley stock of general merchandise

to Albert Enitgen and Leo Hengesbach and the business will be continued under the style of Snitgen & Co.

Plainwell—Ingraham & Travis, dealers in harness, implements, vehicles and produce, have dissolved partnership and the business will be continued by E. H. Ingraham, who has taken over the interest of his partner.

Lansing—The Young Bros. Hay Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$20,000, all of which has been subscribed and \$16,000 paid in in cash and \$4,000 paid in in property.

Jackson—George W. Drake, of Drake Bros., who conduct a news, confectionery and tobacco store at 116 East Main street and also one at the corner of Main & Milwaukee streets, died at his home Jan. 16, of pneumonia, following a brief illness of but a few days.

Dowagiac—Mark F. Judd, Dowagiac's oldest business man in point of continuous activity, dropped dead in his office at the retail lumber yard of M. F. Judd & Son here Tuesday. He was 84 years old, and had been in business here since 1850.

Kalamazoo—Charles L. Fischer has merged his business into a stock company under the style of the Fischer Music Shop, with an authorized capital stock of \$15,000, of which amount \$9,100 has been subscribed, \$4,315.63 paid in in cash and \$4,784.37 paid in in property.

Manufacturing Matters.

Lansing—The Hall Lumber Co. has increased its capital stock from \$50,000 to \$100,000.

Detroit—The C. M. Hall Lamp Co. has increased its capital stock from \$150,000 to \$300,000.

Muskegon—The Bradley & Ankebrandt Co. has increased its capital stock from \$15,000 to \$25,000.

Ludington—The Ludington Woodware Co. has increased its capital stock from \$35,000 to \$150,000.

Detroit—The Flower-Stephens Manufacturing Co. has increased its capital stock from \$25,000 to \$300,000.

Detroit—The capital stock of the F. L. Lowrie Lumber & Finish Co. has been increased from \$50,000 to \$150,000.

Saginaw—The capital stock of the United States Graphite Co. has been increased from \$750,000 to \$800,000.

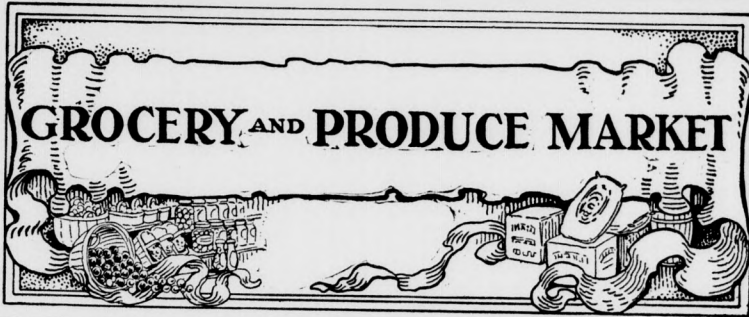
Detroit—The capital stock of the English & Miller Machinery Co. has been increased from \$5,000 to \$25,000.

Muskegon—The D. Christie bakery was destroyed by fire Jan. 12, entailing a loss of about \$25,000, which is covered by insurance.

Grand Haven—The Chicago File & Rasp Co. has purchased the property of the Superior Mill Co. and will remove its plant here.

Lansing—The Original Gas Engine Co. has increased its capital stock from \$150,000 to \$300,000 and also changed its name to Ideal Engine Co.

Jackson—The Sparton Radiator Co. has been organized with an authorized capitalization of \$100,000, of which amount \$50,000 has been subscribed and \$10,000 paid in in cash,



Review of the Grand Rapids Produce Market.

Apples—Standard varieties, such as Baldwins, Greenings and Wagners command \$3@4 per bbl.; Northern Spys, \$4@5 per bbl.

Bananas—Medium, \$1.50; Jumbo, \$1.75; Extra Jumbo, \$2; Extreme Extra Jumbo, \$2.25.

Beans—Michigan buyers are paying \$3.40 for pea and \$4 for Red Kidney, hand picked basis.

Beets—60c per bu.

Butter—There is an active demand for all grades and the market is firm at ruling prices. The consumptive demand is very good and seems likely to continue that way. No large change is in sight. Local dealers quote fancy creamery at 31c in tubs and 32c in prints. Local dealers pay 23c for No. 1 and 16c for packing stock.

Cabbage—60c per bu. or \$2 per bbl.

Carrots—60c per bu.

Celery—25@35c per bunch for home grown.

Cocoanuts—\$5 per sack containing 100.

Cranberries—Late Howes have advanced to \$9.50 per bbl.

Cucumbers—\$2.25 per dozen for Southern hot house.

Eggs—The market is strong, owing to heavy local demand. Local dealers pay 30@31c for strictly fresh. Storage are held at 22c for April candled and 25c for extra candled.

Egg Plant—\$2 per doz.

Fresh Pork—8c for hogs up to 200 lbs.; larger hogs, 7½c.

Grapes—California Emperor, \$4.50 per 40 lb. keg; Spanish Malaga, \$7.50 @8 per keg.

Grape Fruit—Florida is steady at \$3.50@4 per box.

Green Onions—Shalotts, 65c per doz. bunches.

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

Lemons—California, \$4.25 per box for choice, \$4.50 for fancy.

Lettuce—12c per lb. for hot house leaf, \$2 per bu. for Southern head.

Maple Sugar—14@15c per lb.

Mushrooms—40@50c per lb.

Nuts—Almonds, 18c per lb.; filberts, 15c per lb.; pecans, 15c per lb.; walnuts, 16c for Grenoble, 16½c for California; 15c for Naples; \$2 per bu. for Shellbark hickory nuts and \$1.75 for large.

Onions—The market continues to strengthen, having further advanced during the past week to \$2.25 per 100 lb. sack.

Oranges—California Navals, \$3@3.75; Floridas, \$2.50@2.75.

Oysters—Standards, \$1.35; Medium Selects, \$1.50; Extra Selects, \$1.75,

New York Counts, \$1.85; Shell Oysters, \$7.50 per bbl.

Peppers—Southern grown command \$2.50 per 6 basket crate.

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

Potatoes—The market continues strong and somewhat exerted, due to increasing demands for shipments from Eastern points. Country buyers are paying 85@90c. Local handlers sell at \$1 per bu.

Poultry—Local dealers pay as follows, live weight: Fowls, 10c; cocks, 8c; chickens, 11c; turkeys, 20c; ducks, 14c; geese, 11c. Dressed fowls average 3c above these quotations. The quotation on turkeys is nominal, there being no turkeys to be had in any quantity. The supply for Christmas was not nearly equal to the demand.

Radishes—25c for round hot house.

Squash—1½c per lb. for Hubbard.

Strawberries—40@50c per qt. for Florida.

Sweet Potatoes—\$1.25 per hamper for kiln dried Jerseys; \$3.50 for kiln dried Illinois.

Tomatoes—\$2 for 4 basket crate, California stock.

Turnips—60c per bu.

Veal—Jobbers pay 12c for No. 1 and 10c for No. 2.

The case of the People vs. Sperry & Hutchinson Co., which has been before the Michigan Supreme Court for the past two or three years, will be argued either Thursday or Friday of this week by the attorneys for both sides. Wykes, Dille & Averill, who have charge of the case for the People, have prepared a supplementary brief which will be delivered to the Court when the argument is submitted.

One of those occasions which cement the mutual love and esteem between employer and employee was held Saturday noon when Daniel C. Stekete, of the firm of Paul Stekete & Sons, acted as host at a luncheon at the Peninsular Club given to the heads of the different wholesale departments and their traveling salesmen.

The Ottawa Street Merchants' Association has extended an invitation to Charles R. Foster, of Battle Creek, to give one of his unexcelled entertainments on the evening of Jan. 31. The invitation has been accepted.

J. C. Osborn has engaged in general trade at Orleans. The Grand Rapids Dry Goods Co. furnished the dry goods and the Worden Grocer Company supplied the groceries.

The trial of the damage suit of L. M. Steward vs. Thomas Walsh, the Bay City grocer, will begin Jan. 27 in the Bay Circuit Court.

The Grocery Market.

Sugar—The market price has rallied 10 points, increasing granulated to 5.85c for New York and 5.55c for Michigan. Refiners are able to make prompt delivery, but the trade has enough sugar to tide it over and hopes for further recession in price, since the margin is still over a cent as compared with raws. Whether the country succeeds in securing another cut remains to be seen, refiners being encouraged to sustain quotations by the export business, which in the aggregate makes quite a fair total, the principal purchasers being Scandinavia and South America. However, it is stated that the British are looking around, and, according to report, bid 4½c in bond for granulated. The strength of Cuba in the face of active ginning operations naturally causes comment in trade circles. Some make very optimistic deductions. "It continues to be somewhat of a surprising factor that, despite the present rapidity of production in Cuba, the good weather for grinding and the higher sugar recovery from the cane, as compared with last year, offerings from that quarter have at no time accumulated to such a degree as to culminate in declining prices, due to excessive selling pressure," says the Czarnikow-Rionda Company. "But it must be borne in mind that of her January-March production Cuba has already sold approximately 700,000 tons sugar, considerably over half of which quantity is destined for foreign countries, either by shipment direct from the Island or to be re-exported from the United States in the form of refined sugar. Transactions in the latter description already consummated between the United States and Europe probably aggregate much larger figures than is generally realized, and if to this be added only a moderate quantity to provide for domestic requirements it is reasonable to expect that meltings, at least during the first three months of this year, will be unusually heavy and perhaps establish a new high record for that period. Consequently, notwithstanding the bumper crop now in the course of manufacture in Cuba, exports will continue so great as to practically eliminate the possibility of stocks in the Island becoming large enough to cause apprehension and bring about selling pressure. And in connection with this phase of the situation it seems opportune to reiterate a statement made in previous issues, namely, that the existing financial condition in Cuba is such as to ensure ample capital to comfortably carry whatever accumulation of stocks may occur during the current campaign."

Tea—Those who had been holding off in the hope of witnessing further reaction in London have changed their opinion since the recovery in that market. The sinking of several vessels by submarines and the scarcity of shipping in the Far East tend to reduce the supply in England, which at one time threatened to cause disturbance because of the accumulation. In the meantime the consumption of India-Ceylons keeps up well, reflecting the greater industrial activity. While most of the trade are

of the opinion that no duty will be placed on tea because of the unpopularity of such a move, some still maintain that the Administration, if it hopes to carry out its preparedness plans, must have recourse to an impost which would bring in some \$10,000,000 at the basis of 10c a pound. In any event they argue that agitation for a duty may at least cause the country to wake up and take supplies.

Coffee—On account of continued shipping difficulties in Brazil the option market advanced about fifty points. Actual coffee on spot in this country has not advanced accordingly, but Rio 7s are up perhaps a quarter cent and Santos 4s about the same. The market is dull at the advance. Milds have not advanced correspondingly, but are steady and about unchanged. Java and Mocha grades are quiet at ruling figures.

Canned Fruits—A very dull tendency continues to dominate the spot market for all lines. Future stocks of 1915 pack California fruits for shipment from the Coast are held on a very firm basis by the packers.

Canned Vegetables—The demand for tomatoes is fair, considering the price. Corn and peas both unchanged for the week and in fair reasonable movement.

Canned Fish—Salmon is in moderate demand at unchanged prices. Domestic sardines are maintained at the recently reported advance. Imported sardines are scarce and very high.

Dried Fruits—Prunes show a somewhat firmer tone, as many of the cheap prunes which have been offered in the East have been cleaned up. The demand is fair. Peaches and apricots are both unchanged on last week's basis. Raisins, currants and other dried fruits all show no change in any direction. Demand for all seasonably fair. Fard dates are pretty nearly cleaned up and no more are expected for several weeks.

Rice—The trade is hopeful of the future, pointing out that the domestic producer controls the situation and the consumption will absorb the surplus of the crop. In the South the mills are not making concessions, although business has been seasonably slow. The export movement has been checked by the high freights and lack of sufficient shipping.

Cheese—The market is firm and prices are up about ¼c. There is a good consumptive demand which seems likely to continue, and if there is any change, it will likely to higher.

Provisions—Smoked meats are active and all goods are reported in very good demand. On account of the large export demand some goods have advanced from ½@2c per pound. Pure lard is firm at an advance of ¼c, and so is compound. A normal consumptive demand is reported for both. Dried beef, canned meats and barrelled pork are all steady and unchanged.

Salt Fish—Mackerel are firm on account of scarcity and in moderate demand. Cod, hake and haddock are about as they have been.

Have you ever noticed how much larger your troubles appear at night than during the day?

Sagacious Suggestions From Saginaw Salesmen.

Saginaw, Jan. 17—Saginaw's new Chamber of Commerce is busy as can be trying to secure new industries for this city. The Lehr Motor Co., incorporated under the laws of Maine with a capital stock of \$500,000, is to locate here. The car is to be known as Saginaw 8, price \$1,050. This company was seeking a suitable location and through the assistance of C. H. Guider, of Detroit, a former Saginaw man, the Chamber of Commerce got in touch with the Lehr Motor Co. It has selected a factory site on the West Side, although some Eastsiders made some very attractive offers to the newcomer. Stock will also be placed on the market and already several \$5,000 subscriptions have been made by local men. President Harry E. Oppenheimer is working day and night and states they have several other industrial companies looking over the Saginaw field. Instead of spending their time and money on week day dinners and social functions, the Chamber of Commerce is scouring the country for new enterprises for this city, thereby benefiting the city at large. It is the hope of the Saginawian common folks that the Board of Trade will see fit to try and help make a better Saginaw.

W. E. Guy, representing the Melze-Alderton Shoe Co., of this city, has resigned his position and goes to Detroit to engage in the real estate business. He is a man who will be greatly missed by his former business associates and fellow travelers.

L. E. Luce, manager of the grocery department of C. A. Lawrence, was called to Flint last week on account of the death of his father.

S. B. Pitts, representing the National Grocer Co., Saginaw, better known to his trade as Steve, is confined to his home at Owosso. His health has not been good for some time and last week he became worse while out on a trip. Steve is one of the oldest and most respected travelers in the Saginaw Valley. W. F. Reidlinger, from the office, is covering his territory.

Owosso merchants report that business for 1915 was one of the biggest in their history. The city is in a flourishing condition, much building having been done the past year. The new armory is near completion and will be one of the finest structures of its kind in the State.

Fred C. Karow has resigned his position with the Saginaw Woodware Co. and now represents the G. A. Alderton Co., wholesale grocer, making the city trade.

Please keep in mind that Feb. 5 is the date set for the big annual dance and party. Messrs. Conaton, Grant and Knoop claim to have in store for those who come an added extra treat and you can rest assured that that means something doing.

The fight is on for H. D. Ranney for 1916. Do your duty and boost. He rightfully deserves it.

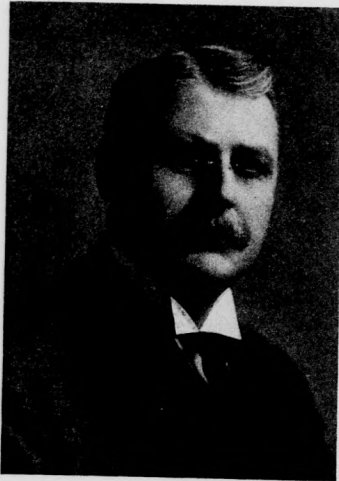
J. A. Kenney & Son, Mt. Pleasant, one of the oldest and largest grocers in the city, sold out to L. J. Donohue and Leon Collins last week. Mr. Donohue has been connected with the above house for eight years and Mr. Collins for twelve years in the capacity of clerks. With their past experience and under the tutorship of Kenney & Son for so long, they should be able to uphold the high standard for which the old firm was known.

The P. M. is running a new Sunday special between Saginaw and Mt. Pleasant, known as the theater matinee special.

Harry Wilmot, former restaurant man here and later builder and owner of a hotel at Utica, and for some time in charge of the cafe at the Lufkin Rule Co., this city, has purchased the A. Edelhoff meat market, at 132 North Jefferson avenue. He is planning a number of improvements in the market in the near future.

Mr. Grocer, please don't forget the dates Feb. 22, 23 and 24. They are expecting you at Battle Creek for the State Retail Grocers' convention. You owe your presence to the Association, your patrons and above all yourself.

A. F. Loomis, member of the firm of Loomis & Osmun, at Owosso, besides being a most successful merchant, also has a hobby of his own. He is the proprietor of Cloverdale farm, a few miles from the city, and the proud owner of an excellent herd of registered Holstein-Friesian cattle and improved Chester White swine. He is a member of the Michigan Holstein-Friesian Association and is attending the convention at Lansing this week.



W. B. MacGregor.

Above is the likeness of W. B. MacGregor, who began his business life at Carsonville in a general store with his brother. About sixteen years ago they sold out and he started out to learn the ways of a traveling salesman. After selling meats and provisions for ten years he signed up with the Durant-Dort Carriage Co., of Flint, to sell Blue Ribbon buggies and is to-day considered one of the star salesmen. His territory was the North half of Michigan, but this year it was extended and now he has charge of almost the entire State. Mac, as he is familiarly known on the road, is a good fellow and a good worker. He has a genial disposition and is a man of good habits. His home is in Saginaw, where he is Senior Counselor of Saginaw Council. He is also Past Master of Sanilac Lodge, No. 237, F. & A. M., located at Port Sanilac, Mr. MacGregor's birthplace.

Don McGee, the local aviator, is building a new machine and when completed will go South to fill a lot of exhibition dates. He made many successful flights in Michigan last year.

A short time ago A. W. Creed, for many years connected with the Bancroft House, of this city, bought the old Donovan House, at Mt. Pleasant. Last Monday the Park Hotel, as it is now called, was opened to the public. It is safe to say that this news will be received by hundreds of traveling men with joy, as Mt. Pleasant has been passed up by many of the boys on account of the miserable hotel accommodations. Mr. Creed has done everything possible to give Mt. Pleasant a hotel to be proud of, having spent \$9,000 in furnishings. The building was painted on the outside and thoroughly renovated on the inside. He has provided a large and spacious lobby, equipped with mission chairs and rockers, well lighted and steam heated. A beautiful dining room on the first floor is tastily decorated. There are two large sample rooms on the first floor and one in the basement. The entire upper floors are carpeted with heavy Axminster carpet. All iron beds, box springs and cotton mattresses. All outside rooms.

Both private and public baths. An up-to-date three chair barber shop in basement conducted by James Calhoun. Fred Creed, father of the owner, will be resident manager, a man with fifty years' experience in hotel work. Although old in service, he has always kept up with the times. The man to greet you with a warm hand shake and broad smile will be Chief Clerk C. W. Crawford, formerly with the Bancroft, and we can assure you that no one need fret about the Henry law being transgressed.

Saginaw Council had a good turnout Saturday night and held an interesting meeting. Seven good looking men were ushered through the mysteries of the order. A couple of the boys were struck very forcibly by the lecture given them by our worthy Past Counselor Mark S. Brown. It was easy to be seen they accepted his interesting (?) talk with deep concern. Those initiated were O. D. Prine, representing the Atlantic Stamping Co.; C. B. Bartlett, representing the Union Match Co.; J. F. Beyer, representing the Valley City Coffee & Spice Co.; R. F. Wagner, representing the Patterson-Sargent Co., of Cleveland; R. R. Rice, representing Ajax-Grieb Rubber Co., N. Y.; F. J. Whalen, representing Hart Bros.; C. W. Harder, of Bay Port, representing Arnold & Co., of Saginaw.

J. H. Nichodemus and C. H. Knoop have started the manufacture of a waterproof leather dressing and are meeting with great success. Practically all the Saginaw Valley jobbers have taken hold of it and it will prove a great seller. One of the largest jobbers endorsing Money-Bak, as it is called, is the Melze-Alderton Shoe Co., of this city, known as one of Michigan's most successful shoe houses. It has made a thorough test of same and now heartily endorses it. One of the reasons we are so interested in the success of this concern is the fact that both Mr. Nichodemus and Mr. Knoop are members of Saginaw Council and have the good wishes of all the boys. Mr. Knoop is also a subscriber and ardent admirer and booster of the Michigan Tradesman.

L. M. Steward.

Live Notes From a Live Town.

Owosso, Jan. 17—Not very much happens down here but weather.

We are pleased to be able to report that after a long and quite severe illness, James H. Copas, Jr., was down town yesterday. Jim, in the vernacular of up-to-date good fellowship, shake and welcome to our city.

Fred Hanifan reports that Clark Putt, the up-to-date grocer and baker of St. Johns, has revolutionized the interior of his bake shop by adding a new bread mixer, which will mix, bake, slice and butter loaves of bread in thirteen minutes. This, no doubt, comes from the fact that Clark himself is pretty well bred and always has been an all around mixer.

The J. R. Ketcham Grocer Co., of Owosso, has sold its stock of groceries on Corunna avenue to Crossen Brothers, who will take possession at once. These gentlemen are young and hustlers and have a large acquaintance in that part of the city and cannot help but get there.

E. S. Brooks & Son, of Carson City, are the proud owners of a new Dodge touring car. Beats all how that town is picking up!

D. C. LeBaron, grocer at St. Johns, has been elected one of the directors of the new State Farmers Bank. Good men are always to be found among the grocermen and it is an old adage that you can't keep a good man down. In fact, the whale tried it several hundred years ago.

The new armory is now nearing completion and will be opened early in February with a grand military ball followed by other functions of like distinction, such as the Battle Cry of Peace (movie).

H. Bartley, of Alma, will soon open the most up-to-date grocery and meat market in the place. Another village becoming more metropolitan.

Mr. and Mrs. Miller, of St. Johns, have purchased the restaurant in the postoffice block at Ovid and will serve good old home meals, like mother used to cook. The place, we notice, is also embellished with individual towels and rocking chairs.

S. B. Pitts is laid on the shelf with la grippe. Mr. Pitts had a severe attack two weeks ago, but, like most all grocery salesmen, was too ambitious and started out a few days too soon and is now entertaining a second dose.

Roy C. Dodge has purchased the general stock of merchandise of the Middleton Mercantile Co. and has taken possession.

Honest Grocerman.

Many ladies who are possessed of a comfortable home and a comfortable income usually have an uncomfortable amount of adipose tissue.

Sand Lime Brick

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Absolutely Frost and Weather Proof

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ALWAYS A GREAT SHOW

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UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, Jan. 17—Hon. James McDonald, popular postmaster of DeTour and a member of the firm of Goetz & McDonald, general merchants, was a business visitor here this week. As James could not get around to see all of his friends we were not able to get the latest DeTour news.

We notice that Al. Jacobs, the well-known traveling salesman for Franklin MacVeagh & Co., has joined the regular pedestrian brigade. This is the first time that Al's auto has been out of commission since the first day it landed in the Soo. However, the cold weather may have something to do with it, as we understand that Al. has not as yet had the grippe. It used to be a sure sign of spring when the autos were in evidence again and from present indications it will be the case when the next one is caught roaming the streets.

A. B. Klise, the well-known lumberman at Gilchrist, also Mayor of Petoskey, was a business visitor here last week. Mr. Klise is very optimistic on the future outlook and is figuring on branching out and accumulating larger holdings and it may be possible that he will locate at the Soo, which will be closer to his newly acquired timber possessions.

During the winter months the telephone exchange at Cedarville will be closed one hour each day of the week from 2 to 3 p. m., while on Sunday the office is doing business during the forenoon and late in the afternoon. At Pickford the exchange observes the hours on Sundays from 8 to 9 a. m., 12 to 1, 4 to 5 and 8 to 9 p. m. This is important information for travelers who find it necessary to phone these places, instead of calling in the usual manner.

Col. C. W. Mott, Manager of the Upper Peninsula Development Bureau, was a caller here last week in the interest of his organization. From all accounts the Upper Peninsula is going to be of more importance than ever before, as the Development Bureau is alive to the situation and consists of a lot of live wires who cannot help but show results. They are not waiting for times to pick up, but are paving the way for a prosperous future.

William Herbst, well-known traveler for the Soo Hardware Co., made a business trip to the Snows last week and from all accounts found the atmosphere very invigorating and could not report a hot time all during the entire trip. The only comfort in making the trip in that section during the winter is that the merchants have ample time to talk and give their undivided attention to the travelers, who are, however, few during the winter months.

Mrs. Chas. Hasse, wife of Charley, Uneeda biscuit dispenser, is recovering from the grippe and from all reports Charley is as good a nurse as he is a biscuit seller, which accounts for his wife's speedy recovery.

The Chippewa County Bar Association are making plans for the establishment of a bar and circuit library to be located in the county court house building. The matter will be brought to the attention of the Board of Supervisors.

The announcement of the death of Sam Yalomstein, one of the proprietors of the Hub here, which occurred at Detroit last week, came as a shock to the business community and his numerous friends. Mr. Yalomstein was well and favorably known here, having been associated with his brother, Mose Yalomstein, in the clothing business for several years. It was not thought that there was anything seriously the matter with Mr. Yalomstein when he left for Detroit and reports received here before his death were that he was coming

along nicely. The deceased was 41 years old and during the twelve years he resided in this city he became well and favorably known. He was a prominent Elk and active in local business affairs. Mr. Yalomstein was a single man and leaves to mourn his demise four brothers and four sisters.

The firm of Barish Bros., dry goods merchants, have dissolved partnership. The business hereafter will be conducted by Max Barish and Benjamin Oberman under the same name at the old stand, 321 Ashmun street.

The ferry between the two Soos is still in operation, as the cold weather of the past week has not been severe enough to cause it to lay up for the season. The ferry dock office on the Canadian side has been closed for the season, all fares now being paid at the office on the Michigan side.

George A. Blair, former circulation manager for the Evening News, but being compelled to resign on account of ill health, has returned from Rochester so much improved in health that he is able to take up active work once more and has been appointed clerk of the municipal court by Judge Rock D. Frederick, succeeding George C. Sayers who resigned to accept a position in a Detroit law office. Mr. Blair is well qualified for the office and his many friends are more than pleased to see his cheerful countenance again.

The newly illustrated magazine known as Cloverland, edited by Roger M. Andrews, of Menominee, is on sale at the various drug stores. The new magazine is very attractive in design and contains many interesting things to the people of Cloverland.

Ted Paulantis, of the Parisian restaurant, reports a very satisfactory business this winter. It seems as if people must eat and Ted has the faculty of handing out the right food served in a manner that would remind one of Delmonico and other famous eating places. Ted remarked the other day that he received many pointers from the Tradesman, which is a valuable asset to him in his business. Ted is looking for every up-to-date idea and gets many through these columns.

With the burning of the International Hotel, in the Canadian Soo, one of the old historic landmarks has passed out of existence. This hotel was one of the principal points of interest in the Canadian Soo and very few travelers making this part of the State missed the opportunity of calling at the International to enjoy a meal and no touring trips seems to have been complete without visiting this famous hotel and it will be greatly missed by those who have made the International their headquarters in the Canadian Soo.

William G. Tapert left to-day for Toronto on official business. He will also visit at Saginaw before returning. William G. Tapert.

Chirpings of the Crickets.

Battle Creek, Jan. 17—Good old Battle Creek Council is still doing things. We put three timid youthful peddlers through their paces Saturday night and they sure burned up the track. Fenton J. Cronk, our genial and efficient conductor, sure does himself proud in the initiatory work and will be a fit candidate for higher honors. Brother Parker, of Council No. 1, transferred to No. 253. He can add some figures to his U. C. T. button and we can do some addition on our Secretary's books. Hurrah for Parker!

Milt Loomis is a regular receipt book when it comes to knowing what will tickle the palate. I think he should be called upon to demonstrate his ability as a chef. Maybe the reason he does not show us fellows is because he is afraid his wife would put him to over-time work in the kitchen at their home.

God pity the poor peddlers in the cold small-town hotel on a night like this.

The best way to bury grief is in work.

God hates a quitter. Fight—as a man.

Work-work-work.

There are not many people who die of overwork. Go to your task.

Bill Masters wants some eats in the council chambers soon. He is not lonesome. Earl Meyers and committee will see to his request.

Pub. Com.

Our Biggest Industry.

Measured by the number of persons employed, what is the country's biggest manufacturing industry? Lumbering, with its 48,000 saw mills, its \$1,000,000,000 investment in these plants and its employment of 605,000 men to operate them. This does not include the standing timber, which brings up the total investment to \$2,500,000,000. This industry furnishes railroads with a traffic income amounting to \$200,000,000 a year. Yet lumbering is one of the most depressed of industries and seems to be the victim of its own helplessness because of uncontrolled competition. In the yellow pine industry, which comprises more than half of the lumber production, chaos has resulted from the ouster proceedings of the Missouri Supreme Court, bringing prices down 35.75 per cent. The past few years have entailed an estimated loss to labor, carrier and manufacturer of \$89,000,000.—Wall Street Journal.

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, Jan. 19—Creamery butter, extras, 33c; first, 30@31c; common, 27@29c; dairy, common to good, 22@28c; all kinds, 18@20c.

Cheese—Fancy, new, 16½c; choice, 15½@16c.

Eggs—Choice, new laid, 32@33c; storage 24@26c.

Poultry (live)—Chicks per lb. 16@19c; cox, 12c; fowls, 16@18c; ducks, 18@19c; geese, 15@16c; turkeys, 20@22c.

Poultry (dressed)—Chicks, 17@20c; fowls, 16@18c; ducks, 17@18c; geese, 15@17c; turkeys, 22@25c.

Beans—Medium, \$4; pea, \$3.80@3.90; Red Kidney, \$5; White Kidney, \$5; Marrow, \$4.50@5.

Potatoes—\$1.10@1.15 per bu.

Rea & Witzig.

The reported formation of a Great Lakes shipping combination is one of many signs that the driving of railroad-owned boats from the lakes is being followed by a rapid readjustment. The Cleveland Leader predicts that the 1916 season will be one of the most prosperous in history, pointing to the fact that the big grain and ore shippers have in the last few months bought nearly all available freighters. The 1915 season closed with the rates high and cargoes in excess of the supply of ships, the movement of freight in December being the largest on record for that month. The 1916 freight rate is expected to be 10 per cent. higher than that of 1915; the larger shipping interests have placed orders for new boats to be delivered early, and with the yards full, high construction prices are being paid. Not merely will material additions be made to the lake tonnage, but shipyards can also spare steamers for the ocean trade, ten having been ordered for spring delivery.

Some good people judge the value of a picture by the beauty of the frame.

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ABSOLUTELY PURE COFFEE

QUAKER COFFEE

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GRAND RAPIDS, KALAMAZOO
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issues a year or more old, 25 cents.Entered at the Grand Rapids Postoffice
as Second Class Matter.

E. A. STOWE, Editor.

January 19, 1916.

VANISHING DREAMS.

The rosy dreams of indemnities to be levied by the victors upon the vanquished after the European war was over seems almost, if not entirely, to have faded. The belligerents, if any of them remain solvent, realize now they will stagger unrelieved, perhaps for generations under their own vast accumulated debt of this conflict. Those solvent will pay their own costs and those insolvent will repudiate. The wealth of Europe will be taxed as it never could have imagined. Perhaps her idle, parasitical rich will disappear, autocracies, aristocracies and kaisers vanish and all their hangers-on become workers of some sort in replacing the manhood and wealth sacrificed and destroyed in this terrific conflict. Remembering the easy billion collected of France in the Franco-Prussian war, Germany's military clique in the summer of 1914 beheld France bled of billions this time that were to make her little more than the vassal of Germany. The levy was not to be one she could pay in a few months, as she did in the 70's. It was to be a continuing debt that would weight France for years economically, and if she ever freed herself, it would be only to find a Germany so powerful and dominant from the fruits of her exactions, that to challenge her would be to invite destruction. There was contemptuous pity for the decadent French in Berlin, but they would have to pay the price of being neighbors to the strong and refusing to acknowledge the latter's immense superiority.

It was the open boast in Berlin, and the assured conviction that what was dreamed would soon be an actuality. The initial terrific rush through Belgium was designed to place the German military host in Paris, upon which heavy levies of money were to be imposed and in the end a staggering ransom to be exacted of the French nation. Democracy in Europe was to be made innocuous on the continent and it was to pay the huge cost of establishing dynastic absolutism and autocracy beyond the danger of successful assault. There was no concealment by the kaiser's own ministers that the war for them was a gamble in indemnities. Dr. Karl Helfferich, secretary of the imperial treasury, less than a year ago, an-

nounced the German government would levy no war taxes, but would depend upon internal loans to meet the cost of the war and that at the end of the conflict, Germany's enemies would repay them and more through the indemnities exacted. Less than three months ago, however, he confessed the hope of such reimbursement was vanishing, when he announced in the Reichstag that a programme of war taxes was being prepared to be presented in March. Recent dispatches from Berlin have related the difficulty of the imperial secretary in framing his programme of war taxes without invading the resources taxable exclusively by the federal states of the empire. Saxony and Bavaria have protested against some of his tentative proposals because they would encroach upon their sources of revenue. Thus the problem of the war comes so soon, and after the war what must it be?

The cessation of talk about indemnities among the warring nations pretty clearly indicates that none of them expects one side or the other to be beaten so overwhelmingly that an indemnity can be levied and collected. With no sign that the end of the war is near and with billions of indebtedness now where each had only millions before, and with the prospect that more billions are still to be added to their burdens, the belligerents realize that the colossal costs must be borne by each, that none can shift its appalling burden or any considerable part of it to the enemy. And if any or all shall be bankrupt at the end, what good will be a judgment against a pauper nation or a group of pauper nations?

The public hears a good deal about the influence of labor unions on the munitions production of England, but there is one point about which the labor leaders are feeling much concern and which has not yet become generally public; the matter of women clerks in grocery stores. Labor leaders are so alarmed at the success of women clerks in displacing men in English grocery stores that they are trying to unionize them, lest the displacement remain permanent. Their alarm comes from the fact that women work for less than men. According to the Canadian Grocer, there were about 100,000 women clerks in grocery stores before the war, which was about one woman to every ten men. About one in every three male grocery clerks are estimated to have gone to the front and women have taken their places, working for about one-half what the men do and, with readjustment of the duties, performing quite as much work. Now the general secretary of the National Union of Clerks is seeking to organize the women to strike for higher wages and a reduction of the hours of labor—all of which is in keeping with the policy of trades unions to embarrass the government in time of war and stress. Not to do so would be to enroll the union men among the ranks of patriots, which they would not consent to. Union men are sneaks in time of peace and traitors in time of war.

WORTH THINKING ABOUT.

Walter Runciman, President of the British Board of Trade, recently delivered an address in which he asserted that there are unmistakable signs that Germany is feeling the economic pressure of the blockade, and expresses the opinion that before long the Central powers will see the futility of continuing the struggle further. He holds that the Allies, by husbanding their resources, can stand out much longer than the Germans. With this introduction he then proceeds to discuss the prophecy that when the belligerents lay down their arms, a trade war will follow. Naturally and very wisely he counsels the British to begin preparations to continue and strengthen the hold they already have upon markets which were formerly stocked with German goods, showing the importance of industrial and commercial success if the Allies are to make a quick recovery from the disasters of war.

There is manifestly sound sense in what Mr. Runciman says as applied to Great Britain, France and Italy. It is altogether probable that German goods will be tabooed in those countries as much as possible, and still it requires a great deal of patriotism to pay 10 or 20 per cent. more for home made than for foreign made articles. The advice which the President of the British Board of Trade gives to his countrymen and their associates in this fight may well be taken into careful consideration in the United States. There is every reason for saying and believing that when the European war is over and there is an end to the shooting and the killing, there will be a trade war that will be quite as fast and furious, and while no lives will be lost incident thereto, it will make for prosperity or the reverse not only among the former belligerents, but among all the manufacturing and commercial nations of the world. The Americans have had a wonderful opportunity to get a foothold in markets where before they did little or no business. It is up to them to keep what they have and gain more. The European mills and factories which have been handicapped, partially or wholly closed because of the war, will be the main source of sustenance and will make the best possible competition of which they are capable. Mr. Runciman's advice is just as well worth heeding in the United States as it is in Great Britain.

GOVERNMENT AND BUSINESS.

Some good observers think they already see a reaction against the policy of business enterprise on the part of the United States Government, but clearly there is no disposition to back out of the undertakings already in hand. Indeed, the Government officials claim that the latest activity, that is the taking over of the express business by the Postoffice Department, has proved a great success. Some of these undertakings have not been tried long enough to prove anything. There is doubt of course as to the railroad enterprise in Alaska but scarcely a beginning has been made there. Perhaps the irrigation

and reclamation service has called forth as much criticism as anything, the pecuniary results being highly unsatisfactory. The regulation of the railroads by the Interstate Commerce Commission has certainly caused controversy enough and it seems pretty clear that much damage has been done to that interest. The Government printing office has always been a point of critical observation for persons familiar with that branch of industry. No doubt the cost of that service is immensely greater than it should be but that is partly because of the liberties Government officials and members of Congress take with it. The "country member" uses it limitlessly to exploit his eloquence and to impress his constituents with a sense of his greatness.

There are two lines of activity which belong properly to the Government even though it cannot carry them on as wisely as individuals would, the manufacture of war supplies and such great and profitless undertakings as the Panama Canal. If there is anything in the charge that many people are calling for an increased army and navy because they are interested in war supplies, this charge could be refuted most successfully by the construction of great Government works for this purpose. The one objection is that in a great emergency no Government works would be adequate.

The Panama Canal is not merely a commercial waterway but a device for a better protection of this country by rendering possible the more rapid movement of our warships between our Atlantic and Pacific waters. It is unlikely that private enterprise ever would have carried through such a great work. The Panama Canal is by no means yet a success but evidence is not at hand that there was any lack of ability in its construction that would not have characterized the enterprise if it had been in private hands.

In spite of the many undertakings in which our Government is engaged one cannot say that we are drifting toward state socialism. The great majority of our enterprises are in private hands and will no doubt so remain indefinitely.

President Wilson is evidently not considering any names except those of Democrats in connection with filling the vacancy in the Supreme Court. There are several lawyers and jurists in that party who through their friends are placing their claims at the White House. The Nation's court of last resort is not a good place to play politics. Presumably the President thinks, in view of his approaching renomination, that he needs to strengthen himself with his own party, and counts this as one of the ways of doing to. If he would stop to think he would realize that the simon pure Democrats will vote for him anyway, and that whoever wins must get the support of a large number of independents who would very heartily approve action on his part rising above partisanship and selecting men whom the country at large believes best fitted for the position to be filled.



Play Supplements, Sweetens and Brightens Work.*

All work is noble—the hod carrier who performs his service well is as worthy of honor as the victor or the statesman. It is for work well done that men are honored. All those whose names will never die were workers. From Moses to the Pilgrim fathers, every man who has attained eminence has worked for it. It requires true heroism to overcome our repugnance to labor. The day worker who has nothing to cheer him but the encouraging voice of his wife and the laugh of his children is heroic in every fiber of his being.

Work is religion. It is chock full of moral impulses. Peevishness and sour temper are worked off in the shop, in the ditch and on the farm. Work takes the kinks and twists out of selfish men. It sweetens the heart and glorifies the commonplace. Idleness is the hot bed of vice. Crime breeds in it as worms breed in a carcass. One thing for us all to seek after is to secure a spot that suits our taste and work for victory. We must never try to get on by pushing another fellow from the sidewalk. We must do honest, painstaking, work on our side of the fence and we will reap the reward.

Play supplements work, sweetens it, brightens it and rubs off its sharp corners. It puts sunshine into drudgery and points to the rift in the clouds where the blue sky can be seen. It performs its part in framing character as truly as work. Work plus play equals life and an ideal blend, as the grocer puts it, of these elements, means the abundant life—words made glorious because they were enunciated by the Saviour. Normal life demands, from childhood to old age, a goodly amount of recreation, diversion; not simply a silver thread running through life, but a good sized rope of it, enough of it to give character to life.

We talk a good deal about organized and supervised play and we do this very properly, because it is vital, and still I would recognize a certain amount of abandon, freedom from restraint as also intrinsic. The desire to shout and yell and go through with all sorts of contortions by children should not be hedged in by any straight-jacket method, and still the guiding hand must not be eliminated, but let it not be too much in evidence.

Play not only develops the body, but it moulds the mind and character. Where do we see ambition so quickly

*Conversational address by Hon. Charles W. Garfield, before working force of Grand Rapids Savings Bank.

and positively shown as on the playgrounds? Where do we find recognition of authority and team work better illustrated than in athletics, and where do we find better losers than on the field of play? All these attributes develop elements of character which are elemental and vital in connection with life's processes.

Isn't it great to see the grit that is shown by the boy whose finger is smashed in insisting upon playing out the game? He is developing the real stuff that will make for success in life. While physical health is an end to be sought in play, mental and moral health are engendered with just as much certainty. The democracy of the playground is a splendid preparation for life relationships, where wealth and poverty are not known, family standing in community and even good clothes cut no figure. In the activities of the playground we have tuition in pure democracy.

The playground is the best possible antidote to criminal tendencies. Statistics will show that crime loses out where it comes in competition with supervised play.

In the building of a city usually commercial interests are dominant. Factories are sought, business enterprises are bid for and the manufacturing and industrial sides of life receive the emphasis; but if I were building a city, I would put emphasis upon the character and surroundings of the homes and just so sure as flies come to the sugar barrel, commerce and manufacturers will follow the establishment of good homes appropriate to the ability of the owners and the proper environment for growing families.

The average American takes play too seriously, is not satisfied to play two old cat, ante-over, pull away and goal, with the children, but must see a stunning game of football or baseball or pulling at the rope—all done by athletic experts—and then he is not quite satisfied unless he has a little money to back his judgment concerning the winning team. He is not satisfied with an ordinary fast roadster. His interest is in a two-minute horse and then he wants to commercialize the gait by bidding on his ability to win. He is not willing to play a simple rollicking game of pedro for the fun that's in it. He must play a game of bridge or poker and have chips and a jackpot.

My contention is for all of us to enter into recreative methods in which boys and girls and men and women can engage together and, if possible, have them of such character as to develop in an interesting way

Shouldering Responsibilities

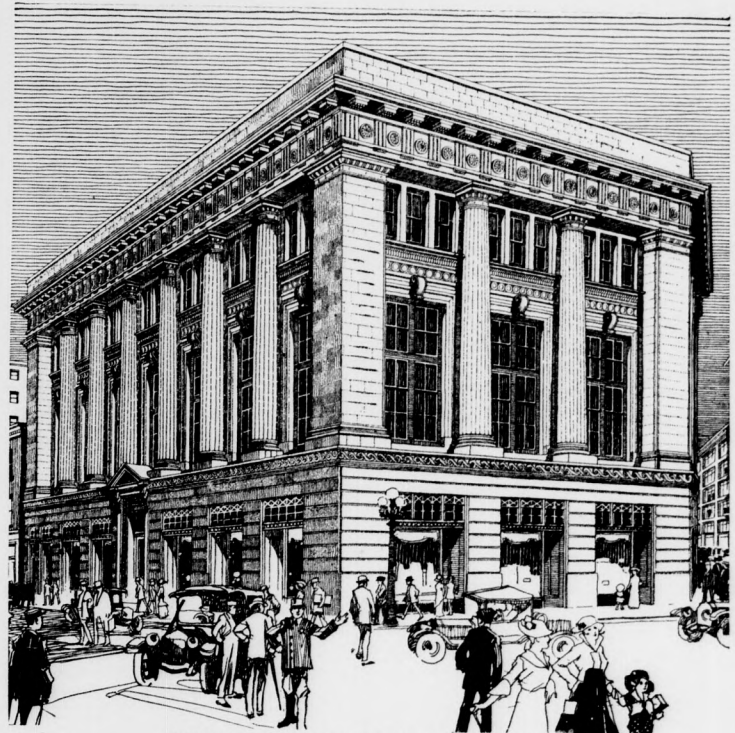
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the physical, moral and mental attributes of useful life.

Did you ever think how prevailing is the idea of recreation in our own city? The government itself recognizes recreation as important and furnishes parks, playgrounds, woods, boulevards, swimming pools, skating rinks, hills for coasting, etc. Even in the promotion of religion our churches, Y. M. C. A. and Y. W. C. A. give a large measure of attention to reasonable methods of recreation. We have our fairs, our golf links, our canoe clubs and, in our school discipline, recreation is considered a vital part of the curriculum.

Play is commercialized in theaters, movies, dancing academies and baseball parks. We have billiard halls, card parties and, finally, we have saloons for saloons were invented to meet a demand for diversion on the part of the people. Saloons and disorderly houses are not intrinsic to city life and the best possible antidote to them is active and well organized play. Still, with all these agencies in the interests of diversion, life is too sober with us. There is not enough recreation in it, particularly in the open air. Ideal play brings old and young together. Fathers and mothers should play with their children. The municipality is recognizing the importance of furnishing free golf links to the indoor workers. There should be plenty of bowling alleys, croquet grounds, tennis courts and things of this kind furnished by the city for the normal development of its population.

To you, young men and women, whom work confines, in your busy life, to the indoors, and necessarily during your working hours are not physically active, my counsel is what you get out in the open air as much as possible, take to the woods and the fields where you can laugh loud and sing and yell and swing your arms and have good times. You really need not center your out-of-door life in organized play. Show your genius by making your own fun.

While I am glad we have plenty of resorts which are run for money, I like better the forms of recreation which are not commercialized. We have not nearly enough playgrounds in our city, notwithstanding the fact that we have announced to the world that we have a playground within a half mile of every child in the city. If you could go with me some summer day through Thompson Court and follow it for four blocks, you would see the alley filled with little children trying within these narrow limits to play. I have counted many times as many as forty or fifty children within this short distance. They are put in danger by bicycles, automobiles and delivery wagons, and still they have to take their chances,

because they have no other place to play. Our city is responsible for this condition. It has imposed upon children's rights in allowing this area to be so closely built up with no place close by in which the children can be safe at play. It is better to economize in our city offices and stop the waste connected with our city government and take care properly of the recreation of the children who will be the men and women of the next generation. You and I share in this responsibility. Let us make our influence felt in the betterment of conditions for the legitimate development of child play in our city.

Money Rates and Interest on Deposits.

Despite the natural feeling that payment of interest is a hardship and that to exact interest from a borrower was to take an unfair advantage of necessities, all the chief peoples of antiquity recognized that interest might lawfully be stipulated in connection with a loan, and might be awarded in the discretion of the court even when no such stipulation had been made. Babylonian tablets show ordinary loans at moderate interest and maritime loans in which the claim of the creditor for his principal was extinguished by the loss of the ship, but on which a higher rate of interest was exacted. The Mosaic law contained a prohibition against the taking of interest from the Jews, but permitted it as to all other races. The Greek and Roman laws recognized it. Aristotle speaks of it, but condemns it as vicious. Through a misconstruction of the real intent and purpose of the law of Moses, and following the narrow philosophy of Aristotle on this subject, the Christian church early condemned the custom and held any interest to be usury and against good morals. The secular law in Christian nations naturally followed the ecclesiastical in those times and taking of interest was forbidden in England from the reign of King Alfred in the ninth century to the time of Henry VIII. The prohibition of interest led to many evasions and to one of the most ingenious and successful of these, the word "interest" owes its modern, technical meaning.

In Roman law, interest meant damages. The church itself did not deny that one from which money was

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of Grand Rapids

wrongfully withheld was entitled to damages. Contracts for the repayment of money loans were accordingly so drawn as to insure a technical default on the part of the borrower, and the damages to be paid on default were stipulated in advance. The prohibition of interest was generally rescinded by legislation at the close of the Middle Ages; in Germany, however, not until 1577. By statute of Henry VIII. in 1545, interest to the amount of 10 per cent, was permitted. This was accomplished in a negative manner by simply providing penalties for taking more than that amount, giving indirect sanction to taking it at all. In the United States, the demand for interest on money was always recognized as just, but the right to interest exists only by virtue of such statutes or by agreement of parties, and it does not follow necessarily as a legal right from the mere fact that one has another's money in his possession or owes him money by contract.

In Great Britain, after the existence of a vigorous measure against excessive interest for centuries all statutes against usury and fixing rates of interest were repealed in 1854, but the power of a court of equity to relieve still exists, and by a statute enacted in 1900 (the money lenders' act) special provision was made to this end. The rate of interest depends upon the relations between the demand and the supply, and varies with the opportunities for its productive employment.

In caring for the property of others, you legally assume a trusteeship, whether individual or corporate, carrying with it much responsibility. You must have not only the equipment and the preliminary capital, but also the skill and the experience to successfully handle any considerable amount of funds. No depository is a safe one that is not prosperous, and to prosper you must have a margin between your cost, represented by interest and expenses paid, and your return represented by interest and discount received; sufficient not only to pay a reasonable dividend on the invested capital, but also to provide a reserve fund to care for the losses which the best and most careful of us necessarily meet on our loans. Do bankers realize the small margin of profit they are working under?

Right here occurs a vital point which you need only to be reminded of, that the rate of interest or discount you receive is usually in the inverse ratio to the security, tempered only slightly by the maturity of the loan, and it follows that if you are paying a rate on deposits that forces you to take second-grade securities or paper, you are taking the long

chances your more conservative and consequently more safe competitor passes up. This is illustrated to frequently by requests from our correspondents during times of easy money to furnish them with some good short-time loans, and when I mention the rate which usually prevails in those periods of from 4 to 4½ per cent. they immediately reply, "we can not afford to take that, we pay 4 per cent. interest and hold a reserve against that also," which means that they are practically paying over 4½ per cent. Further, in times of stress, when depositors usually need their deposits, or think they do, who meets the situation easiest, the bank that is burdened with securities that are not convertible, or the one with the kind that their correspondent will take over quickly or receive as collateral?

The day bankers adopt a policy of paying a living rate for deposits the period of real prosperity begins and will continue without interruption, even in periods of stress. This may seem strange, but it is not, because conservatism and good service attract to bankers the class of people whose first consideration is safety and the bank's ability to pay in any kind of financial weather. The depositor who looks for the top notch of interest is misnamed; he is a money shark and takes advantage of every change in the market that is favorable to him; he is the first to deposit when he can not lend in the market; the first to withdraw when he can use the money to advantage or to pick up bargains, an undesirable customer at best, and one who usually gets up a little earlier in the morning than the banker. Ordinarily the success of a bank is measured by the dividends it pays its stockholders, and while this is a good barometer, yet I hold that the one that pays a rate on deposits that permits of strong secondary reserve and a reasonable rate on loans to its customers, and when needed, is the real success and the upbuilder of its community. John H. Johnson, President Peninsular State Bank of Detroit.

Some people can be insulting so charmingly that one almost feels flattered, and others are polite in such an objectionable manner that it is offensive.

When a man regrets a fault it is only because it is done with and he cannot commit it again.

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THE MEAT MARKET

Talks by the Butcher Philosopher.

Now that the holidays are entirely over, those butchers who have never bothered about the use of test sheets in their markets and who have been accustomed to running their business on a guess-work basis, so far as figuring their selling prices is concerned, should make up as complete and accurate a series of test sheets as is in their power. The winter is always the best time to do this.

Never in the history of the business, at least never so far back as I remember it, has there been so wide a fluctuation in the price of beef as has been the case lately. I ran into a butcher the other day who told me that he had purchased hinds and ribs for 12 cents per pound lately, and that not long before that he had been paying from 16½ to 17 cents a pound for the same kind.

At that, he complains bitterly of conditions, for he says that, now that beef is to be had at a reasonable price, it is mighty hard to sell because the competition is so keen, and his competitors are cutting prices and, of course, taking the trade away from him. "When it's high," he said to me, "I can't make any money; when it's low I can't sell it. I suppose I will just have to grin and bear it." That's his point of view.

Here is an experience of a butcher that I know which verges on the humorous—for everyone but the butcher himself. And it is a fine illustration of the point of view that so many have—a point of view that invariably lands them in the hole.

On an exceedingly high wholesale market he got the trade by quoting prices that left him hardly any profit at all. He consoled himself, however, with the idea that when the market eased up a bit he would then be able to make a little profit by holding his prices steady.

In this way he got the trade of a restaurant in his neighborhood that amounted to quite a sum of money weekly. The restaurant proprietor was, of course, highly pleased with his new butcher and satisfied that at last he had found a satisfactory man from whom to buy his meat. The prices he was getting meat at caught his eye every time.

The butcher was so glad that the restaurant man was so well pleased, and while he wasn't getting much, if the truth was to be known, he was hardly getting his own back, still, when the market eased off he was absolutely sure that he would come out all right on the business. It was a regular love feast, with the butcher working away and getting just a bunch of kind words for his labor.

This went on for several months, the market in the meantime steadily declining. Competitors who sustained no losses during the high spell went after this gentleman and quoted lower prices than my friend was giving. Naturally that gentleman decided to buy for cash thereafter, and at the lowest price he could get, by playing one butcher against the other. My friend lost the trade at just about the time when it was beginning to bring him profit.

This upset him quite a bit, and away he went to the restaurant man to register a good, stiff kick.

"Say, look here," he declared, "I lost money serving you for a couple of months. Now when I could make a few cents you go and turn the trade over to another butcher. Must I always lose money for the honor of holding your trade?"

The restaurant man got right back at him, and, mind you, his attitude is the attitude which the general public always takes.

"What do you think I am?" he shouted. "Do you think that I am going to pay you more for stuff than I can buy it for elsewhere? Meat is cheaper now and, believe me, I am going to get the benefit of the low price. I am not throwing any money away if I can help it."

"But," cried the butcher, "I threw money and labor away on you in the hope that I was making you into a steady customer, and it ain't a square deal to leave me now when you know what I have done for you."

"I guess you always charged me enough anyhow," said the restaurant man, with a wise smile, "and as long as you are complaining so, why, cut out the baby talk and go home. I don't want to waste any more time like this."

That butcher is going to gauge his prices by his wholesale cost after this and quit speculating on the future. Dollars and cents always did cut friendship, anyhow.—Butchers' Advocate.

Antiquity of the Safety Pin.

That the Hittites were in constant communication with other nations is shown by the fact that Egyptian scarabs and amulets, Phœnician pottery, and Greek terra cotta figures are found in the tombs of different periods. Bronze daggers and jewelry are fairly common, and Woolley proudly showed a safety pin, three thousand years old, that would still work. Some Stone Age pottery, with the very ancient emblem of thunder, or of the weather god, was found in its original kiln.

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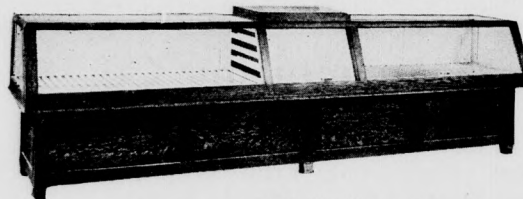
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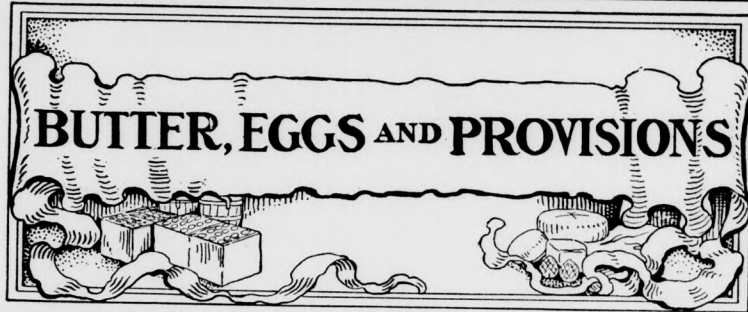
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 Executive Committee—F. A. Johnson, Detroit; Frank P. Van Buren, Williams-ton; C. J. Chandler, Detroit.

Development of the Frozen Egg Industry.

One of the most interesting phases of the work of the Food Research Laboratory is the developing of the "canned-egg" industry, which in the past has borne a most unsavory reputation. If properly conducted this industry will save millions of good eggs, to be used by the baker or chef in the winter time when eggs are scarce.

The department has developed a system based on careful grading of the eggs and cleanliness that vies with that of the surgeon, so that a product that is above criticism is obtained. The packing house in Sedalia spent \$6,000 installing a model egg-breaking plant and equipped in accordance with the specifications drawn up by the Food Research Laboratory. Here many thousands of Missouri eggs that do not grade strictly first class—the "breaks," "dirties," odd sizes, or those that are too old to stand the wear and tear of a long railroad haul to a distant market, are now frozen hard in tin cans.

Walls, floor and ceiling of the breaking room are of hard cement coated with white enamel, and the temperature is maintained at 60 deg. by a system of refrigerated circulation.

The girls employed in the work are dressed all in white, and all utensils are sterilized each day before using. Each egg is broken into a glass cup and is inspected by smelling before it is placed in the can for freezing. If there is the least off-odor present it is thrown into the "tanners' grade" and all the utensils used are immediately sterilized.

The egg shells are accumulated in large cans under the tables and at present are a total loss. For the bakery trade the whites and yokes are separated at time of breaking and are frozen in separate cans.

In the freezing room the temperature is maintained at about zero and the contents of the cans are frozen solid in forty-eight hours. The cans are then wrapped in paper as an insulator against heat, and the packages are placed in cold storage or shipped to market at once in refrigerators cars.

Each can holds thirty pounds. The jacktar, cruising in the South seas and the school child who buys cookies from the pure food bakery, will en-

joy these clean, sweet and truly "fresh" eggs before the year is out. And the people all over the country will have more eggs and better eggs when these model egg-breaking rooms are established in every producing section.

The Sedalia packing house handles in this scientific way about 86,000,000 eggs a year, produced in Missouri, Arkansas, Kansas, Nebraska and Iowa.

The largest saving on frozen eggs will be in the higher quality of all eggs sent to market and in the large quantity that now spoils in transit, on which freight and commission charges are added to the first cost of the eggs. There will be considerable saving on the market value of dirty eggs, which retain the good quality of their contents if broken and frozen under strictly sanitary conditions, but which are a drug on the market in their dirty shells. And there will be considerable saving in freight charges, for a thirty-dozen case of eggs weighs fifty-three pounds while frozen eggs are put in thirty-pound cans.

The field laboratory in Sedalia has also been concerned with protecting eggs in the shell from the summer heat of Missouri. It has been educating poultrymen all over the State to care for eggs, to get them into refrigerators as quickly as possible and to candle them in order to eliminate rots.—Country Gentleman.

What the Farmer Sells.

Ten thousand correspondents of the bureau of crop estimates of the Department of Agriculture have reported what they sold off the farm in a typical year. Taking all the reports together, out of every hundred dollars' worth sold, \$40 represented crops, \$36 live animals, \$24 the products of animals—such as milk, butter, eggs and miscellaneous items.

This is the National average, from which different sections show a wide variation. In the cotton belt, for example, out of each hundred dollars' worth of products sold, \$75 was crops; \$14 live animals, \$7 animal products and \$4 miscellany; while in New York \$53 of each hundred was animal products, \$14 live animals, \$27 crops and \$6 miscellany. In Vermont only \$10 out of the hundred was crops. In Iowa \$63 out of the hundred was live animals, \$15 was animal products and \$22 was crops.

Damages for Canceling an Order.

In an action which Clift & Goodrich brought against the Lamb Knit Goods Co., of Colon, for damages for failure to accept merchandise ordered by it, a jury in

the United States District Court, sitting at Grand Rapids, under instructions of Judge Sessions, rendered a verdict in favor of Clift & Goodrich.

The Lamb Knit Goods Co. endeavored to avoid the acceptance of the merchandise, on the ground that it had canceled the order before the shipment of the goods. Clift & Goodrich contended that the cancellation was without their consent, and insisted that an order for merchandise binding on them was also binding on the Lamb Knit Goods Co. This contention was sustained by the court, and substantial damages were awarded to Clift & Goodrich.

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John L. Root, Who Represented One House Forty Years.

John L. Root was born at Litchfield, Ohio, and, when a small boy, came with his father and mother and four other children, to Watrusville, Mich., and settled on a farm one mile north of town in April, 1860. At the outbreak of the Civil War his two older brothers enlisted, leaving him and a younger brother at home to help their father on his large farm. At 15 years of age he began teaching school at East Dayton and before he was 21 he had taught school at Unionville, Sebawaing, Caseville and Port Crescent. Becoming tired of this work, he fancied he would like the life of a traveling salesman and in May, 1872, accepted a position with Hill Bros. & Co., of Detroit, selling tea, coffee and syrup. At the end of three and a half years Hill Bros. & Co. retired from business. Through Mr. Root's hard and earnest efforts, he had established a very large business and wishing to continue in this line, in July, 1875, he secured a position with Stevens & Widlar, which later became the Widlar Co., which to-day is one of the largest tea and coffee houses in existence. They put up the Black Cross tea and coffee line. Mr. Root bears the distinction of having represented one house longer than any other traveling man in the State of Michigan—a period of forty years.

In 1880 he was elected to the office of Justice of the Peace on the Republican ticket. In 1884 he moved to Vassar, at which place an only daughter was born. Mr. Root was a member of the Vassar school board for fourteen years. He served as its President for four years. He took a great interest in the schools and it was always his aim to make the Vassar schools the best in the State. In 1890 he bought Fairview stock farm, situated on the banks of the Cass River, one-half mile out of Vassar. In 1908 he moved to Saginaw, where he still lives, residing in a beautiful home at 308 Simmineau.

Mr. Root is an ardent lover of home life and is a proud possessor of a large library filled to overflowing with choice books. In his home he also has many valuable oil paintings by his good wife, of which he is exceptionally proud. His wife was Miss Christie Stark, of Reese. They were married in 1880.

Mr. Root only travels about one-half of the time, being past the three score age. He is considered an expert in the tea and coffee line. He is a man who has always endeavored to give his trade the very best that was in him. He is a man whose word has always been regarded as good as his bond and as his reward to-day he stands in the eyes of all who know him as a grand and noble character. Mr. Root is a Mason, being a member of Vassar F. & A. M. No. 163; Caro Chapter; Bay City Commandery, No. 26, K. T., and Moslem Temple of Detroit. At the convention of the Veteran Traveling Men of Michigan, held in Detroit the last week in December, he was elected First Vice-President.

Mr. Root prepared the following talk on Looking Backward for the annual

banquet of the Veteran Traveling Men's Association:

A contented mind, a loving heart, some work to do and hands to do it, a bit to eat, a place to sleep, that is life and here's to it.

I wish at this time to thank the committee for the honor they have conferred upon me by inviting me to respond to a toast at this banquet. I would consider it a great honor to talk to the old commercial men, but I consider it a far greater honor to meet and talk to the beautiful wives and daughters. Why should they not be beautiful? Looking back thirty or forty years, I see a band of the fine young men selling goods to merchants in Northern Michigan and I have met a great many of those same men at this convention to-day; and, ladies, I can truthfully say to you that 99 per cent, of these old veterans met most of the good looking girls from



John L. Root.

Grand Rapids, Saginaw, Alpena and the Soo, and they did not have to choose a wife that was not good looking, and they did not—not one of them.

Looking backward to the early days when I was making the Northern towns, I remember well our toastmaster, and I thought a great deal of him. He was a jolly good fellow to meet. He was always a day or a week ahead of me. At Tawas I saw his name on the register the day before I was there, and I thought I would meet him at Alpena, but he was gone, and when I got to the Soo, I looked over the register and I saw he had been there the day before. A very beautiful little girl was in the office, and I asked her where her papa was and she said he had gone to Detroit. She said her mamma was up stairs dressing and she would entertain me until her mamma came down. The dear little girl, 5 or 6 years old, was so very nice I gave her a penny. She said, "Mr. Blank when he was here yesterday gave me five cents." I had a little violet in the button hole of my coat and I gave that to her. She thanked me, but said "Mr. Blank gave me a large red rose when he was here yesterday." I took the little girl on my knee and gave her a kiss. She thanked me again, but said "Mr. Blank gave me a kiss and he gave mamma one, too.

Looking backward forty-three years, the 12th day of last May, in a little town up in Tuscola county, I signed a contract with a Detroit house to sell tea

to merchants by sample. When I started out on my first trip, my mother said to me, "John, keep good company. Keep away from the saloons and dens of vice." And to-night, my old veteran friends, I think of the words of that grand good woman, my mother.

Looking backward thirty-five and forty years, I find most of the towns that I made were lumber towns and most of them had from one to fifteen saloons and a great many men we had to meet around the hotels and street thought it was a great honor to drink, fight and gamble. A great many young men would work in the mills and on the rivers, floating logs through the day and at night the saloons and dens of vice would get all of their earnings. The bar was the largest room in the hotel. The proprietor spent most of his time there.

To the credit of the gentlemen I have the honor of addressing to-night, the saloons and bar did not get their money. Forty years ago the hotels were not all bad. Some of them up in the lumber country were very cheerful and good people kept them.

The long drives through the sand and snow were almost enough to discourage a young traveling man, for after a hard day's drive in most places we had to sleep in a cold, damp room.

Looking back fifteen to twenty years, I see a great change for the better. The good women of Michiagn, by making war on the saloons and the whisky legislator, have accomplished a great work and now there is not one saloon in the lumber country where there used to be fifteen and twenty.

Times have changed. The young man who thinks anything of himself will not be seen hanging around a saloon.

Looking backward forty years I find that the young traveling man whose heart was right was the man who made a success on the road. He looked out for the interest of the merchants he was selling goods to and through his warm heart, he won the merchant's friendship and his success was made.

It has been said that some of the old traveling men that are here to-night are very forgetful, but there are others, and that reminds me that at a ladies' club not long ago, a minister's wife said her husband was very forgetful. He went to a neighboring town to preach a union sermon. When he arose in the pulpit to commence his sermon he found that he had left his notes at home and his sermon was a failure.

The next lady, a great surgeon's wife, said her husband was very forgetful. He went to a town in great haste to remove a man's liver, and he forgot his instruments and the man died.

The next was a drummer's wife. She said her husband was more forgetful than any others. He came home the other night and hugged and kissed her and wanted to know where he had seen her before.

It was said sometime, somewhere, by someone, that Lot's wife was turned to a pillar of salt just because she stopped and looked backward. I hope that this will not be my fate for this attempt to gaze into the past, for while I realize that I am still pretty fresh, I do not fancy the idea of the cows and the sheep coming along and using me for

a licking post; but about this looking backward, I had made it a rule of my life never to do it. I know there must be something back there that I would not like to see the second time; that is true, I apprehend of the most of us; the fellow who is an exception to that must be mighty happy and, too, if you could see his bare shoulder blades, you would probably discover a fine pair of wings, with a nice feathered start; but this retrospective view I am assigned to take—a sort of contemplation of the past without going too deep into detail. Forty-three years into the past, since the day I clutched my grip and started out to conquer the commercial world and for forty years for the one house with which I am now engaged, and with which I have been ever since, and to which I am still clinging with the same old grip, seems a long distance, but not so far as the same number of years ahead. Looking backward for this forty years shows me many changes, but I can see every foot of the way traveled. I see the hills all of us have climbed; the streams we have all crossed; the valleys into which we descended; I can see the obstructions which were surmounted, those over which we stumbled, and where some were avoided altogether; I can see where some of us left the right road, attracted by seductive by-paths and wandered with natural inquisitiveness in search of a better way; and I note that after struggling over rough corduroy, fording streams where there were no bridges, and the discovery was made that we were on the wrong road, how hard it was to get back into the well paved thoroughfare, the only one that leads to success and happiness, and I recall with much feeling how that way back to the right road was marked by mounds that showed where those had fallen who had struggled in vain, too weak to continue the journey. In forty-three years of evolution in travel, from Concorde for country drives over rough roads to the modern automobile over macadam, I have met many of the boys some who are here to-night, some who have checked out whose baggage has been called in—pleasant associations all—which have left an impression that will endure until the last call is made for an early breakfast.

Looking backward isn't half as hard as I thought it would be, when I ring down the curtain over the rough spots and contemplate only the pleasant ones; and to thus peer into the past once in a while gives a fellow courage and strength to face the future, a sort of an inspiration that doesn't come from over the bar.

I have covered the ground as best I can and my only hope now is, that for the short distance I may yet have to travel, I may occasionally catch a glimpse of some of you young fellows looking backward to see if I am coming.

A man always likes to tell what a good singer he was before he took to smoking a pipe.

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Grand Rapids has the largest factory in the world making manual training equipment.

Grand Rapids has the only factory in the world making metal belt laces.

Grand Rapids has the largest sticky fly-paper factory in the world, which is the reason for our sticking by Grand Rapids.

The seventh of our series of twelve dances was held Saturday evening Jan. 15 and was attended by a jovial and mirth-making crowd of peddlers, their wives and friends. We account for the small attendance by the fact that la grippe has been and is at the present time an unwelcome visitor in most of the homes of members of Grand Rapids Council. The committee hopes by the time of the next dance, which will be held Jan. 29, that all members will be sufficiently recovered from the present malady to attend our terpsichorean exercises. We sincerely hope for the benefit of our hard working dance committee that all that can will put their shoulder on the wheel and boost for the remaining dances of our series.

The annual banquet of Grand Rapids Council will be held Saturday evening, March 4, at 6:30 at the new Pantlind Hotel in the most beautiful room of its kind in the United States. The programme will not be published, but those attending will be promised one that will be pleasing and entertaining and a menu that will be satisfying to the most exacting palate. It is necessary that every one possible attend this banquet to make it a decided success. It is an opportunity for the boys of the Council to treat their wives and sweethearts to a fine evening of refined entertainment. The price of admission will be \$1.50 per plate. Tickets will be in the hands of the committee by Thursday. All members will receive a return card attached to their annual meeting announcement card. These return cards should be mailed immediately to the chairman of the banquet committee whose address appears on the front of the return card. The banquet committee sincerely hopes, with the aid of all members of Grand Rapids Council, to make this banquet a memorable affair in the social events of the season.

Grand Counselor W. S. Lawton returned from Muskegon with the report that a very fine meeting and banquet was held Saturday afternoon and evening, Jan. 15. W. S. heartily admits that Muskegon Council is one of the live ones of the State. He particularly takes great interest in Council No. 404, as he admits to have been present at its birth.

Upon questioning H. W. Harwood in regard to the assertion of our worthy brother of Cadillac Council, A. G. MacEachron, which was published in last week's Detroit Detonations, he replied: "The Grand Rapids Industrial Exposition which was so successfully staged in the Klingman exposition building in April, 1914, was an educational affair held under the auspices of Grand Rapids Council for the purpose of acquainting the citizens of our city and Western Michigan with the products of Grand Rapids. It was in no sense of the word a fair, as nothing was sold with the exception of admission to the building. It was in no sense of the word a profit producing enterprise." We would be pleased to know why the genial brother attempts to draw a comparison. However, it greatly pleases us to learn of the social and financial success of the traveling men's industrial fair held under the auspices

of Cadillac Council in December. That it was some show, we in Grand Rapids are glad to know.

The annual sales meeting and round-up of the local branch of the National Biscuit Co. will be held Friday evening at the Livingston Hotel.

Very few incidents are attributable to hobby horses.

You can prevent snow from settling on your roof by pouring hot water on each flake as it falls.

It was noticeable that Ed. Wykkel was flourishing his feet around in dangerous attitudes in executing the Rye waltz Saturday evening.

E. J. McMillan, our congenial conductor, is taking to dancing like a duck to water. Mac's execution of difficult steps in the terpsichorean art is beyond reproach.

J. I. Wernette and family have returned from a two months' trip in the West. They report having a pleasant trip and were very favorably impressed with the scenery and the healthful climate of the West.

In his anxiety to secure new members for Grand Rapids Council, William Francke is reported to have secured a list of traveling men who are not members of the fraternity and calling up some of the secured list he found that some of them had been called to their reward. We are glad to know that Bill's enthusiasm extends so far that he is attempting to call up "dead ones."

It is a very noticeable fact that Otto Heinzelman, the congenial and ambitious salesman for the Royal Blue Selz Shoe Co., is wearing a smile that Grand River water won't wash off, as he has opened up two new stock accounts in the past week, one in Ionia and other in McBain. We have reason to believe that Otto has not secured his last stock order for the season, as he at present stands third on the list of the star salemen of his company. With his geniality and popular line, there is no doubt but that he will remain at the top and will make 1916 a memorable year among the handlers of the Selz line in Michigan.

The furniture season has reached the pinnacle of attendance. Up until Saturday, Jan. 15, 1028 were registered, against 811 a year ago. This has been one of the most successful furniture exhibits held in Grand Rapids in years. Large orders have been placed and all factories will be compelled to run full capacity for several months to fill these orders.

The Hydrating Co., of Casnovia, has a large contract from the allies for hydrated potatoes and is at the present receiving large shipments of spuds at its factory. The contract extends over a period of three years.

Work is progressing very slowly on the bridge across Grand River at Eastmanville. When this much-needed public improvement is completed it will prove a great source of satisfaction, not only to the residents of northern Ottawa county, but to the traveling men who are compelled at present to cross the turbulent waters of the Grand on a ferry.

Work has begun on the installation of the new boulevard lights on Division avenue, from Goodrich street south to the railroad tracks. This improvement will enable the south-enders to light out without any dark and gloomy difficulties.

Another movie and vaudeville house, the Isis will open to the public Jan. 22.

The Zan Alstyn Co., located on Fulton street, near the bridge, is nearly ready to open for business.

The National Grocer Co., which is the heavy creditor of the defunct Celrite grocery stores, has bid in the various stocks of the stores in the city.

O. E. Jenne and family will leave Feb. 1 for their new home in Cleveland, Ohio. Mr. Jenne changed firms Jan. 1 and his territory is so situated that Cleveland is the vantage point for his headquarters. We are sorry

to lose Mr. Jenne, as he has always been a faithful and hardworking member of Grand Rapids Council and Ab-sal Guild. As he has secured a very lucrative position, Grand Rapids Council unites in wishing him every success in his new position.

E. Stott has been engaged by the Grand Rapids Oil Co. to act as its special representative for lubricating oils. Mr. Stott will make the territory formerly covered by Sam Westgate, but will handle lubricating oil only and more especially will he push the champion motor oil line. Earnie goes to the company well recommended and there is no possible doubt but what he will make good. He is a member of No. 131 and any help the boys can give him will be appreciated, as he is a new man and especially so on the Northern territory. He is an experienced salesman, and ambitious to make good in his new position. His slogan will be, "Champion motor oil is the oil."

H. H. Herrendeen, State representative for the Williamson underfeed furnace, has taken in his son, C. B., with him to assist in the distribution of the heater throughout the State. Mr. Herrendeen took the State when furnaces were few and far between and worked the business up until it became necessary for him to take in his son to help further the interests of his company. C. B. Herrendeen was formerly with the Jennings Silverware Co.

L. H. Fuller, Manistee representative of the National Biscuit Co., spent the latter part of the week at the local office arranging a campaign for the increase of business of 1916.

Paste diamonds are preferable to a paste in the eye.

With the coming of 1916, a new invention has arrived, a rodent run-about. It is for the protection of bachelors, beauteous and otherwise, from the leap year girls. Specifications are as follows:

Body—Gray, upholstered in natural fur.

Cylinders—Twin twelves.

Engine—Two mouse power.

Speed—Fastest you ever saw.

A. E. Motley, who makes the electric light towns of Central and Eastern Michigan for the Worden Grocer Company, has been confined to his home for the past week with a severe case of la grippe.

Carrol R. Strong, who underwent an operation for appendicitis Jan. 15, is reported as doing nicely.

Mrs. G. K. Coffey, of 349 Hollister avenue, is reported as improving very slowly. G. K. will be compelled to remain at home for at least four weeks before he will be able to leave his family.

Chilblains on the toes will not trouble you if you keep your feet in the oven.

To prevent hotel cake from getting stale, eat it before baking.

E. W. Wells, representative of the Creamery Package Co. of Chicago, spent last week at the factory at Fort Atkinson, Wis.

Since Nov. 22 the Ann Arbor R. R. has requested that all passengers procure tickets at the station which the company maintains for that purpose. The traveling men are more than glad to do anything which might increase the efficiency of the service and help increase the ticket sales of the various stations.

A meeting of the Bagmen Patrol will be held Saturday afternoon at 2 p. m. at the Council chambers for the purpose of making arrangements for the Bagmen party to be given Saturday night, Feb. 12. This party will be dedicated entirely to the entertainment of the ladies. All members of the Patrol are requested to be present.

Your truly will not be on the job next week and any news items contributed to Gabby Gleanings will be appreciated. L. V. Pilkington.



THE FRANKLIN CARTON WAY and the HARD WAY of Selling Sugar

When you get your container of FRANKLIN CARTON SUGAR, you can open it with a pen knife, and there are the ready-to-sell cartons, ready for you to lift out and place on your shelf or put into orders or hand to the customer. No weighing, no tying, no bother, no loss by overweight. Just the most convenient way for you to handle sugar. The original containers are easy to handle, carry, or place neatly in any part of the store, their contents being 24, 48, 60 and 120 pounds of all grades bought by housekeepers. Grocers who *once* start to handle FRANKLIN CARTON SUGAR never go back to the barrel and bother with weighing, tying and risking loss by overweight.

FRANKLIN CARTON SUGAR is GUARANTEED FULL WEIGHT and made from Sugar Cane

THE FRANKLIN SUGAR REFINING CO.
Philadelphia



Condemn Prevailing Prices of Pattern Companies.

Retail dry goods merchants throughout the United States are chafing under what they consider to be the unnecessary burdens imposed upon them by the manufacturers of paper patterns. Some of the retailers claim that they are sewed up into a contract that is as strong as a well-drawn realty mortgage. The retail merchants are not content with defensive warfare, and are prosecuting an offensive campaign to dislodge the pattern companies from their strongly fortified positions. A committee, appointed by the Indiana Retail Goods Association, to investigate the pattern question, examined at least 50 per cent. of the contracts under which the members of that Association are working, and find as follows:

To the Members:

We, the committee appointed at the annual convention of the Indiana Retail Dry Goods Association, May 12, 1915, to examine the pattern business of the members of this Association, beg to submit our report.

In the course of the investigation, we examined the pattern contracts of at least 50 per cent. of the membership of this Association. The contracts examined were with practically every company in the country, engaged in the pattern business.

We find in our investigation that certain evils have crept into the pattern business, which are not necessary, but detrimental and extremely expensive to all merchants selling patterns.

We find that there are practices and customs prevailing in the handling and sale of patterns thought to be necessary, but which are wholly unnecessary and expensive to the retailer, all of which practices and customs we believe could be eliminated and modified. Chief among these is the number of free advertising sheets bought and distributed gratis by the retailer. The expense of this sheet is borne entirely by the merchant, when, in our opinion, the pattern companies should stand at least 50 per cent., if not all expense of this item. The advertising or fashion sheet is of necessity the advertisement of patterns, and the expense of such advertisement should be met by the manufacturer—if not in whole, in part—and not by the retailer. This expense is not alone borne by the merchants, but we are of the opinion that at the price at which they are billed, the merchant is paying the pattern companies a profit on these sheets. In our opinion the value of

the retailer's advertisement carried on the fashion sheets is of such an uncertain quality or value, that it could be safely eliminated altogether, if, as some of the pattern companies contend, it would be the means of materially reducing the cost of the sheets to the merchants.

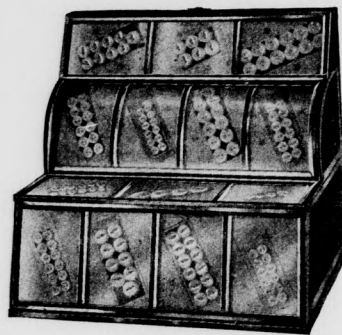
We further believe that entirely too many sheets are contracted for and purchased by the members of the Association. The number shown to be used monthly indicates clearly that a large percentage of these sheets are actually destroyed, and, to eliminate this waste, we would recommend that instead of placing the sheets at the front entrance of your stores, as is the custom, for distribution, they be placed in the dress goods and pattern department, and given only on request to interested parties. The saving in the number of sheets used, if this were practiced, would probably be 75 per cent.

The committee are firm in the belief that the practice on the part of the companies of publishing competitive or mail-order advertising in their publications is absolutely wrong, unjust and unfair to the retail merchants whose support they must have in the sale of their patterns. It is hardly necessary to dwell at any length on this opinion; it cannot be denied by any one that the greatest evil resulting from such advertising is not, in the direct sale of the articles advertised by the mail-order house, but in the fact that the competitive advertising published by the pattern companies, is a means of distribution of the mail-order concern's catalogues leading to many subsequent sales. It is proven that a mail-order house is the worst competitor of the retailer, and, if the pattern companies would receive the support of the retailers, they should co-operate with them fully by eliminating all competitive or mail-order advertising in all of their publications.

The committee wish particularly to emphasize this feature of their report, as we believe that the practice of the pattern companies publishing this class of advertising is absolutely unnecessary and altogether unjust and wrong.

The committee further recommend that the members of the Association do not lend their aid to agents in soliciting subscriptions to any publication delivered by the merchant and issued by the pattern companies, which publications carry mail-order or competitive advertising.

From the examination of the actual contracts and the nature of the pattern business, the committee is con-



**CABINET
NO CHARGE
and buttons
figure at 3½ cents
per card.**

This is one of the good cabinet propositions we have to offer.

It has a glass front set in a metal frame and contains 300 cards of first quality, staple, two hole and fish eye buttons.

We also have other styles at various prices. Ask our salesmen, if interested.

Grand Rapids Dry Goods Co.

20-22 Commerce Ave.

Exclusively Wholesale

Grand Rapids, Mich.

Ha-Ka-Rac



THE *Ha-Ka-Rac* kind always "make good" because they are made that way—with the utmost care put in their construction. It's easy to sell these coats because their superiority is plainly apparent, while their prices make them a good "buy" for you as well as your trade.

No. 13—Per dozen \$36
No. 1804—Per dozen 18
No. 1606—Per dozen 36

Send for sample order.

**Perry Glove &
Mitten Co.**
Perry, Mich.

No. 1613

vinced that by far a majority of the members of the Association have made entirely too large contracts. Inasmuch as many of the patterns published are not popular, having a limited call and are inactive in the start, and as other and more popular patterns are constantly being sold, thus necessitating the constant re-purchasing of the active numbers, the investment in the active and inactive numbers becomes entirely too large; wherever the contract is too large to begin with, the merchant of necessity is estopped from reducing it to a figure more nearly correct.

In the examination of the contracts submitted, we find that the merchants in cities of 25,000 and 30,000 have made contracts to carry stock one-half as large as others in cities of from 100,000 to 250,000, which is altogether out of proportion. Like conditions show to exist in many smaller towns. Several instances of this nature were shown, and we are convinced that the members, as a whole, have contracted to carry entirely too large stocks.

In view of the foregoing findings, the committee therefore recommend that in renewing your present contract at its expiration, you insist that the above evils be eliminated.

How Christmas Left-overs Can Be Disposed of.

Written for the Tradesman.

Are you one of the unfortunate merchants who have lines of left overs from the Christmas trade?

If you are you are no different from every other merchant in business. We often wonder why certain goods are left on our hands. Surely as much thought, care and time were expended in the selection as on those that sold so well. Many times the merchant took more time to select the article which does not sell. Often those that sell best were purchased on the impulse with the intention of attracting a few people. Then they must be duplicated often more than once.

When we view these left overs we wonder why so many people have passed them by. It wouldn't seem strange to have a certain class fail to appreciate what we considered would be good sellers. But when they are ignored by practically all buyers the wonder grows into discouragement, since they seem sure to become a dead loss.

What causes the trouble? Perhaps someone in the next town is selling a large number of articles, such as are shown in your establishment and do not sell. Why is it? Probably some psychological reason, or is it that the goods are not properly displayed?

"Special" sales are worn threadbare. People who buy realize that they can't get something for nothing. If they pay a low price they feel that they may get an inferior article and that hurts special sales.

Many dealers say that during the holidays people have used all their money and during the months of January and February business is slack. Isn't this the case simply because you sit back and allow the business to pass on? Of course, if you believe, or think, there will be no buying done for that length of time, and you sit down and fold your

hands, how can you expect to get business? It is always the enthusiastic merchant who can convince the customers that it is necessary to spend money. If the merchant is not enthusiastic, neither are the people. Believe in your own goods and others will do the same.

Most merchants take stock the week between Christmas and New Years. That is an excellent time to rearrange your stock and prepare for something unusual. Perhaps you have some special article needed by housewives, such as household linens. Practically every dealer formerly used this opportunity for special sales to attract customers to their stores. Is it necessary that you should do the same as they did? Not at all. Think up something new.

Different dealers will develop different ways to dispose of left over stock, but all who undertake it right utilize two methods, attractive arrangement inside the store, and good window trim. Originality is the essential feature, not the originality of the bizarre, or the silly, but one's own individuality worked out in displays.

Consider your window first. No more important than the inside arrangement, yet very important. I have heard people remark as they passed through a business section: "One would think the same person dressed all the windows." Still one man should have ingenuity enough to make more of a variety. It is the window different from any other that stands out prominently and attracts attention.

We ask ourselves, is it the one who looks in the window that does the buying? We are told that less than 10 per cent. of those who look in ever go in to make a purchase. Not always true, but worth considering. It is the shoppers who stop to look. A customer usually knows what she wants, generally where she can get it and what it will cost. But many customers look in a window, hence it is essential that the trim be good.

It often seems that the customer is not always considered when a window is prepared. Some windows are a conglomeration of every variety of article in the store without any attempt at artistic arrangement.

For one who is in a hurry and has but a short time to do her buying a window with an artistic background, perhaps made of screens covered with wall paper, and one or two articles displayed, would attract the most attention.

Buyers are not going to stand at the window and closely examine the different articles. But if they see one thing very prominently they will stop long enough to get a good impression and carry the appearance of the article in mind inside and make a purchase.

One large merchant had a special article he wanted to sell and had several front windows. Instead of smothering this article among many others, it stood alone in the window, against an attractive back ground, emphasized by a contrasting article in a different color. These articles were placed close to the front of the window. It was very effective. As one passed one felt as though one must either stop or dodge that window with the result that the full line was sold out in one day. Quite unusual, wasn't it? But it was so dif-

ferent from any other near it that everyone was forced to stop and look. The attention was centered on but two objects and that sold them. Passers were not detained long. And who are the largest buyers? Generally those who have pressing duties calling them home.

If one is arranging a window in this fashion care must be exercised to have the color scheme attractive and harmonious.

No customer likes to think she is buying left overs, nor does she care to hear that the articles were purchased especially for a sale. It makes her suspicious and she thinks the clerk is trying to work off old stock.

After stock taking, which discloses certain things unsold, lay them all out and after arranging them properly you will be able to sell them.

Most stores have counters down each side and either counters or tables down the center. Just inside of the door place a table or counter across the store where everyone that enters must pass around it. Each article should be laid on this table in such a way as to attract attention. Put a price tag on, but don't mention a sale.

Each variety must be by itself. For instance, leather goods may be shown in one place, toilet articles in another and so on.

A beautiful flower placed in a vase that is for sale will attract attention. Back of it must be the best salesman and if one hesitates to examine anything he must invite inspection.

It makes no difference how other tables or counters may be placed—they must all lead to and center where these

novelties are. The lights must be so arranged as to emphasize the effect. Perhaps color can be used, but do not use green or red, since it reminds one of Christmas and that is what you are trying to avoid. Yellow makes a clear, soft light and so does orange, or even brown. As spring is approaching use the colors of spring, but do not step backward toward the Yuletide.

Do not leave your stock the same as it was for the holidays, but rearrange it and make it bright and fresh. No one cares to purchase what has been lying around the store. If new decorations are used the article looks different and better and all suspicion of left overs disappears. Then keep everlastingly pushing your goods and left overs will disappear forever. Esther A. Cosse.

About Time.

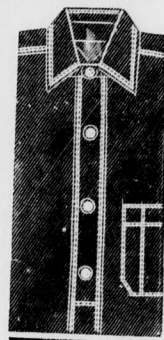
One evening the young minister, who had seemed rather attracted by "Big Sister" Grace, was dining with the family. Little Sister was talking rapidly when the visitor was about to ask the blessing. Turning to the child, he said, in a tone of mild reproof:

"Laura, I am going to ask grace."

"Well, it's about time," answered Little Sister in an equally reproving tone. "We've been expecting you to do it for a year, and she has, too."

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.



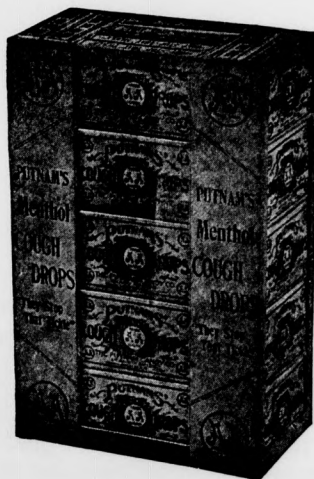
Boss of Michigan

Men's work shirts bearing this label have become very popular in Western Michigan, and they justly deserve this popularity, being cut big and full of good materials and made right. Chambrays, Cheviots, Ducks, Drills and Sateens, a large assortment. If you are a dealer in working men's clothing, you should see this line.

Paul Stekete & Sons

Wholesale Dry Goods

Grand Rapids, Mich.



Putnam's Menthol Cough Drops

Packed 40 five cent packages in carton
Price \$1.15

Each carton contains a certificate, ten of which entitle the dealer to

**ONE FULL SIZE CARTON
FREE**

when returned to us or your jobber
properly endorsed

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



The Possibilities of the Small Shoe Store.

Written for the Tradesman.

It has often occurred to me as I have been looking over the pages of shoe trade publications that so many writers on shoe topics are shooting over the heads of a great many small shoe dealers and general storekeepers handling shoes in connection with other sorts of merchandise.

For instance there will be excellent feature articles on shoe store furniture, equipment and accessories. Along with the text will appear the most fetching illustrations of these highly modern shoe store conveniences and luxuries, and glowing accounts of stunning effects created on the popular mind as a result of the introduction of such accessories.

And the expressed or tacit inference is that every shoe dealer from Medicine Hat to Memphis ought to forthwith follow this profitable lead and proceed to install similar equipment in his own store. In that way, opines the author of the feature article, will the dealer most certainly create a stir among the people of his own locality.

All of which is true enough, no doubt—if only the writer of the article in question had taken time to inform the small shoe dealer just where he could go to secure the wherewithal for such expensive and sumptuous improvements.

Again, there are fascinating accounts of metropolitan shoe trims of out-of-the-ordinary kinds—expensive and artistic displays of extremely smart footwear, footwear jewels and accessories; and brilliant plans for shoe store trims that might, could or should be made, wherewith and whereby the prospective shoe buyers of most any burg might be made to sit up and take notice.

The only drawback insofar as the small shoe dealer is concerned lies in the fact that he has neither the merchandise, the window fixtures and the decorative accessories for such trims, nor window space in which to stage them.

Again, enthusiastic writers describe at length brilliant and unusual advertising schemes whereby big metropolitan shoe dealers and city department store shoe managers have made coups from time to time. For the benefit of the small and timid shoe merchant, facsimile reproductions are sometimes made of particular pieces of advertising that figured in the campaign—full or half-page newspaper announcements etc. And then, in addition to carefully worded accounts of actual advertising campaigns that made good, there are de-

tailed descriptions of other advertising schemes for shoe dealers, that might, could or should make good.

But here again the single fly in the ointment is the fact that the cost of such advertising schemes puts them entirely out of reach of the small dealer. How is the little shoe dealer going to raise money enough to finance an advertising campaign of such proportions?

Now a vast amount of stuff that is being written and published along these lines from time to time is good stuff all right. Much of it is really informing and brilliant. But the point is it shoots over the heads of too many small dealers. He can't apply them just because he is a small dealer, with a small dealer's limitations.

A wise man has said that it is the man who is willing to impose limitations on himself who is most likely to get on. And that is particularly true of a merchant who wants to avoid bankruptcy.

The little shoe shop in the suburbs of a big city, the small shoe store in the small town, and the general storekeeper who carries shoes along with a whole lot of other things, must recognize that he has a field different from the city department store and the big downtown specialty shoe dealer. The small dealer cannot, in the nature of things, do everything that the big fellows attempt and get by with. Trims, advertising and store methods must be cut to fit his requirements. It is of prime importance that he play a safe game. That doesn't mean that he shall be an ultra-conservatist; but it does mean that he should not be a foolish plunger. He cannot afford to put too many eggs in one basket. It's up to him to hug the store until he learns how to swim.

This must not be construed to mean that the small shoe dealer is to maintain a hopeless or an indifferent attitude towards the movements that are stirring the great centers of trade. It means just the opposite. Let him keep his weather eye open to what the big fellows are doing. But let him beware of trying difficult and costly stunts prematurely. Provincialism is as great a foe to success as mere imitation.



Profits

Your inventory taken, and books closed show you what profits 1915 brought you.

The wisdom of your purchases for 1916 determines in large measure what your profits will be a year hence.

The Rouge Rex line of men's work shoes will give you prestige, increase your sales and swell your profits.

Why? Because they are known for their wearing quality; they make friends on account of their satisfactory service; they sell repeatedly to the same customers.

Every shoe you sell talks for or against you.

To sell good shoes—the Rouge Rex kind—is good advertising.

Hirth-Krause Company
Hide to Shoe
Tanners and Shoe Manufacturers
Grand Rapids, Mich.

R. K. L. Service Shoes

Steady Sellers All the Year

Especially Strong for Spring Trade



Price
\$2.30

Dealers can depend on R. K. L. Service Shoes to give their customers the best of satisfaction.

Carried in stock in both black and brown, plain toe and tipped.

No. 8389½—Men's Black Service Blucher, Tipped.

No. 8389—Same in Brown.

No. 8386½—Same in Black, Plain Toe.

No. 8386—Same in Brown, Plain Toe.

Rindge, Kalmbach, Logie Company

"Makers of Shoes that Wear"

Grand Rapids, Mich.

Every shoe store in the country, wherever located, has its possibilities.

To phrase the idea somewhat differently, one may say that every shoe store, large or small, has its natural trade zone.

Its possibilities lie within this trade zone.

Not all the people within this trade zone are actual customers of the store. In most cases the majority of them are not. They are merely what we call potential customers; i. e. they may conceivably be won over to the dealer dominating the trade zone.

The possibilities of the shoe dealer can only be realized—i. e. converted into actualities—by bona fide service.

Therefore we may say that the duty of any shoe dealer, wherever located, is to give his customers service as nearly up to the 100 per cent efficiency mark as he can.

Down town, up town, in the small town or out in the country at some cross-road point, the wise shoe dealer will discover the shoe needs of the people who visit (or might be persuaded to visit) his store.

Such requirements are different in different communities.

The service must be cut to fit the community.

So must the displays, the advertising and everything else about the store.

Inasmuch as the small shoe dealer is in the majority, I think it is unfortunate that so many brilliant and capable writers are apparently absorbed in working out plans and schemes primarily of interest and value to the big dealers who are in the minority. Cid McKay.

Know Your Stocks.

A stock of shoes is just like a library full of books. Many go into a library with a vague idea that they want a book of some sort or other. They look blindly, and seeing so many books, soon become discouraged and either grasp the nearest one at hand, or else give up entirely.

A little imagination used at the right time always works wonders. Just as soon as you find that you haven't that particular style which a woman customer demands, the thing to do is to try to imagine what shoes you can interest her in. This is one of the arts of salesmanship.

A woman usually asks for a pair of shoes or slippers. The next thing to do is to make her want that particular style which you have in her size.

An angle which often comes up, and one which is seldom properly handled, is the woman who refuses to take off her shoe until she has seen just what she wants. It is hard to give any fast and set rules for treating a case of this kind; but it is all up to the tact and resourcefulness of the salesperson.

Sometimes it is necessary to almost hypnotize the customer in order to get her shoe off. What is required more than anything else is quick thinking—give her a definite reason why it is necessary to see her foot before selecting the styles of shoes. Invent ideas quickly and the moment the customer begins to weaken, get busy and get the shoe off.

It seems that it is almost impossible to impress upon dealers the importance of thoroughly knowing their stock. Time and again customers have not been satisfied because they have not been shown some certain shoe which the salesperson has overlooked.

Every spare moment of the salesman during the day should be devoted to the study of the stock and the stock should be studied intelligently, so that when a customer is approached it will be possible to determine what to propose and what not to propose, by way of sizes and styles.

These are things for dealers and salesmen to think of very seriously especially in the middle of a season, because while most dealers try to carry a complete stock at all times, it is impossible to keep up all the sizes in all styles throughout an entire season.

Try to remember these points: use your imagination; study your stock thoroughly; keep posted on all the odds and ends; make it a point to get some particular style on every customer's foot.—Shoe Retailer.

Bankruptcy Proceedings in Southwestern Michigan.

St. Joseph, Jan. 3.—In the matter of Clifford H. Ruddick, bankrupt, Niles, the trustee filed his supplemental report and vouchers showing distribution of the entire assets of the estate, whereupon an order was made by the referee closing the estate and discharging the trustee. An order was also made recommending the discharge of the bankrupt and the record book and files returned to the clerk's office.

Jan. 4.—In the matter of Adolph Speyer, bankrupt, Kalamazoo, the trustee filed his first report and account, showing cash on hand in the sum of \$5,801.15, with request for the declaration and payment of the second dividend.

In the matter of the McMahon-Wicks Coal Co., bankrupt, Kalamazoo, the trustee has been directed to file his final report and account for the purpose of closing the estate and the declaration and payment of a final dividend.

Jan. 5.—In the matter of William J. Smith and Jay V. Smith, and New York Racket Store, W. J. Smith & Son, a co-partnership, bankrupt, Paw Paw, an order was made calling the final meeting of creditors at the referee's office on Jan. 17, for the purpose of passing upon the trustee's final report and account showing no assets found; also for the examination of Jay V. Smith and the transaction of such other business as may properly come before the meeting.

In the matter of the Spencer & Barnes Co., bankrupt, Benton Harbor, the first meeting of creditors was held at the office of the company and Loomis K. Preston, of St. Joseph, elected trustee, his bond being fixed at \$3,000. The examination of the officers of the bankrupt was continued to Jan. 25. The mill and plant and all personal property of the bankrupt estate was sold by the receiver to William G. Newland, of Benton Harbor, for \$25,950 and the same was confirmed by the District Judge.

Jan. 7.—In the matter of Jane Goozen, bankrupt, Dowagiac, an order was entered calling the first meeting of creditors at the latter place on Jan. 18, for the purpose of proving claims, the election of a trustee and the transaction of such other business as may properly come before the meeting.

In the matter of John Floods, doing business as the Kalamazoo Candy Co., an order was made for the first meeting of creditors to be held at the latter place on Jan. 20, for the purpose of allowing claims, the election of a trustee and the transaction of such other business as may properly come before the meeting.

Jan. 8.—In the matter of the Whitcomb Hotel and Mineral Baths, a corporation bankrupt, St. Joseph, the adjourned first meeting of creditors was held at the latter place and the trustee's first report and account, showing cash on hand of \$4,927.97 was approved and allowed. The first order of distribution was entered directing the trustee to pay preferred labor claims and tax claims and costs of administration to the amount of \$3,883.54. From the present outlook unsecured creditors will not receive over 2 or 3 per cent.

Jan. 10.—In the matter of Samuel Polakow, bankrupt, Paw Paw, the referee entered an order calling the first meeting of creditors at the latter place on Jan. 21 for the purpose of proving claims, the election of a trustee, the examination of such other business as may properly come before the meeting.

The Ideal Shoe From a Dealer's Standpoint

H. B. HARD PAN SERVICE SHOE

There are also thousands of wearers who consider them ideal. They are the most satisfactory service shoes to wear and sell.

If you want to swell the "Net Profit" column and the "Satisfied Customer" list during 1916 sell H. B. Hard Pan Service Shoes.

Every retailer knows that the more "steady customers" he can obtain the more solid his business will become. There is no shoe to-day whose construction requires such high grade material and such infinite care in the making as the H. B. HARD PAN Shoe.

All this care in the selection of material and in building the shoe is taken to the end that the finished product will give the utmost satisfaction to the wearer, and make him a "steady customer" for the retailer furnishing him the shoe.

Think what an agency for this line means to you in protection and profit.

THEY WEAR LIKE IRON

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear
Grand Rapids, Michigan

We offer you a favorable opportunity to buy

Hood Rubbers Right

Will you "do it now?"
Write us---right away.
Don't delay.

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids



WOMAN'S WORLD

Folly of Thwarting Fatherly Control and Discipline.

Written for the Tradesman.

In many families the training of all the children, sons as well as daughters, is left to the mother. Perhaps the father is so engrossed in business that he gives little attention to what his boys and girls are doing. If this is not the case, then it may be that his mind never has been awakened to a sense of his responsibility in this regard. He may have leisure but he just does not care to bother with the youngsters. His interest is in automobiling or base ball.

For whatever reason this negligence on the part of the father may exist, it causes a most unfortunate state of affairs. The wife is not shrewd who lets her husband off in this way. Only a few women, and those of very exceptional temperament, are successful in governing their sons. It requires a sterner will than his mother's to handle the case of the average boy.

"Tommy, come right into the house, you're wanted."

"You tell Ma I can't come—I hain't got time."

"It isn't Ma that wants you—it's Dad."

"Oh, it's Dad, is it? Well I guess I'd better take time." Thus differently does the young hopeful instinctively regard the mandates of his two parents.

Mother coaxes and pleads and argues and reasons. And when she chastises ever so gently she prefaces the trifling infliction with the tearful assurance, "Now, Jimmie, you know this will hurt mother far worse than it will you!"—an assurance that is so much wasted breath, for the culprit well knows this before she tells him. Father doesn't plead and doesn't allow parleying, but what he says goes.

Father hasn't studied the books that treat of the supposed workings of the youthful mind and soul as mother has. Very likely he hasn't given one tenth of the thought to the right bringing up of children that she has. But he understands Young America far better than she does or can, because he was a boy once himself.

Because of this better understanding, and also because of his greater firmness and force, the father's authority is needed with the sons. Particularly is this true in those trying years between twelve and twenty, when the growing boy is neither child nor man, and when conscience and the ethical sense are not sufficiently developed to prevent the lad's taking advantage of mother's for-

bearance and tenderness. So urgent is a father's duty to his sons, that his shirking it is their serious and often irreparable misfortune.

Not all men are neglectful in this respect. Some feel the full weight of their responsibility and are willing to sacrifice their own ease and pleasure for the good of their boys. And strange to say, there are some women so blinded by doting fondness, that they stand ready to thwart the wise fatherly purposes. They are so much afraid that a son's every wish will not be gratified and every whim humored, that they upset all discipline.

In such cases the child usually is badly spoiled as a baby and during the years when he is under his mother's care exclusively. As he becomes older, although having little or no control over him herself, a mother of this type never is willing to refrain from interfering when his father attempts to manage him. The boy soon learns that his mother will screen him in every possible way, that she will conceal his misdemeanors, and very likely practice deceit to save him from what is justly coming to him. When he is caught in some boyish scrape she will beg to have him let off. She can not bear that he should be subjected to a little wholesome restraint for the sake of his future welfare.

We are not here speaking of the sad, sad situation where a mother has to shield the children from a father who is overbearing and cruel. Under such circumstances there would be some extenuation for the use of even underhanded methods. Luckily there are few such fathers at the present time. "Dad" in most families is as kind and indulgent as common sense will allow. He does not make correction unless he finds it necessary, and certainly never punishes until it is unavoidable.

Of the sort of mother given over to the shortsightedness and folly which we have been deploring, Mrs. Dr. Parish comes to my mind as the most extreme example I know of. When she was married Dr. Parish, almost twenty-five years ago, she was a widow with a little boy of three, Kenneth. From the start she gave the doctor to understand that he was to have nothing to do with the management of Kenneth. There was no excuse for her doing this, for Dr. Parish, although only a step-father, was and is a most excellent man and would have been very glad to take the place of a father in the boy's life. But she would not allow it.

She petted and pampered her young

GEO. S. DRIGGS MATTRESS & CUSHION CO.

Manufacturers of

Driggs Mattress Protectors

Pure Hair and Felt Mattresses

Link and Box Springs

Boat, Chair and

Window Seat Cushions

Write for Prices

Citizens 4120

Grand Rapids

Announcement

Our salesmen are now on the road with our 1916 sample line of WINTER GOODS.

Square Blankets, Stable Blankets, Plush Robes, Fur Robes, Auto Robes, Steamer Shawls.

Mackinaw Coats, Sweater Coats, Cardigan Jackets, Fur Coats, Blanket-lined and Sheep-lined Coats.

Rain Coats and Khaki Clothing.

Our representative in your territory will advise you as to the date he will call.

BROWN & SEHLER CO.

Home of "SUNBEAM" Goods

GRAND RAPIDS MICHIGAN

When Mrs. Jones

comes in your store to look at a mattress or bed spring have you a good enough assortment to show her so she will buy right then and there without feeling it her duty to look around or consult some mail order catalogue.

If you will show her our Champion felt mattress or our King Spring, which are fully guaranteed, she will be glad to buy, for the value, style and price is always found in every piece of bedding made in our factory.

We would be glad to send you our new catalogue which fully illustrates our line of guaranteed bedding.

Grand Rapids Bedding Company

Grand Rapids, Michigan



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.

OFFICE OUTFITTERS
LOOSE LEAF SPECIALISTS

The Tisch-Hine Co.

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

Ceresota

Is the Prize Bread Flour of the World

The millions who now use Ceresota Flour once used other kinds, and were induced to try this famous flour and continue using it Because they like it better, Because it makes better bread, Because it makes more loaves.

Housekeepers are never disappointed in Ceresota.

JUDSON GROCER CO.

The Pure Foods House

Wholesale Distributors

GRAND RAPIDS, MICHIGAN

scapegrace—for such Kenneth became while still a little lad—in every conceivable way. His attendance at school was very irregular and his insubordination caused no end of trouble with his teachers. With all else she always saw to it that the boy had money to spend—more than the doctor's circumstances would warrant, more than most of his associates had, and certainly more than was good for him. She was unwilling to hold him to any definite and fixed amount, but was ever ready to slip him 50 cents or a dollar from the "house money" or from her own personal allowance, when the funds supplied him by the doctor ran short.

Naturally, as the boy grew up, his free spending proclivities increased. Never having earned a dollar, he had no idea of the value of money. In order to give him every opportunity he was sent to college, where he had a very good time. As to any real work accomplished, the less said about that the better, but he managed to squeeze through and get a diploma. While Kenneth was at school, his mother insisted on taking roomers into her home, giving him the proceeds for extra spending money.

College days were over for Kenneth some time ago. Since then Dr. Parish has made several attempts to set him up in something—allowing the young man to choose the business or occupation which he at the time preferred. Each of these trials has been short-lived and devoid of results. As soon as the novelty wore off, he tired of each venture in turn and decided there was nothing in it.

While Dr. Parish's circumstances have improved greatly within the last few years and he is now almost a wealthy man, he still earnestly wishes that Kenneth shall get on his own feet, be able to make his way and be a man among men. Mrs. Parish can see no necessity for this at all. "Let the boy have a good time while he is young," is her plea. She is the better able to carry out her absurd ideas from having come into an inheritance of some fifteen or twenty thousand dollars about a year ago.

"It's my money and I'm going to do as I like with it," she tells her friends. "I let Kenneth check on my bank account. The doctor always is harping on Ken's settling down to work. What's the use of the boy's slaving away in a store or an office while I have plenty? I'm not afraid to spend what I have—the doctor's got to take care of me anyway."

Could one plan a course of action better calculated to keep a twenty-eight-year-old son an idler and a good-for-nothing? Not every mother of this kind has the opportunity to carry her weak and silly indulgence to the extent that Mrs. Parish has done; but we see many instances where shortsighted maternal fondness frustrates a father's efforts to develop in a son character and efficiency. Quillo.

The man of moderate means is more desirable as an acquaintance than a man of immoderate meanness.

Causing Oysters to "Drink" Fresh Water.

Inspectors of the Department of Agriculture in giving special attention to the heavy traffic in oysters during the holiday season, have found that it is the practice of some dealers to add fresh water to shucked oysters in such a way as to greatly increase the size of the oysters. The oyster when brought in contact with fresh water for several hours will "drink" or absorb a considerable quantity of water and will increase in size in exact proportion to the amount of water which it "drinks." As oysters are usually sold by pint or quart, any increase in their size due to the addition of water enables the dealer to fill the pint or quart measure with a smaller number of oysters. In order to increase the size, oysters must be soaked in fresh water or water that is only slightly salty. They will not "drink" enough of the salt water in which they are grown to increase materially in bulk; nor will oysters increase in bulk to any extent from being washed in fresh water if they are allowed to remain for only the few minutes necessary to cleanse them.

If four quarts of oysters and one quart of fresh water are placed in a five-quart container and the mixture allowed to stand for several hours, there will be a marked change in the appearance of the contents of the container. To the naked eye there will appear to be five quarts of dry oysters, for the container will be full and there will be little or no water in sight, it being on the inside of the plump, succulent-looking oysters. The average purchaser has no means of detecting the addition of water. The chemist, however, by determining the amount of water in the oyster and comparing it with the amount that an oyster normally contains, can readily detect the adulteration.

The practice of increasing the bulk by the addition of water is not confined to shucked oysters. Some dealers float the oysters for several hours while yet in the shell in fresh water or water that is much less salty than the water in which the oysters were grown. During the process of floating, the oysters "drink" in fresh water and increase in weight and bulk in exact proportion to the amount of water they drink or absorb, and thus a medium-sized oyster may be increased to the size of a "select."

The addition of water to oysters lowers their food value, and such oysters are adulterated under Section 7 of the Food and Drugs Act, which provides that food is adulterated if "a substance has been mixed and packed with it so as to reduce or lower or injuriously affect its quality or strength," and also if "a substance has been substituted in whole or in part for the article." The shipment of such oysters in interstate commerce or their sale in the District of Columbia or the Territories of the United State constitutes, in the Department's opinion, a violation of the Food and Drugs Act.

It is believed that increasing profits by selling water at the price of oys-

ters is not countenanced by the better element of oyster dealers, who desire to have the practice stopped both because it is fraudulent and because it places the honest dealer at a disadvantage in selling his product at the price of the adulterated one. The Oyster Growers' and Dealers' Association of North America is co-operating with the Department in stopping interstate traffic in oysters adulterated in this manner. State officials are also co-operating in order to stop

the fraudulent practice within their states.

Considerable evidence is being collected by the inspectors of the Department in reference to this traffic, and as soon as the evidence is complete prosecutions against those dealers who are violating the Food and Drugs Act will be recommended to the Department of Justice.

Ever notice that when you are on time the other party is always late?



**Consumer Confidence
an Asset**

QUALITY is a far greater issue today than it was years ago. One dissatisfied customer is a menace to success. The successful grocer knows this and therefore endeavors, by fair dealing and selling quality goods, to cultivate a spirit of confidence in every one of his customers.

National Biscuit Company goods enjoy the full confidence of American housewives. You can make this confidence one of your assets by keeping N. B. C. products well to the fore. Display them in your windows, on your counters and shelves—and their influence upon your sales will be well marked.



Uneeda Biscuit—the world's best soda cracker.

**NATIONAL BISCUIT
COMPANY**



You don't take chances when you take

OUR FURNITURE

It's good, reasonably priced and we stand back of it with a make-good guarantee.

Klingman's

The Largest Furniture Store in America

Entrance Opposite Morton House

Corner Ionia Ave. and Fountain St., Grand Rapids, Michigan

AUTOMOBILES AND ACCESSORIES

Public Has Had More Car At Less Cost.

Automobile users have during the last few years observed with much satisfaction the tendency of the manufacturer to bring forth his new models simultaneously with the announcement that the new cars contained much added quality, although their selling prices were materially below the cost figure attached to previous products of the name.

The American public has been prone to accept with arms flung wide open—and pocketbooks too—the lowered retail prices. The public's attitude toward this phase of the automobile industry has been that of the gourmand. Buyers have readily taken all the cost reductions the manufacturers could make, whether by model, by serial number, by cylinder, by season or, in the rural districts, by hek.

The emphasized announcements that lowered prices on all sides have been twin to increased values have however, wrinkled up the public brow. A very definite attitude of skepticism has greeted these announcements in the minds of many prospective purchasers. Dealers have observed this.

Smith, who bought last year, is perplexed as to why the manufacturer waited a whole year in his case, while Brown, who is ready to buy now, wants to know what may come tumbling down in the way of prices by next year. On the other hand, how and why can I expect to get a better car for less cash than my neighbor paid for his last year? he asks himself, if not the dealer.

Decreased price and increased quality has not been a paradox. It has not been legerdemain. It has not been merely a sales argument. It has not been an advertising catchword.

Decreased price and increased quality has been a fact.

That is precisely what the automobile industry, because of its sheer growth, has been able to give the motoring public. Moreover, the manufacturers' additions in the way of quality have outstripped in every direction the reductions in price. The buyer constantly has been given more and more for less money, instead of for more money, and while prices have been divided by two, on the one hand, quality has been multiplied by ten or more, on the other.

The most casual observation now will readily disclose to anyone that an automobile better in every particular of detail, both of appearance and in pleasure-giving durability and performance, can be bought for \$1,000 or \$1,500 than could be had for \$3,-

000, \$4,000 or even \$5,000 a few years back. The ratio of value and present-day price applies as well, whatever the cost of the model to-day.

It is not at all difficult to cite the reasons underlying this condition. The average motorist will take it for granted, too, that still more quality will be built into the automobiles of the future. There will be no let-up on quality. The giant factories, with their resources of millions of dollars, to-day have, in the aggregate, an army of engineers, scientist, inventors—thinkers of all descriptions—applying their constant researches, efforts and creations to the one end of making the automobile better and of more value to its ultimate owner.

However, it is generally conceded throughout the industry that price has just about touched bottom. The last year particularly has brought forth to a noticeable extent the tendency to determine more on the problem of how good the automobile can be made, and that tendency is going to apply in the future. The frenzied striving for the lowest selling price has lined up with the things of the past. During the last year, because of this tendency, the public already has begun to learn the importance of seeking after those substantial fundamentals of automobile refinement and value, rather than choosing headlong because of price.

Reasons why retail prices cannot be expected to be made much lower are not hard to discern. The industry now employs the best mechanics it can command. The workers are paid the highest wage and of necessity because they must bring a greater degree of skill to their task now. Materials are contracted for in quantities that tax material makers to the utmost, and there can be practically no more reductions in the cost of the raw stuffs; rather, these prices are inclined to rise. Overhead costs now are scientifically measured down to the last dollar. All important factors in the making of an automobile have been whittled down to the quick, until they can admit of no further paring. Obviously, the only outlet for the manufacturer in his quest for the public favor is bettered quality in the product.

Retail prices came down during the last few years primarily because of enormously increased production and constantly decreased overhead costs. The automobile industry is about 15 years old. Here, then, is one substantial factor that has cut a large swath in the price cuts of recent years:

We will say that an average man-

ufacturer, starting in the business years ago, invested first in a plant that cost, say, half a million dollars. During the next ten years his production developed because of the increasing popularity of the automobile until his plant represented an investment of \$5,000,000.

Of course the plant had to be paid for, so in the computations which preceded the announcement of the selling price each year there had to be taken into consideration a fixed amount out of the profits toward paying for the plant. That is legitimate overhead. That fixed amount might have been \$50,000 each year, so from 1905 to 1915 each car turned out had to bear, in the selling price, a proportionate share of that overhead. It had to bear, likewise, a few dollars toward paying the interest on the remainder of the factory cost.

With increased productions scheduled year after year, the manufacturer likewise was compelled to enter into larger material contracts, taking larger financial risks, and it is legitimate that his margin of profit should be in proportion to the risks taken.

Constant changes in designs, along with the increased production, made necessary enormous investments in machinery of new design and for more work at greater speed. Machinery costs had to be computed in the car's retail price.

With ten to fifteen years in the field—and anyone knows the field has been an enormously successful one—

Auto Robes

2 Muff Robes, 72-inch \$7.50
3 Muff Robes, 84-inch 9.00
Limousine Robes, fancy patterns
and plain colors, mohair, \$25.00.

Sherwood Hall Co., Ltd.

30-32 Ionia Avenue, N. W.
GRAND RAPIDS, MICHIGAN

IN every community there are many Motor Truck prospects to whom a sale can be made when factory requirements are not too rigid.

We will help dealers with prospects to make the sale; also, it may be a step toward establishing a permanent and profitable connection. You don't have to buy a "demonstrator."

The United Motor Truck Company

Grand Rapids, Michigan

B. & S. Famous 5c Cigar

Long Filler

Order direct or
through

Worden Grocer Company

Special Holiday Packages

Barrett Cigar Co.

MAKERS

Ionia, Michigan

GRAND RAPIDS OIL CO.

Jobber of

Illuminating and Lubricating
Oils and Gasoline

GRAND RAPIDS, MICHIGAN

EVEREADY

FLASHLIGHTS

Last year dealers sold 18,000,000
EVEREADY Flashlights, Tungsten
Batteries and Mazda Lamps. This
year sales are even better.

The reason for this phenomenal
showing is the quality and reason-
able price of the goods backed up
by extensive national advertising.

EVEREADY sales come easy. Are
you getting your share?

We are EVEREADY Headquarters; drop us a
postal for full information.



C. J. LITSCHER ELECTRIC COMPANY

Wholesale Distributors

41-43 S. Market St. Grand Rapids, Michigan

NOKARBO MOTOR OIL

It is the one oil that can be used successfully on all automobiles operated by gasoline or electricity.

It will not char or carbonize.

It is the best oil for the high grade car, and the best oil for the cheapest car.

WRITE FOR PRICES AND PARTICULARS

The Great Western Oil Co.
Grand Rapids, Michigan

many of the makers have, during the last few years been able to do away entirely with the original debts which stood against their beginning in the industry and the growth required, so that now the maker has only to figure his raw material and manufacturing costs. The public will recall readily the recent announcements that this year would see the final payment by one of the manufacturing companies on a debt of \$15,000,000.

Apace with the development of the field there have naturally been economies made in the distributing factor. In the old days it cost much more money to make arrangements throughout the entire world with retailers. These costs are at a minimum now, as many of the plants have their thousands of dealers with whom practically all business is done either by correspondence or by the dealer at the factory.

These are some of the reasons that brought the car of more quality and the shaved retail price of the last few years. Now if some genius could point out to the maker a successful method for perpetual motion, by which he could keep his plant and machinery from deteriorating—the one thing he still must reckon with—he would point the way for still greater reductions in cost, but as this is an impossibility, and as overhead has yet to be reckoned, it is obvious that selling prices cannot be expected to go much lower.

Thousands of men will busily be at work taking little noises out here and there, adding little touches of betterment to the motor, a new touch of comfort, a new line of beauty here and there, perhaps new ideas in electrical apparatus—all to the end of more and more quality. But the way the industry stands now, with all cost factors touching bottom and so much efforts expended to add durability, comfort and beauty, the motoring public need not be surprised if retail prices take a slight advance in the coming few years, as a natural outcome of the decreases made up to now. For, as has been said, the giving of added quality has been all out of proportion with the lowered prices.

Late News About Michigan Bankers

F. H. DeGolia, who has been connected with the First National Bank of Eaton Rapids in an official capacity since its organization in 1877, having served thirty-six years as Cashier and the past two years as President, has resigned and will rest up from business activities for a while. In point of years of active service in the banking business Mr. DeGolia is the oldest banker in Eaton county, having put in forty-three years continuously at this particular line of business. He conducted a bank at Middleville five years before going to Eaton Rapids in 1877, and is among the best known bankers in Central Michigan.

When the Bank of Harrietta, at Harrietta, closed its doors a month ago its organizer and owner, Claude Barry, said the Bank would pay creditors very close to 100 cents on the dollar. According to Receiver Alva Crimmins, the Bank's assets have dwindled and depositors now believe they will be fortunate to recover

25 cents on the dollar. The deposits in the Bank were slightly under \$10,000, of which a majority belonged to school districts and to townships.

A. R. Gillies has been elected President of the Grand Ledge State Bank to succeed W. R. Clarke, who expects to be away from the city much of the time the coming year. Frank A. Taber was elected Vice-President. Harry D. Towner, who has been book-keeper and later Assistant Cashier of the Bank, was named as Cashier, to fill the vacancy caused by the death of Howard S. Thompson.

Don S. Batchelder, one of Ypsilanti's most prominent residents, died recently in Evanston, Ill., of grip. He went to Ypsilanti in 1853 from Vermont and engaged in the marble business. For many years he was an official in the Ypsilanti Savings Bank.

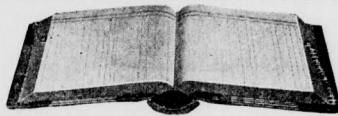
The Highland Park State Bank has purchased all of the bonds of the city of Detroit now for sale, giving a check for \$285,164.10 in payment.

According to a decision given by Judge Arthur J. Tuttle in the United States Court, the purchasers of the D., T. & I. Railroad will have to pay the debts of the road, but not the accrued interest. At the time of the sale of the road Judge Tuttle ruled that the purchasers would have to pay all the receivers' debts, and, acting on this decree, the creditors filed briefs asking that the purchasers be required to pay the interest as well as the original debts.

YOUR OLD SCALE

Let me overhaul and re-enamel it and make it good as new. Work guaranteed. Charges reasonable.

W. E. HAZARD,
1 Ionia Ave., N. W., Grand Rapids
I do all work for Toledo Scale Co. in Michigan



Its Loose Leaf opens like a Blank Book

Write us



GRAND RAPIDS, MICH.

REYNOLDS



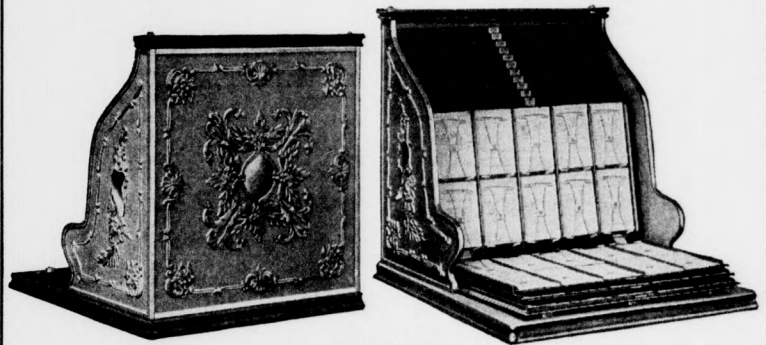
SHINGLES

Reduces Fire Insurance Rates

Will Not Ignite from Flying Sparks or Brands
Sold by
All Lumber Dealers

H. M. Reynolds Asphalt Shingle Co.
"Originators of the Asphalt Shingle"
Grand Rapids, Mich.

START THE NEW YEAR RIGHT WITH A Total Account Register



WRITE TO-DAY

For a Limited Time Only SPECIAL INTRODUCTORY PRICES WILL SURPRISE YOU

The Total Account Register is an expert bookkeeper that makes no errors. Watches your business all day long and demands no salary. It debits and credits each transaction at the very time it occurs—and is ever ready to give you totals any moment required. In appearance it resembles a cash register. Is made of solid bronze metal with mahogany base and top—handsomely designed and beautifully finished. An ornament to any store—a safe-guard and money-saving necessity to the successful conduct of a retail business.

- 1—Shows at a glance what each customer owes you.
- 2—Shows total of outstanding accounts.
- 3—Shows cash received, what for and from whom.
- 4—Cash paid out, what for and to whom.
- 5—Provides a daily statement to each customer.
- 6—Reduces the outstanding accounts.
- 7—Collects petty accounts.
- 8—Prevents disputed accounts.
- 9—Prevents forgotten charges.
- 10—"Balances your books" each night and saves many hours labor.
- 11—With one writing your accounts are posted and errors eliminated.

All Styles and Kinds of Salesbooks, Duplicate and Triplicate. Get Our Prices.

STAR PAPER COMPANY

Salesbook and Store System Dept.
405-7-9 East Main Street Kalamazoo, Michigan
Exclusive Territory for Live Salesmen in Michigan

Foster, Stevens & Co.

Wholesale Hardware



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

Grand Rapids, Mich.

The "Dick Famous" Line

HAND AND POWER FEED CUTTERS
40 Years the Standard

You can't buy anything better—and you can't beat our service, for as Distributors for the Central Western States we always carry a full stock of machines, parts, and accessories. This means instant action when you say the word. Ask for Our Dealers' Proposition

Get your share of this business. Ask for our printed matter and catalogues. We have the goods and are glad to tell dealers all about them.

Clemens & Gingrich Co.

Distributors for Central Western States
Grand Rapids, Michigan

We Stand Back of Every Order We Sell



Grand Council of Michigan U. C. T.
 Grand Counselor—Walter S. Lawton, Grand Rapids.
 Grand Junior Counselor—Fred J. Moutier, Detroit.
 Grand Past Counselor—Mark S. Brown, Saginaw.
 Grand Secretary—Maurice Heuman, Jackson.
 Grand Treasurer—Wm. J. Devereaux, Port Huron.
 Grand Conductor—John A. Hach, Jr., Coldwater.
 Grand Page—W. T. Ballamy, Bay City.
 Grand Sentinel—C. C. Starkweather, Detroit.
 Grand Chaplain—F. W. Wilson, Traverse City.
 Grand Executive Committee—E. A. Dibble, Hillsdale; Angus G. McEachron, Detroit; James E. Burtless, Marquette; L. N. Thompkins, Jackson.
 Next Grand Council Meeting—Traverse City, June 2 and 3, 1916.

Wafted Down from Grand Traverse Bay.

Traverse City, Jan. 17—Kent Butters, formerly with the American Tobacco Co., is starting out with a specialty line. Kent is a good fellow and hard worker and all the boys wish him success in his new line.

The walks and roads in Northern Michigan have been very icy the last week and many accidents have happened. Lucy Brunais, the 10 year old daughter of Mr. and Mrs. Frank Brunais, of Bear Lake, caught her head on a wire fence while coasting and broke her neck, dying almost instantly. The little grandson of Mr. and Mrs. Pryne, of Copemish, slipped on the icy walk while going to school and broke his leg.

The Grand Central Hotel, at Lake City, under the new management of C. E. Barret, Jr., is undergoing some changes. They are putting in a lunch counter and soft drink parlor in connection.

The barber shop in the Hotel McKinnon, at Cadillac, is closed for repairs. The whole interior will be changed, new furniture added, and the walls will be one continuous mirror all the round. When it is reopened its many customers will be pleased to see one of the most beautiful and up-to-date barber shops in Northern Michigan.

Mr. McMorris, traveler for the Saginaw Beef Co., at Cadillac, has been transferred to Flint, where he will have charge of the branch. Mr. McMorris has earned this promotion by hard work and strict attendance to business.

Sam Iles is again confined to his home with a severe attack of rheumatism. Mr. Iles is certainly up against it good and hard, as he has not escaped a year for a long time without being laid up from six weeks to four months. We sincerely hope that this will be of the shortest duration.

Ed. Wheaton, formerly with the National Biscuit Co., has accepted a position with the Saginaw Beef Co., with headquarters at Flint. Ed certainly feels at home in his new job, as he formerly traveled for a meat concern for several years.

J. M. Ward, of the Sherwin-William Paint Co., has been transferred to the Calumet territory, being succeeded by Allen K. Thayer, with headquarters at Cadillac. Mr. Thayer seems to like Northern Michigan territory and we believe he would make a mighty good member for the U. C. T.'s. Get busy, Mr. Thayer, and sign an application for No. 361 and enjoy

boosting with the rest of us for the convention in 1916.

Saturday night the members of No. 361 enjoyed a smoker and feed at the council rooms, being the guests of Senior Counselor H. C. Hoffman. About thirty-five were present and a very pleasant evening was spent. Mr. Rosenstock, of Milwaukee, representing the Evinrude Motor Co., was with us and gave us a talk on how things are done in Milwaukee. Mr. Roberts, also a traveling man from Milwaukee selling Smith-Wallis shoes, told us why he was not a U. C. T. saying that he hadn't been urged hard enough and didn't really know they were such a bunch of good fellows, but assured us he would be a member before he made this trip again.

James Flaggart, formerly with A. L. Joyce & Sons, has accepted a position with A.E. Brooks & Co., covering the territory formerly covered by E. C. Kottenhoff. Jim is right at home in the candy business, having traveled several years with Struab Bros. & Amiotte, of Traverse City.

James Christofferson, of Manistee, formally with the Boss Oven Co., has taken a position with the Quincy Stove & Furnace Co., of Quincy, Ill., and will sell that line in Northern Michigan.

Dave Anderson is wearing the smile of Theodore Roosevelt, as he is the daddy of a bouncing baby boy.

We think our Grand Rapids correspondent is just a little premature in his news items when he announces that a traveler is going to become a member at some future date. There is a chance for a slip and it might be embarrassing for the applicant.

We are pleased to learn that the Crathmore Hotel is putting in a lunch counter, as it is hard to suit every one and this gives the hard-to-suit one more place to choose from. The writer, however, has always found Percy English, the proprietor of the cafe in the union depot, a good live and let live fellow who gives as much and a little more for the money than the average railroad eating house. F. W. Wilson.

Live Notes From a Live Town.

Owosso, Jan. 17—To begin a story it usually reads something like this: It was a black night. Heavy clouds had obscured the setting sun and now, as a clock in the Great Stone Tower boomed the hour, the darkness was pitchy, a solitary horseman knocked at the door of a tavern, etc. But nothing doing in this line. We simply ask to make our 1916 bow and inflict on the readers of the Tradesman a few items.

The boys have been scattered somewhat in spending week ends at the old home places. Clem Page and wife are in Ohio. Clean spent the day before Christmas collecting a few half dollars to buy a turkey for a sick friend and the next week we heard from him down in Ohio. We, however, do not connect the two incidents, as Mr. and Mrs. Page make frequent trips to Ohio and Page travels on mileage anyway. Wrane and Jackson are spending a week in Kentucky, but will bid their old Kentucky home good night in time to report for duty next week.

C. L. Entriken has purchased the general store of W. G. Wolverton,

at Pompeii, and is at home at his new location.

Gilleo & Son, of Ashley, are moving their stock of drugs to Highland Park, Detroit, where it will be in charge of Leon Gilleo, who is a hustler and has our best wishes for success.

We reported last week that Frank T. Wright, of Burton, had sold his stock of general merchandise to a gentleman from Vassar who came up and invoiced the stock, but never came back, having in the meantime purchased a stock in his home town. Mr. Wright is still doing business at the old stand.

Fred Van Dyre, with the Woodard Casket & Furniture Co., has not been a very regular attendant at U. C. T. meetings for the past year, having been enjoying his evenings with his family singing, I've a Casket at Home and other nursery ditties, but now that the treasure has grown older we look for an occasional visit from Fred in the lodge room.

The Hotel Middleton, of Middleton, has again changed hands. Sam Carmel is now at the helm. Mrs. Carmel is familiar with the dining room end of the deal and the matron of the culinary department is none other than Aunt Una Johnson. Come on in, boys, and fill up.

W. S. Lamb, who has been with a Toledo cracker house for several years, has severed his connection with that concern and has accepted a position with the Aikman Baking Co., of Port Huron. Success, Bill. Hit 'em hard and here's hoping.

Honest Groceryman.

Do You Blame Him?

It was in a country store in Arkansas.

A one-gallon customer drifted in. "Gimme a nickle's worth of asafoetida," he said.

The clerk poured some asafoetida in a paper bag and pushed it across the counter.

"Charge it," drawled the customer. "What's your name?" asked the clerk.

"Honeyfunkel."
 "Take it," said the clerk. "I wouldn't write asafoetida and Honeyfunkel for five cents."

Even the watch a man keeps on his tongue is apt to run down occasionally.

Grand Rapids Jobbers

Like to sell you the



10¢ CIGAR

as well as they like to smoke it, because it's ALL THERE all the time. Try it.

H. Schneider Co.

132 Monroe Grand Rapids

HOTEL CODY

EUROPEAN
 GRAND RAPIDS, MICH.

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

Snyder's Restaurant

41 North Ionia Ave.
 4 Doors North of Tradesman

Special Dinners and Suppers 25c

Livingston Hotel

Grand Rapids, Mich.

Fine Cafe in Connection

Entertainment Every Evening

Hotel Charlevoix

Detroit

EUROPEAN PLAN

Absolutely Fire Proof

Rates, \$1 for room without bath; \$1.50 and upwards with bath.

Grinnell Realty Co., Props.

H. M. Kellogg, Manager

Park Place Hotel

Traverse City, Mich.

The leading all the year 'round hotel in Northern Michigan. All conveniences.

All outside Rooms.

American plan.

W. O. HOLDEN, Mgr.

Bryant Hotel

Flint, Mich.

\$2.50 AND \$3.00
 PER DAY

Hot and Cold Running Water in All Rooms

Rooms with Bath

C. H. BLISS, Proprietor

GRAND RAPIDS

THE NEW MERTENS

Rates \$1.00
 With Shower \$1.50
 Meals 50c

WIRE for RESERVATION
 Hotel to which a man may send his family

Fire Proof

J. J. Thomson Jewelry Co.

Watches

Diamonds Jewelry

\$1.00 a Week

O. W. Stark, Mgr.

Repairing.

Annual Round-up of Lily White Salesmen.

The annual round-up of the sales and office force of the Valley City Milling Co. was held at the Peninsular Club last Saturday evening, the following being in attendance:

William S. Rowe,
Fred N. Rowe,
L. E. Smith,
F. E. Martin,
D. W. Brewster,
H. P. Rademacher,
James Bolen,
S. M. Pearsall,
E. T. VanHorne,
William P. Drake,
Floyd Thompson,
Henry Hagens,
Earl Miller,
Maurice H. Raman,
Dewey Ball,
A. G. Boise,
John Kolb,
Henry Raman,
Jesse Owen,
Martin Vermaire,
Bert Pessink,
D. R. McEachron,

After the viands had been discussed and cigars had been passed, Henry Raman took charge of the post prandial portion of the programme and presented the following topics and speakers:

Preparedness—John G. Kolb.

Ammunition—Jas. H. Bolen.

Counter Attacks—Floyd Thompson.

Reinforcements—E. T. VanHorne.

Flank Movements—Wm. P. Drake.

While the dinner and subsequent programme were in progress at the Peninsular Club the ladies of the party were entertained at Powers opera house, as follows:

Mrs. Wm. S. Rowe,
Mrs. Fred N. Rowe,
Mrs. L. E. Smith,
Mrs. F. E. Martin,
Mrs. D. W. Brewster,
Mrs. H. P. Rademacher,
Mrs. Jas. Bolen,
Mrs. S. M. Pearsall,
Mrs. E. T. VanHorne,
Mrs. Wm. P. Drake,
Mrs. Floyd Thompson,
Miss Pearl Hagens,
Miss Mary Bates,
Miss Eva Sheehan,
Miss Ruby Sankey,
Miss Cornell,
Miss Evelyn Anderson,
Miss Florence McNally,
Mrs. John Kolb,
Mrs. Henry Raman,
Miss Jennie Mol,
Mrs. D. R. McEachron,
Mrs. Bert. Pessink.

Jaunty Jottings From Jackson.

Jackson, Jan. 17—Bank clearances in Jackson for 1915 show an enormous increase over 1914.

T. C. Broadbent, the West Main street grocer, is laid up in his home with the grippe.

Elmer C. Puffer, landlord of the Otsego Hotel, entertained about 150 traveling men in his dining room last Saturday evening. It was a sort of a get-acquainted meeting and proved to be a very enjoyable affair. Jackson Council was strictly up to the minute and took advantage of the opportunity to circulate application blanks. Ten men placed their names on the dotted line for the big meeting to be held on Feb. 12, afternoon and evening. It is expected there will be a class of twenty-five or thirty initiated, when Grand Counselor Lawton makes his official visit on the above named date.

William G. Pickell, local manager for F. W. Stock & Sons, manufacturers of Mikota flour, Hillsdale, has secured ten applications for Feb. 12. At this rate he will have twenty-five himself and we know there will be others to get busy besides Bill.

James (Jim) Eaton traveled out of Jackson a good many years ago as a salesman. Jim was a salesman, too, and always had the faculty of making friends. He is now conducting a cigar and high-class confectionery store in the Merritt block on Main street. He still makes friends and has built up a good trade with the right kind of people.

Norman Leslie, University of Michigan graduate from the law department, will soon open an office in the Dwight block for the practice of his profession. His acquaintance in Jackson will ensure him success.

The Retail Grocers' Association has plans well under way for the pure food show the last week in February. The booths are about all rented and the show will be the biggest yet.

The Stevens bill, they say, is to rid us of the price cutters, but where will they go? Perhaps, if Congress will leave it to them, they might decide to go to a warmer place than Michigan.

The Central State Bank has the steel frame work nearly up for its new nine-story building on Library Square. This will be a big addition to the business blocks of our city.
Spurgeon.

Hotel Whitcomb in Good Hands.

St. Joseph, Jan. 18—The city of St. Joseph has as one of its assets a very fine hotel, the Whitcomb. For some time past the hotel has been in the hands of receivers, and, unfortunately, a report has gone abroad that the hotel had been closed. As a matter of fact, the hotel has never ceased operations and we are now very happy to state that John Needham, energetic and resourceful postmaster of this city, in connection with L. Shepard, local capitalist, have purchased the hotel property and will promote its interests in a vigorous and extended campaign.

The Hotel Whitcomb is one of the finest hostels in the United States and its homelike atmosphere offers, particularly to sufferers who desire to use the mineral baths, every home comfort with exceptional hotel services. The renovation and reduction of rates in both the European and American plans will make the Whitcomb particularly inviting to the traveling public.

If you would choose to use the foregoing as a basis for an article in the Tradesman it will be deeply appreciated by us.

St. Joseph Chamber of Commerce.

Pickings Picked Up in the Windy City.

Chicago, Jan. 18—Business in Chicago is improving in all lines of industry. Local dealers look forward to a very prosperous year.

The cold snap in Chicago is helping the merchants to unload thousands of dollars' worth of heavy clothing, which shows a very nice outlook for spring business.

Chicago is surely turning over a new leaf in its general department. Where up to a few weeks ago you could step into a saloon or cafe in any part of Chicago and order any amount of intoxicating liquors on Sunday, you cannot now get a drink from 12 o'clock Saturday until 12 o'clock Sunday night. This applies to every place dispensing intoxicating liquors in Chicago. Saloons are allowed to open according to the city ordinance at 12 o'clock Sunday night for one hour. Mayor Thompson is promptly revoking the license of any one found serving liquor on Sunday. Chicago is no longer known as a "wide open town."

C. E. McCauley, who up to a few years ago, was connected with the Peck Drug Co., of Grand Rapids, is now located at 106 Marion street, Oak Park, one of Chicago's most beautiful suburbs. Mr. McCauley has one of the nicest drug stores in Illinois. He employs two clerks, in addition to an assistant registered pharmacist. He also has a sub-postoffice station, enjoying the friendship and patronage of a large following. Mr. McCauley takes the Michigan Tradesman and looks forward to its arrival each and every week, claiming that he feels as though he was back in old Michigan one day each week. Mr. McCauley remembers Grand Rapids and is always pleased to meet anyone from the Furniture City. C. W. Reattoir.

The annual banquet tendered their traveling men by members of the wholesale department of the Association of Commerce will be held at the Pantlind Hotel Saturday evening, Feb. 19. Lee M. Hutchins will act as toastmaster. The banquet last year, which was held in the dining room of the Association of Commerce, was attended by 220 representatives. It is expected that the affair this year will have to provide for an attendance of 250, which necessitates securing a little larger quarters than the organization used last year. Several speakers of note and reputation will be secured by the toastmaster to assist him in making the occasion a didactic as well as a gustatory festival.

Status of the Bean Market.

There is little to be said of the bean market just at the present time, owing to the very busy time in the wholesale grocery houses right now, taking inventory, and they are not buying anything except for their immediate needs. This condition also applies to many elevators and there is very little business being done.

During the past two weeks, not more than 50 per cent. of the bean pickers have reported for duty, owing to the la grippe, which has kept them at home.

If a good crop of beans is produced in Michigan this year, farmers must pay strict attention to their seed, and buy the best they can get hold of, and it looks as if the elevator owners will be obliged, in a good many cases, to invest their money in seed, and even take some losses to spread the good seed out in the territory where their elevators are located, if they expect to have a fair crop to handle. Also, they must insist that the farmers plant their beans early, to avoid harvesting late in the fall and have the crops spoiled by the fall rains.

I have been asked the question, How many beans were grown in the United States and how many were eaten? The total crop production in the United States and Canada, or for North America this year in round figures was 11,145,000 bushels. The per capita is about fifty pounds to each person. These figures, although an estimate, developed a shortage in round figures of between four and five million bushels of beans, to say nothing of what might be taken for export out of our crop, and lack of demand this year on account of the high price. Ernest L. Wellman.

Ed. Kraai, who has been confined to his home for several months with rheumatism, is able to be at the store a few hours each day. We are glad to learn of brother Kraai's improvement and sincerely hope that he will soon be able to resume his work on his territory.

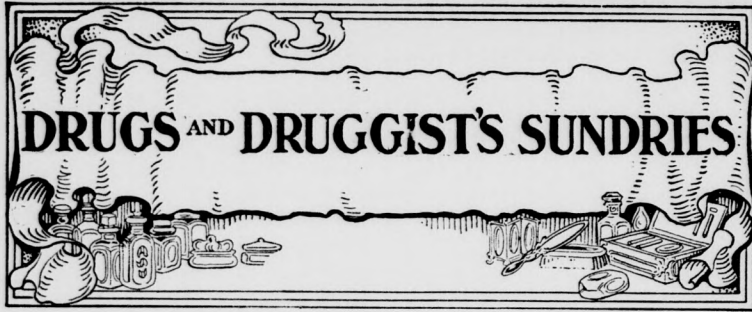
No, Ferdinand, we wouldn't advise any man with an impediment in his speech to go to a speak easy for treatment.

SIDE LINE SALESMEN WRITE US NOW!

We want to hear from men who want something different and better. Sell an article that has no end of strong selling points. Write us for proposition, stating your territory, experience, etc.

GRAND RAPIDS CALENDAR CO.
Grand Rapids, Mich.

Watch "The Tradesman" for the Announcement of the Opening of the
ISIS THEATRE---High Class Vaudeville



Michigan Board of Pharmacy.
President—E. E. Faulkner, Delton.
Secretary—Charles S. Koon, Muskegon.
Treasurer—George F. Snyder, Grand Rapids.

Other Members—Leonard A. Seltzer, Detroit; Edwin T. Boden, Bay City.
Next Meetings—Detroit, Jan. 18, 19 and 20; Grand Rapids, March 21, 22 and 23.

Michigan State Pharmaceutical Association.
President—C. H. Jongejan, Grand Rapids.

Secretary—D. D. Alton, Fremont.
Treasurer—John G. Steketee, Grand Rapids.
Next Annual Meeting—Detroit, June 20, 21 and 22, 1916.

Michigan Pharmaceutical Travelers' Association.

President—W. H. Martin, 165 Rhode Island avenue, Detroit.
Secretary and Treasurer—Walter S. Lawton, Grand Rapids.

Don't Be an Angel of Perpetual Joy.

The fact that optimism is a trade getter, no one will deny; and, that a smile, optimism's sign, is a valuable asset, is also indisputable, but—woe to the chronic optimist and to him who smiles perpetually!

Imagine yourself walking up to a customer and saying, "Isn't this a glorious morning!" "Isn't it good to be alive!" at the same time smiling right down to your corns. Then imagine that customer handing you a "sheaf" of prescriptions for his family and wife—all in bed with typhoid.

It is safe betting a prize pup to a pelican's bill (or a "dead-beat's" bill) that this customer will think you are mentally deranged. You see, he is not thinking of the sunshine and not very much, perhaps, of the being-alive business; he is too greatly concerned about his ability to pay the two nurses at his house, twenty-five dollars or more, a week—to each, and, also wishing for the ultimate recovery of his family.

Of course there are those who say that it is a good policy to be bright and cheery and to try and make the other fellow forget his trouble. Well, it may be a good policy—this cheerfulness—if you are trying to teach, a very matter-of-fact world, philosophy; but this serenity is a bad policy, if you like listening to the opening mechanism of your cash register.

To be a successful drug-store salesman you must be "a St. Paul"—all things to all men; glad when the customers are glad, and sad when they are sad.

No calling in the world, except, perhaps, that of a professional contortionist, requires more facial control than the avocation of a druggist. Smiles accompanying pounds of tea, sugar or cheese, can mean but good fellowship. Smiles given away with Epsom salt, cathartic pills, or absorbent cotton—while always meant well—are, in 90 per cent. of the

occasions, misconstrued as smiles of amusement.

When a man comes into the store with his hand rolled in bed sheet, don't start the "bucking-up" game, telling him "it might be worse," "it might have been his head," etc.; he will resent your well-meant optimism, as sure as death.

Go up, instead, and look pityingly at that bandaged hand; ask him if it hurts very much now; look as sorrowful as if that injured member was your very own; ask him if he had chloroform (he will say "no"—they all say that) and tell him you do not know how he "stood" it.

It is perfectly all right to be an optimist if you can change off and be a pessimist; it is proper to smile if you can also look sad, on occasion; it is permissible, and sometimes advantageous, to be such a hearty old fellow that you can slap a customer between the shoulders—and get away with it; but it is a far better thing to be able to recognize the sorrowful customer, whom you should not approach more closely than six feet.

You can get some business by trying to make this world cheery; but you can corner nearly all of the business by falling in with the moods of this world—as represented in customers.

Let your first greeting to a customer be pleasantly perfunctory, "good morning" or "good evening," with a smile; then take your cue from your purchaser-to-be; if he responds in the happy language of a San Francisco sea captain, blossom forth and make the rafters ring with loud guffaws. But if the customer appears to be a modern Atlas, bearing the world on his shoulders, and with a brow furrowed like a washboard, then drop your chin and look as miserable as a guinea-pig with a tail, and that customer will unburden all his sorrow in your sympathetic ears and, incidentally, spend every shekel he possesses in your store.

William H. McLaughlin.

The Sad Shortage in Peroxide.

Not very long ago, a scientist wrote a learned paper on the subject of the "Disappearance of the Blond in North America," yet we must confess that to date we have not seen any signs of this calamity when we take a short stroll on Broadway.

But stop, not so fast, peroxide explains all that. How art and commerce are intertwined is again illustrated by the unhappy results and startling surprises that may be in store for us as a result of the increasing shortage in peroxide of hydrogen. This European war may in-

deed change the complexion of things here in happy America.

If peroxide is to disappear temporarily, there will have to be a return to nature's tints and many a golden "wealth of hair" may become a dreary gloom.

Let us trust that there is still hope, for it is remembered that the Department of Commerce came to the rescue in the matter of aniline dyes and the day may yet be saved for those who have placed their dependence on H-2 O-2.

Speaking seriously however, a "chemical Edison" is what this country is looking for. Right here in our own country we have large deposits of barium to manufacture peroxide with. We have all the raw materials for dye making in abundance. Nevertheless, we have bought \$15,000,000 of potash every year from Germany while off our Pacific coast are supplies of potash yielding kelp which are believed to have a value of \$150,000,000, now going to waste.

Plenty of natural resources, plenty of capital to handle them. Our engineers are equal to any task. Our inventors astonish the world. What is the matter with our chemists?

Palatable Epsom Salt.

It is practically out of the question to cover up the saline taste in a saturated solution of Epsom salt. In slightly less concentrated solution, however, the following is claimed to be quite effective:

Epsom Salt	½ lb.
Saccharin	12 gr.
Extract of Vanilla	1 oz.
Glycerin	2 oz.
Water enough to make	1 pt.

Use carmine to color and filter.

It is said that fifteen grains of citric acid to each ounce of the salt in solution renders the taste of the latter less objectionable, especially if the draught be taken when it is at a temperature of about 40 degrees F.

Here is another formula:

Magnesium Sulphate	1 oz.
Solution of Saccharin	1 dr.
Oil of Peppermint	2 drops
Oil of Anise	2 drops
Water enough to make	2 oz.

The effervescent solution of magnesium sulphate of the National Formulary is perhaps the most palatable form in which the salt can be administered.

If I Were a Druggist—

I would carry nothing but advertised goods and advertise that I carried them, and

I would have a boy with a bicycle or a motorcycle to deliver small packages and hurry-up calls, and

I would use every bit of advertising literature sent me, whether signs, samples, window displays, or cards, and

Listen carefully to salesmen telling what other dealers are doing to promote business, and

I would be courteous to each and every one of my customers, no matter how much of a grouch or how big a pill he is, and

I would impress upon my clerks the importance of the power of suggestion.

People who can be quite nice to the face of some one they profess to dislike could almost certainly be quite nasty behind the back of some one they profess to like.

UNIVERSAL CLEANER

Great for the pots—great for the pans
Great for the woodwork—great for the hands.

ORDER FROM YOUR JOBBER

Malt and Hop Tonic

"Its strong up-building action
Gives general satisfaction."



Grand Rapids
BREWING CO.

For Sale by all Wholesale Druggists

Citizens Long Distance Service



To Detroit, Lansing, Jackson, Holland, Muskegon, Ludington, Traverse City, Petoskey, Saginaw; also to all intermediate and connecting points.

Connection with 200,000 telephones in Michigan.

CITIZENS TELEPHONE CO.

6

Table with 2 columns: Item Name and Price. Includes categories like Sugar Flings, Butter, N B C Square, Soda, Oyster, Sugar Wafer Specialties, CREAM TARTAR, DRIED FRUITS, EVAPORATED MILK, FARINACEOUS GOODS, PEAS, SAGO, TAPLOCA, FISHING TACKLE, COTTON LINES, LINEN LINES, POLES, and BAMBOO.

7

Table with 2 columns: Item Name and Price. Includes categories like FLAVORING EXTRACTS, FLOUR AND FEED, WINTER WHEAT, VALLEY CITY MILLING CO., VOIGT'S, WATSON-HIGGINS MILLING CO., JUDSON GROCER CO., WORDEN GROCER CO., KANSAS HARD WHEAT, CALLA LILY, SPRING WHEAT, MAZEPPA, WISCONSIN RYE, BOHEMIAN RYE, PEANUT BUTTER, PETROLEUM PRODUCTS, PICKLES, CORN, HAY, FEED, FRUIT JARS, GELATINE, GRAIN BAGS, HERBS, HIDES AND PELTS, and SHEARINGS.

8

Table with 2 columns: Item Name and Price. Includes categories like TALLOW, HORSE RADISH, ICE CREAM, JELLY GLASSES, MAPLEINE, MINCE MEAT, MOLASSES, MUSTARD, OLIVES, PEANUT BUTTER, PETROLEUM PRODUCTS, PICKLES, CORN, HAY, FEED, FRUIT JARS, GELATINE, GRAIN BAGS, HERBS, HIDES AND PELTS, and SHEARINGS.

9

Table with 2 columns: Item Name and Price. Includes categories like Smoked Meats, Sausages, Beef, Pig's Feet, Tripe, Casings, Canned Meats, RICE, ROLLED OATS, SALAD DRESSING, SALERATUS, SAL SODA, SALT, SALT FISH, Smoked Salmon, Strips, Holland Herring, Trout, and Young Hyson.

10

Table with 2 columns: Item Name and Price. Includes categories like Mackerel, SEEDS, SODA, SPICES, Whole Spices, Pure Ground in Bulk, STARCH, SYRUPS, TEA, and Young Hyson.

11

Table with 2 columns: Item Name and Price. Includes categories like Oolong, English Breakfast, Ceylon, TOBACCO, Plug, and various types of tobacco and cigars.

SPECIAL PRICE CURRENT

15

16

17

12

Table of prices for various goods including Smoking (All Leaf, BB, Bagdad, Badger, Banner, Belwood, Big Chief, Bull Durham, etc.), Mop Sticks (Trojan spring, Eclipse patent, etc.), Pails (Galvanized, Fibre), Toothpicks (Birch, Ideal), Traps (Mouse, Rat), Washboards (Banner, Tuxedo), Window Cleaners (12 in., 14 in., 16 in.), Wood Bowls (13 in., 15 in., 17 in., 19 in.), Wrapping Paper (Common Straw, Fibre Manila, etc.), Yeast Cake (Magic, Sunlight), Axle Grease (Mica), Wicking (No. 0, 1, 2, 3), Woodenware (Baskets, Butter Plates, Ovals, Churns, Clothes Pins, Egg Crates, etc.), and Faucets (Cork lined).

13

Table of prices for various goods including Queen Quality, Rob Roy, Sweet Lotus, Sweet Rose, Sweet Tip Top, Sun Cured, Summer Time, Standard, Seal N. C., Three Feathers, Pipe combination, Tom & Jerry, Trout Line, Turkish, Tuxedo, War Path, Wave Line, Wild Fruit, Yum Yum, Cotton, Hemp, Flax, Wool, White Wine, Highland apple cider, State Seal sugar, Oakland white pickling, Wicking (No. 0, 1, 2, 3), Woodenware (Baskets, Butter Plates, Ovals, Churns, Clothes Pins, Egg Crates, etc.), and Faucets (Cork lined).

14

Table of prices for various goods including Mop Sticks (Trojan spring, Eclipse patent, etc.), Pails (Galvanized, Fibre), Toothpicks (Birch, Ideal), Traps (Mouse, Rat), Washboards (Banner, Tuxedo), Window Cleaners (12 in., 14 in., 16 in.), Wood Bowls (13 in., 15 in., 17 in., 19 in.), Wrapping Paper (Common Straw, Fibre Manila, etc.), Yeast Cake (Magic, Sunlight), Axle Grease (Mica), Wicking (No. 0, 1, 2, 3), Woodenware (Baskets, Butter Plates, Ovals, Churns, Clothes Pins, Egg Crates, etc.), and Faucets (Cork lined).

BAKING POWDER

Table of prices for Baking Powder (K. C., Doz., 10c, 15c, 25c, 50c, 80c, 10 lb. 1/2 dz., 13 lb. 00), Royal (10c size, 1/4 lb cans, 6 oz cans, 1 lb cans, 3 lb cans, 5 lb cans), and CIGARS (Johnson Cigar Co., Dutch Masters, etc.).



Table of prices for CIGARS (Johnson Cigar Co., Dutch Masters, etc.).

Table of prices for COFFEE (OLD MASTER COFFEE, Worden Grocer Co. Brands, Canadian Club, Londres, 50s, wood, 25s tins, 300 lots).



Table of prices for FITZPATRICK BROTHERS' SOAP CHIPS (White City, Tip Top, No. 1 Laundry Dry, Palm Pure Soap Dry).

Roasted Dwinell-Wright Brands



Table of prices for Roasted Dwinell-Wright Brands (White House, Excelsior, Tip Top, Royal Blend, etc.).



Table of prices for ROYAL GARDEN TEA (Royal Garden Tea, The Bour Co., Toledo, Ohio).

Table of prices for SOAP (Lautz Bros. & Co., Acme, Acorn, Cotton Oil, Cream Borax, etc.).

Proctor & Gamble Co.

Table of prices for Proctor & Gamble Co. (Lenox, Ivory, Star).

Swift & Company

Table of prices for Swift & Company (Swift's Pride, White Laundry, Wool).

Tradesman Co's Brand

Table of prices for Tradesman Co's Brand (Black Hawk, Black Hawk, Black Hawk).

A. B. Wrisley

Table of prices for A. B. Wrisley (Good Cheer, Old Country).

Scouring

Table of prices for Scouring (Sapolio, Sapolio, Sapolio, Scourine).

Soap Compounds

Table of prices for Soap Compounds (Johnson's Fine, Johnson's XXX, Rub-No-More, Nine O'Clock).

Washing Powders

Table of prices for Washing Powders (Armour's, Babbitt's, Gold Dust, Kirkoline, etc.).

THE ONLY 5c CLEANSER

Table of prices for THE ONLY 5c CLEANSER (Guaranteed to equal the best 10c kind, 80 - CANS - \$2.90).

FOOTE & JENKS' Killarney (BRAND REGISTERED) Ginger Ale. An Agreeable Beverage of the CORRECT Belfast Type. Supplied to Dealers, Hotels, Clubs and Families in Bottles Having Registered Trade-Mark Crowns. A Partial List of Authorized Bottlers: A. L. JOYCE & SON, Grand Rapids and Traverse City, Mich.; KALAMAZOO BOTTLING CO., Kalamazoo, Mich.; KILLARNEY BOTTLING CO., Jackson, Mich.

SOMETHING MORE. The chances are that you want something more than printing when you want a job of printing—ideas, possibly, or suggestions for them; a plan as likely as possible to be the best, because comprising the latest and the best; an execution of the plan as you want it and when you want it. This is the service that we talk about but little, but invariably give. Tradesman Company :: Grand Rapids

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

BUSINESS-WANTS DEPARTMENT

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

BUSINESS CHANCES.

For Sale—For cash. General merchandise business. Rare opportunity in Holland settlement. Address No. 679, care Tradesman. 679

For Sale—Hotel in Farwell, new, modern. Right size for the town. Price is right. Enquire, Thomas E. Fair, Farwell, Michigan. 769

Department Store—Established twenty-five years, offers stock and fixtures for sale, best location, fine room, clean stock, rent cheap. Retiring from business; will sacrifice. Address A. J. Stofflet, Nazareth, Pennsylvania. 770

To Trade—For stock groceries inventories \$2,500, 160 acres four miles north Reed City. 100 acres improved \$40 per acre. Two houses, barn. Wm. G. White, Ovid, Michigan. 771

For Rent—Two store rooms 25 x 90, in Newkirk, Oklahoma, in the heart of a new oil and gas field the largest in Oklahoma. A splendid opening for a department store. Address Harry Geisler, Mauketta, Iowa. 707

For Cash—Grocery stock and fixtures doing good cash business, good location. This is a new stock and will inventory about \$1,200. Address Box 72, Station A, Lansing, Michigan. 761

For Sale—Small clean stock of groceries and fixtures. Invoice about \$1,800. No dead stock. Corner location, rent reasonable. Established 18 years. Farming community; county seat. Southern Michigan. Reason, other business. Must be cash. Address No. 762, care Michigan Tradesman. 762

For Rent or For Sale—Brick store building 26 x 90, with fixtures, good basement, on main business corner, Clarence, Iowa. Enquire of Heiner & Petersen, Lowden, Iowa. 764

For Sale Cheap—One rug rack, one carpet sewing machine, one Allen-Sparks gasoline lighting plant. Lyon & Pond, Owosso, Michigan. 765

Administrator's Sale—Two brick buildings, a stock of dry goods and fixtures. Will sell together or separately. A liberal discount. By order of the court. Dora Snyder, Alva, Oklahoma. 766

Will pay cash for whole or part stocks of merchandise. Louis Levinsohn, 101 Center Ave., Bay City. 757

Factory and Business For Sale—New, modern, in a good town 35 miles from Detroit; exceptional opportunity; labor conditions good; same is now and always has been in operation; investigate this. Address Box 64, Ann Arbor, Mich. 756

For Sale—A profitable and established 5-10-25 cent store, located in Sapulpa, one of the best oil cities in Oklahoma. Doing good business; forced to sell. For particulars, address Box 409, McAlester, Oklahoma. 755

For Sale—Building which can with small expense be changed to hotel or store. Fine opening for dollar day hotel. No such hotel in town. One of best towns north of Grand Rapids. Address No. 754, care Tradesman. 754

For Sale—The finest grocery in Central Michigan, doing \$500 business weekly, invoice of stock and fixtures \$4,000. Located in a fine farming town of about 2,000 population. Address No. 759, care Michigan Tradesman. 759

Delicious White Clover honey in 2 pound tin cans, at 10 cents per pound, labeled, wrapped and packed 24 cans in case at \$4.80. S. C. Swanson, Cannon Falls, Minnesota, Route 2, Box 78. 712

For Sale—In live Michigan resort town and good farming country—meat and grocery stock also building with No. 1 living rooms. If preferred will sell either stock separately including buildings. Total inventory about \$7,000. Must be cash. Best reasons for selling. Good business. Address No. 773, care Tradesman. 773

For Sale—Established hardware business. Old stand. Inventory about \$4,500. Good reasons for selling. Address No. 750, care Tradesman. 750

My sales letters succeed with wholesale or retail trade. Collection letters extract without pain. Free booklet explains. Letter Specialist Cook, 80 Maiden Lane, New York. 751

For Sale or Trade—Canvas glove or overall machinery. J. T. Simonson & Co., Muskegon, Michigan. 739

For Sale—Before Feb. 10 at 75c on dollar, \$5,000 jewelry stock. Fine trade; investigate. Address No. 740, care Tradesman. 740

Stock Wanted—Have fine well-improved stock and grain farm of 250 acres in Central Illinois. Want good stock merchandise up to \$18,000 in exchange for it. What have you? Address Box 97, Greenup, Illinois. 735

Real Estate Broker—W. C. Amerman, representative of the National Co-Operative Realty Co., will do a real estate or exchange business and have communication with a large number of agents throughout United States. Office Masonic Bldg., Koshkonong, Mo. 741

Would like to communicate with a reliable concern that can offer a staple grocery specialty for this State to handle with another line which I have represented in this State for the past two years. Address No. 742, care Michigan Tradesman. 742

For Sale—Bazaar stock and fixtures at Ovid, Michigan, inventorying \$700. Will sell right to cash buyer. H. E. Keyes, Box 334. 743

For Sale—Or will exchange for hardware or implements, a 160-acre farm. Address No. 744, care Michigan Tradesman. 744

For Sale—Stock of general merchandise in country town on railroad, twenty miles out of Grand Rapids. Fine farming community. Address No. 745, care Tradesman. 745

For Sale—Bakery in Muskegon doing good business. Good reasons for selling. For business opportunities write Bouman & Van Dam, Muskegon, Michigan. 747

For Sale—A good business for lady to conduct consisting of ladies' and children's furnishings, art goods and notions. Want to retire from business. Terms cash or part payment and balance on good security. Address Mrs. James Mulder, Muskegon, Michigan. 736

For Sale or Trade—Grocery stock and fixtures on account other business. Situated in Shepherd, Michigan. Good location stock clean and new. Address F. E. Chaplin, Shepherd, Michigan. 738

For Sale—Dray line. Charles Payne, Jonesville, Michigan. 729

For Sale—Grocery and meat market. One other meat market in town 1800. Best of fixtures and new stock. For price write James Mead, Corunna, Mich. 730

For Sale—Department store in best small town in Florida. Most healthful location; pure water; backed by fine productive country; population 2,000. About \$15,000 proposition—building and stock. Annual business \$35,000. Owner wishes to retire. Address, Florida, care Tradesman. 731

For Sale—Money making up-to-date general dry-goods store, mostly staples, best farming community. Draws trade over 15 miles around; anticipates bills. About \$15,000 will take it. Rare opportunity, investigate. Address No. 732, care Michigan Tradesman. 732

For Sale—Two brick stores, one stocked with dry goods, the other with men's clothing and furnishings. Best location, established 30 years. Always prosperous. For particulars address A. J. Wilhelm, Traverse City, Michigan. 733

For Sale or Trade—For good farm, mail order house handling heavy machinery, hardware and farm supplies. J. T. Simonson & Co., Muskegon, Michigan. 726

Let Us Do Your Printing—500 good quality note heads, envelopes or statements postpaid \$1.15. Send copy to-day for free proof. Enterprise Printery, Clermont, Iowa. 714

To Sell or Trade—280 acres; modern country home three miles west of Coalgate, Oklahoma. Adapted to stock raising and dairying. Incumbance \$5,000. \$35 per acre. Invite inspection. Address J. P. Addison, Box D, Coalgate, Oklahoma. 716

Turn Old Merchandise Into Cash—I will sell your unsalable merchandise, out of style, dry goods, shoes, clothing, women's ready-to-wear goods, job lots, etc., 5 per cent commission including insurance. Sales every day. Remittance made at once. Highest banking and mercantile references. Joseph Landau, merchandise broker and commission merchant, 2002 Beaver avenue, N. S. Pittsburgh, Penn. 723

Hardware For Sale—Nice clean stock; fine location; good going business. Box 461, Lansing, Michigan. 718

For Sale Cheap—Sheet metal works in town of 5,000. No competition. Top prices for work. Investigation cheerfully invited. Located twenty miles east of Tampa, Florida, in heart of good farming community. Address Plant City Tin and Sheet Metal Works, Plant City, Florida. 670

Business Wanted—Will exchange 160 acres of good land near Perry, Noble county, Oklahoma for a business. Give full particulars and location of business offered, first letter. Confidential. Address Frank Cleveland, Perry, Oklahoma. 720

Jewelry Fixtures For Sale Cheap. Wall cases and counter show cases. Will do for jewelry, drug, grocery, cigar or confectionery store. Call at once, Carstens Jewelry Store, 218 Monroe Ave., Grand Rapids. 710

For Sale—The Temple Cafe Restaurant in the live city of East Jordan. The best location in town, opposite post-office and in Temple Theater block. Will sell at a reasonable price. Frank Green, East Jordan, Michigan. 705

For Sale—New ventilating plant cheap; suitable for school building, hotel, large cafe or underground kitchen. Write Delta Hotel, Escanaba, Michigan. 678

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. Krulsenga, 44-54 Ellsworth Ave., Grand Rapids, Michigan. 870

The Detroit Mercantile Adjusters, counselors and executors of high grade special sales, 505 Whitney Bldg., Detroit, Michigan. 664

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

Safes Opened—W. L. Slocum, safe expert and locksmith. 1 Ionia Ave. N. W., Grand Rapids, Michigan. 104

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

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

Merchandise Sales Conductor. For closing out entirely or reducing stocks, get Flood, Dexter, Michigan. 18

Shoes—We are stock buyers of all kinds 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, Michigan. 517

HELP WANTED.

Man Wanted—We have a store building in the village of Farwell, where the right party can make good. We need a live man with the money to put in a stock of dry goods and cents' furnishings, boots and shoes. Address Thomas E. Fair, Farwell, Michigan. 749

Wanted—A competent man to manage first-class cafe. Small investment required. Particulars on request. Address No. 748, care Michigan Tradesman. 748

Wanted—Experienced sheet metal workers for general job work who are familiar with laying out, making-up or erecting work. Address T. B. Callahan, 198 Frank St., Akron, Ohio. 753

Wanted—Men for light structural iron work on machinery guards who are familiar with designing, making or erecting guards made up of angle iron, band iron and screen or expanded metal. Address T. B. Callahan, 198 Frank St., Akron, Ohio. 752

Wanted—Manager for grocery department. State experience, references and salary wanted in first letter. Address Harvey B. Larsen, Manistee, Michigan. 763

Wanted—A registered pharmacist at Neumeister's Drug Store, Muskegon, Michigan. Give references and years of experience. 760

Wanted—Experienced salesmen to carry B. S. K. silk and cotton petticoats for Western and Southwestern states. Large commission basis. Splendid values. Stitching fourteen to eighteen stitches to inch. Address, Skadan, Kerns & Co., Weedsport, N. Y. 767

Wanted—Dairy supply and cream separator salesmen. Patented dairy appliance fully guaranteed. Weight 5 ozs. Retail \$3, 100 per cent profit. Write us. Indicator, Mainsburg, Pa. 693

Salesmen covering regular territory who can call on drug and general store trade to carry a good side line. Sample can be carried in pocket. Liberal commission. Rat Biscuit Co., Springfield, Ohio. 713

POSITION WANTED.

Position Wanted—By experienced trimmer and card writer now employed in Durham, N. C. Graduate Economist School. Salary \$20 per week to start. Can report at once. Address D. W. Wolf, Durham, N. C. 768

Wanted Position—As drug clerk in town 1,500 to 5,000. Four years' experience, three months at pharmacy school. Married. Can give best of references. Address No. 758, care Tradesman. 758

Young man 32, now open for traveling position, six years' experience. Would prefer place in dry goods store, two years' experience. Will consider anything, or go anywhere. Write me if you have an opening of any kind. Box 213, Marion, Kentucky. 737

MUST BE SOLD

1. S. W. corner Ionia and Fulton, 50x100, 5 stories and basement—brick—R. R. siding, \$70,000.
 2. Flat Iron Building, across from the above, 5 stories and basement—brick—\$45,000.
- Excellent for wholesale, manufacturing, or exhibit buildings. Terms.
3. S. E. corner Division and Sycamore, lot 99 x 132, 3 stories and basement—brick—4 stores and 3 houses, \$28,000. Splendid for lodge or club rooms above. Would be self-supporting.

JAMES F. KNOWLTON

205 City Banks Bldg.
Grand Rapids, Mich.

Citizens 1648

1916 TANGLEFOOT

IMPORTANT CHANGES



Improved Size—Handy Sealed Package

Retails 5 Double Sheets for 10c

Ask your Jobber or his Salesman for Particulars

Use Tradesman Coupons

BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

Grand Rapids, Jan. 13—Claud W. Barry, bankrupt, Herietta, doing a general merchandise business and banking business at that place, has filed his schedules in bankruptcy in accordance with the order of the court and the first meeting of creditors has been called for Jan. 25, at which time creditors may appear, prove their claims, elect a trustee and transact such other and further business as may come before such meeting. The schedules of the bankrupt show assets listed as follows: Groceries, \$711.42; hardware, \$1,540.77; drugs, \$699.40; store furniture and fixtures, \$404.36; bank furniture and fixtures, \$880; real estate, \$1,374; notes and accounts receivable, some of which are secured by mortgages, \$6,119.89, total assets, \$11,729.84; liabilities are shown as follows: Merchandise creditors, \$2,664.66; other creditors, for the most part depositors with sums due them, in the private bank of the bankrupt, \$11,481.72; total liabilities, \$14,146.38.

The following are listed as creditors of the bankrupt:

National Grocer Co., Cadillac	\$ 218.10
Dwilen Bean Co., Big Rapids	59.50
Brown & Schler Co., Grand Rapids	12.50
Greenville Improvement Co., Greenville	30.10
Newaygo Portland Cement Co., Grand Rapids	195.59
Saginaw Milling Co., Saginaw	98.26
Saginaw Beef Co., Saginaw	93.15
A. J. Brown Seed Co., Grand Rapids	41.10
Nelson Brothers Co., Saginaw	2.59
W. F. McLaughlin Co., Chicago	18.28
Sherwood Hall Co., Grand Rapids	1.90
V. C. Wall, Sherman	30.75
Fred Meatzdorf, Cadillac	18.44
Lakeside Biscuit Co., Toledo	21.65
J. M. Bour Co., Toledo	25.44
Hazeltine & Perkins Drug Co., Grand Rapids	91.27
Parker Plow Co., Richmond, Ind.	14.30
Sheffield Mfg. Co., Burr Oak	10.84
Drury & Dely Co., Cadillac	19.38
Standart Simmons Hardware Co., Toledo	226.57
Buhl Sons Co., Detroit	85.93
Michigan Hardware Co., Grand Rapids	8.56
John Drew Plow Co., Indianapolis	13.55
Cadillac Lumber Co., Cadillac	1.40
Cadillac Plumbing & Heating Co., Cadillac	.85
Standard Oil Co., Grand Rapids	49.38
Belding Basket Co., Belding	10.50
Harriett & Hewitt Co., Toledo	296.67
Boyes Nudle Co., Chicago	36.70
Detroit Stove Works, Detroit	.91
E. A. Crawford, Arcadia	6.60
Huron Portland Cement Co., Alpena	178.33
Stearns Salt & Lumber Co., Ludington	141.07
Northrup, Robertson & Carrier, Lansing	5.46
Dennison Coffee Co., Chicago	27.46
Midler & Co., Cleveland	52.80
E. C. Duville Co., Chicago	12.00
Reliance Engineering Co., Lansing	146.67
M. S. Jonier, Benzonia	1.80
Hannah & Lay Co., Traverse City	18.50
Standard Accident Co., Detroit	400.00
Richmond & Backus, Detroit	7.01
Frank Shaffer, Harrietta	690.00
Bank Creditors.	
Amanda Barry	\$ 66.00
George W. Curtis	30.00
H. Baker	10.00
E. Baugher	10.00
E. Bradley	47.00
R. Freeman	52.85
J. Himler	48.00
Marie Stickney	16.01
Minnie Southwick	29.64
George Miller	74.23
Glen Porterfield	1.46
Mildred Nixon	2.03
James Cussins	2,085.85
F. A. Brown	.06
Carl Giddings	1.84
F. A. Brown, Treasurer	9.87
A. A. Merrill	384.50
H. Brant	3.51
J. B. Paul	8.25
J. Johnson, Treasurer	360.07
Lucris Keili	400.00
A. Fount	1.00
F. Lyle	35.94
Adoliza Jackman	470.07
Thos. Fount	218.20
E. Lyle	7.68
F. L. Morrison	60.26
Lucy Cody	66.10
J. Martin, Treasurer	59.11
Mellie Martin	47.30
J. H. Westerman	.78
Phillipson & Reed	52.56
J. M. Reed	35.00
Jas. Porter	25.61
J. S. Oliver, Treasurer	314.40
P. Mesh	74.71
E. Porath	10.64
Jas. Orvis, Treasurer	206.44
E. Plaistead	289.59
E. J. Stickney	1,195.58
Bessie Shafer	141.27
J. Jackman	60.16
Will Martin	18.71
E. C. Paul, Treasurer	248.21
J. G. Olliver	11.12
John Hayes	3,500.00
All of the bank creditors are at Harrietta, except John Hayes, who resides at Luther.	
Jan. 14—Roy R. Hunsberger, of Grand Rapids, has this day filed a voluntary	

petition in bankruptcy, adjudication has been made and the matter referred to Referee Wicks. The first meeting of creditors has not yet been called. The schedules of the bankrupt reveal that the estate contains no assets not claimed as exempt and the following are listed as creditors:

Secured.	
Mesa County National Bank, Grand Junction, Colo.	\$7,500.00
Bank of Palisades, Palisades, Colo.	457.00
Grand Valley National Bank, Grand Junction, Colo.	2,500.00
Western Slope Fruit Growers Assn., Palisades, Colo.	100.00
H. W. Kluge, Palisades, Colo.	135.00
F. E. Port, Palisades, Colo.	4,300.00
Unsecured.	
Western Slope Fruit Growers Assn., Hoke, Wolf & Heffers, Palisades, Colo.	\$40.00
F. E. Swisher, Palisades, Colo.	35.00
Dr. T. J. Tadlock, Palisades, Colo.	22.50
Jay R. Lichty, of Grand Rapids, has this day filed his voluntary petition in bankruptcy, adjudication has been made and the matter referred to Referee Wicks. The first meeting of creditors has not yet been called. The schedules of the bankrupt on file at this office reveal that the estate contains no assets not claimed as exempt and the following—all of Grand Rapids—are listed as creditors of the bankrupt:	
South End Mercantile Co.	\$ 9.00
Frank Klaiber	16.66
T. R. Donovan Co.	01.00
Peoples Credit Clothing Co.	9.00
Collins Ice Co.	6.00
Lane & Leach	17.00
A. H. Sweets	60.00
H. D. Firth	130.00
Sarah Jakeway	100.00
W. D. Lyman	15.00
Dora Chase	15.00
Grand Rapids Loan Co.	64.00
Rhodes Mfg. Co.	55.00
John Jasperse	1.50
Leetsma & Van Ark	15.00
Martin Dekker	24.47
Tubergen & Broene	4.30
Louis H. Chamberlain	15.00
W. H. Snyder	10.00

Jan. 17—In the matter of Louis Goldman, bankrupt, Cadillac, the first meeting of creditors was held this date. Claims were allowed. Walter H. Brooks, receiver, made a report and account, by vote of creditors, Walter H. Brooks, of Grand Rapids, was elected trustee, and his bond fixed at \$10,000. The trustee was given a general order for the sale of the assets and it was decided that the same should be sold at once. The bankrupt was sworn and examined by attorneys and the meeting was then adjourned to Feb. 17.

Jan. 18—In the matter of William Wanrooy, bankrupt, Grand Rapids, the first meeting of creditors was held this date. Claims were allowed. Charles H. Lille, of Grand Rapids, was elected trustee. The bankrupt was sworn and examined and the meeting then adjourned without day.

An involuntary petition in bankruptcy has been filed by the M. Plowaty & Sons Co., the Watson-Higgins Milling Co., and the Sulzberger & Sons Co. against the T. S. Dittman Company, of Grand Rapids, formerly conducting the string stores known as the Celrite Stores. The alleged bankrupt gave a trust mortgage to H. B. Corwin, of Grand Rapids, as trustee, some time ago, the stores have been sold and the matter practically settled up under the trust mortgage at the date of the filing of the petition. If adjudication is made, it is likely that payments made to creditors will have to be refunded to the trustee in bankruptcy, if it is shown that preferences have been given.

St. Joseph. Jan. 11—Abraham Bernstein, boot and shoe dealer at Kalamazoo, filed a voluntary petition and was adjudged bankrupt and the matter referred to Referee Banyon, who was appointed receiver. The schedules of the bankrupt show practically no assets above his exemptions and the following creditors:

Preferred Claims.	
Morris Bernstein, Kalamazoo, labor	\$120.00
Secured Claims.	
Morris Lavonsky, Indianapolis	\$200.00
Home Furnishing Co., Kalamazoo	75.00
Peoples Outfitting Co., Kalamazoo	60.00
Kalamazoo National Bank, Kalamazoo	100.00
R. Hocker, Kalamazoo	2,000.00
Total	\$2,435.00

Unsecured Claims.	
Dr. R. W. Crane, Kalamazoo	\$ 10.00
Borgess Hospital, Kalamazoo	67.00
Dr. Epler, Kalamazoo	52.00
Miller & Ryder Coal Co., Kalamazoo	16.37
Hirth-Krause Co., Grand Rapids	1,035.53
Simmons Shoe Co., Toledo	356.50
Kalamazoo Cash & Credit Co., Kalamazoo	300.00
Morris Bernstein, Kalamazoo	31.00
Rose Pendlern, Kalamazoo	260.00
Total	\$2,128.20

Assets.	
Stock in trade, tools and fixtures	\$ 775.00
House and lot	2,000.00
Total	\$2,775.00
All above claimed exempt.	

Jan. 12—In the matter of the Spencer & Barnes Co., bankrupt, Benton Harbor, the trustee qualified by filing the proper bond and the same was approved by the referee, whereupon the receiver delivered to the trustee all the assets of the bankrupt estate, including cash in the sum of \$30,790.38. Upon request of the purchasers of the property, the referee made an order determining the rights of the purchasers in the property.

Jan. 12—In the matter of Adelbert B. Fargo, bankrupt, Kalamazoo, an order was entered calling the final meeting of creditors at the referee's office on Jan. 26, for the purpose of passing upon the trustee's final report and account, the declaration and payment of a first and final dividend and the payment of administration expenses. Creditors were directed to show cause if any they have why a certificate favorable to the bankrupt's discharge should not be made by the referee.

Jan. 14—In the matter of the Whitecomb Hotel and Mineral Baths, a corporation, bankrupt, the adjourned first meeting of creditors was further adjourned for two weeks, at which time the examination of the officers of the bankrupt will be resumed and completed.

Jan. 15—In the matter of Abraham Bernstein, bankrupt, Kalamazoo, an order was made calling the first meeting of creditors at the latter place on Jan. 29 for the purpose of proving claims, the election of a trustee, the examination of the bankrupt and the transaction of such other business as may properly come before the meeting.

Manufacturing Matters.

Lansing—The Original Gas Engine Co. has increased its capital stock from \$150,000 to \$300,000 and changed its name to the Ideal Engine Co.

Otsego—Clyde Scott has resigned as manager of the Otsego Creamery Co. and the former manager, C. I. Curry, has been engaged to take his place.

Detroit—The Liberty Motor Car Co. has been incorporated with an authorized capital stock of \$400,000, of which amount \$200,000 has been subscribed and \$40,000 paid in in cash.

Detroit—The L. Bregand Manufacturing Co. has engaged in the manufacture of automobile parts and accessories, with an authorized capital stock of \$8,000, all of which has been subscribed and \$4,000 paid in in cash and \$4,000 paid in in property.

Detroit—The Detroit Engineering Products Co. has been incorporated to manufacture automobile parts and mechanical devices and machinery, with an authorized capital stock of \$60,000, of which amount \$30,000 has been subscribed and \$6,000 paid in in cash.

Detroit—The F. B. Ensley Co., engaged in general manufacturing and mercantile business, has merged its business into a stock company under the same style with an authorized capital stock of \$10,000, all of which has been subscribed and \$5,000 paid in in cash.

Detroit—The Beltrami & Rush Co. has been incorporated to establish and conduct restaurants and to manufacture bakery goods, ice cream and confectionery with an authorized capital stock of \$30,000, of which amount \$16,000 has been subscribed and \$15,000 paid in in property.

Malcolm Winnie, who has represented the American Candy Co., of Milwaukee, for the past fifteen years, has transferred himself to the Janson Co. and the Chocolate Products Co., both of Baltimore, whose lines he will represent in this State from now on.

Fred N. Rowe, Secretary of the Valley City Milling Co., is in Lansing this week attending the forty-first annual convention of the Michigan State Millers' Association. Mr. Rowe has been President of the Association for two years and enjoys

the distinction of being the youngest officer of one of the oldest milling organizations in the country. William Rowe, President of the Valley City Milling Co., is also in attendance at the convention.

In the District Court of the United States for the Western District of Michigan—Southern Division. In Bankruptcy.

In the matter of Louis Goldman, Cadillac, Mich., bankrupt. No. 1454.

Notice is hereby given that, in accordance with the order of this court, I shall sell, at public auction, to the highest bidder, at the store formerly occupied by said bankrupt, in the city of Cadillac, Wexford county, Michigan, at 1:30 o'clock p. m. on Tuesday, the first day of February, 1916, the assets of said bankrupt estate, which assets are inventoried at cost price as follows: Shoes, \$2491.97; Rubber Goods, \$46.48; Ladies' and Men's furnishings and wearing apparel, \$9,922.80; Dry goods and notions, \$3,715.68; Goods on which deposits have been made, \$228.04; Store furniture and fixtures, \$302.33; total \$16,707.30. The assets are in very good condition, a large proportion thereof having been put in stock during the late fall of 1915. Copies of the inventory will be on hand at the sale, and may be seen before the sale at the offices of Kirk E. Wicks, Referee in Bankruptcy, Michigan Trust Building, Grand Rapids, Michigan, and Fred C. Wetmore, attorney, Cadillac, Michigan.

Said sale will be for cash and subject to confirmation by the Court, and notice is hereby given that the sale will be confirmed on February 5, 1916, unless satisfactory cause to the contrary be shown.

Walter H. Brooks, Trustee.
Hilding & Hilding, Grand Rapids, Michigan, Attorneys for Trustee.

BUSINESS CHANCES.

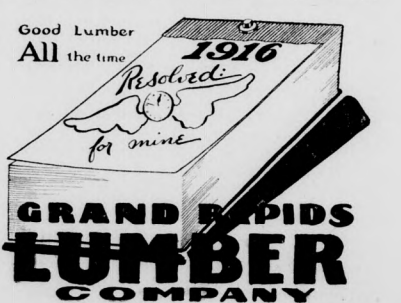
For Sale—I have decided to sell out my two stores. One is a dry goods store, 25 x 100 handling mostly dry goods, ladies' furnishings, some ladies' ready-to-wear garments and some rugs. It has two floors, white glass front, facing two streets. Best corner in town. The annex store, with an opening in the end, connects into the clothing store. It is 22 x 70, facing Main street. It handles only the best lines in every department. The two stores are up-to-date in stock and fixtures. My reputation for having the cleanest stock in Michigan is admitted by every one that comes into my stores. I have the best trade here—a great asset for any one. The reason for my selling out is my health is not the best. I will not have any sales to reduce stock. Every department will be kept up to my standard. I will sell to any one who wants to make good and keep up the buildings and reputation right. No bargain getters need write me. My books and reputation are open for any one that wants a place to make good. J. F. Stein, Harbor Springs, Michigan. 778

For Sale—Good dry goods and shoe stock invoicing between \$4,000 and \$5,000. Cheap for cash. Address No. 774, care Tradesman. 774

For Sale—\$2,800 stock clothing, furnishings, men's shoes and fixtures, corner store, best location in best farming town in the State; must be cash. Will sell cheap if taken at once. Address No. 775, care Tradesman. 775

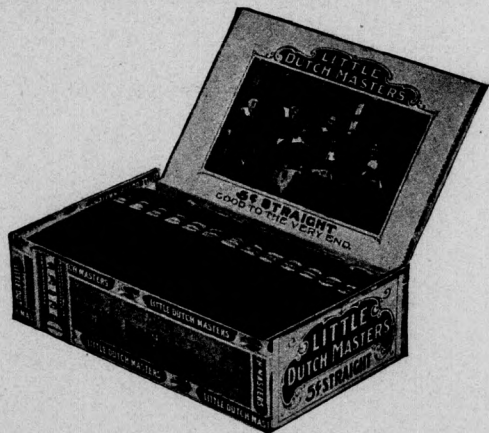
One good salesman in each town, you can double your present income by writing to manager of the Marcellus Supply Co., Marcellus, Michigan. 776

For Sale—One oak cabinet Dayton cash register. Cost \$525. Will sell for \$250. Splendid condition. W. O. Ephlin, 429 Worden St., S. E., Grand Rapids, Mich. 777



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



THE BEST

piece of goods
any dealer
can hand over
the counter.

KC BAKING POWDER

The best at any price.

Free from adulteration.

It will pay you to push K C

Jaques Mfg. Co., Chicago

"The Greatest Match Makers in the World"

PRETTY good reputation that, isn't it. But it's true and we regard it as a good deal of a standard to live up to. We won it only after 33 years of honest, intelligent attention to scientific study, skill in production and honest dealing with the public.

And that wasn't all that brought it. We never would have won it without the friendship and co-operation of the Grocers of the United States—the friend alike of the manufacturer and the consumer.

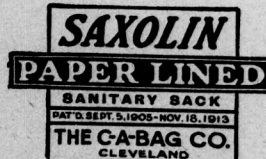
It takes the right kind of combination to set the world ablaze.

THE DIAMOND MATCH COMPANY



WHERE THE FLOUR COMES OUT—THE DIRT GETS IN.

The paper Film lining of the Saxolin paper-lined Cotton Sack—Closes the porous mesh of the cotton and prevents the Flour from sifting Out and likewise the Dirt, Dust and Impurities from getting In



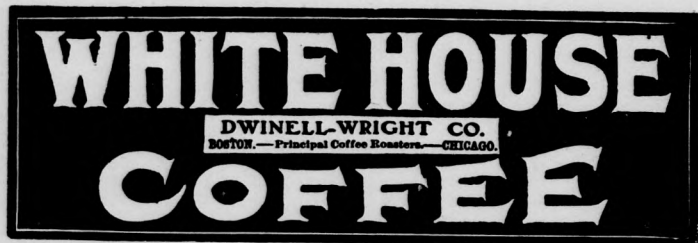
Assurance of
 Pure,
 Clean Flour.

Ask Your Miller

The PAPER LINING does it

THE CLEVELAND-AKRON BAG COMPANY, CLEVELAND

THE tremendous impetus gained during 1915 by "WHITE HOUSE" Coffee has fairly pushed it into 1916 with such a big commercial rush that this new year promises a rich fruition of our national campaigns for a better cup of coffee backed by the absolute probity and character of our



which stands before the people as a veritable monument of coffee honesty and reliability.

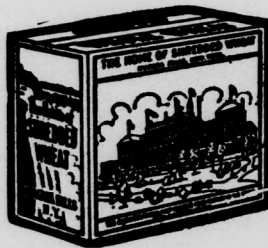
Distributed at Wholesale by
Judson Grocer Co., Grand Rapids, Mich.

You Know the Package

It stands for all that is clean, pure and sanitary in food manufacture, and for all that is humane in the treatment of employes.

Shredded Wheat

is in a class by itself. It is the best advertised cereal food in the world—sold in every city, town and village in the United States and Canada. Always the same high quality. If your customers eat it for breakfast, ask them to try it for luncheon with sliced bananas or other fruits.



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

Made only by
The Shredded Wheat Co.
 Niagara Falls, N. Y.

SAFE BUYING IN A BLIND MARKET

At no time in the 38 years we have been printing NET, GUARANTEED prices, has there been so wide a variation in the quotations at which reputable concerns are offering staple merchandise.

And in scarcity of goods, and in the steady swing toward higher mill costs the crisis is without precedent in the present generation.

All this being true, the prices named in our February catalogue will be an invaluable aid to comparing buyers. Added to the fact that WE HAVE THE GOODS, it is well worth considering that most of our February quotations are based on purchases made months ago, before costs started skyward.

It is our best judgment that prices will continue to rise. Forehanded retailers naturally will see the advantage of making the most of present opportunities.

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Exclusive Wholesalers of General Merchandise

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