

## Mr. Michigan Dealer!

Probably you have noticed what a large number of women use Lily White Flour. Anyway it's a fact that more women are using and demanding Lily White to-day than ever before. Some reasons why—

They secure more than just plain flour when buying Lily White.

Purity, delicious flavor, excellent color, full weight, wholesomeness, healthfulness and complete satisfaction are incorporated in every sack.

Lily White is made especially for domestic use and meets every requirement of home baking in the most satisfactory manner.

Women have discovered that our definite guarantee to the effect they will like Lily White as well or *better* than any flour they ever used is based on fact, not fancy.

They have put Lily White to the test and have proven to their own satisfaction that it is all we claim, and *does* make *better* bread and *better* pastries.

The above reasons are sound arguments in favor of your making a LEADER of

# LILY WHITE

*"The Flour the Best Cooks Use"*

Furthermore, you need have no hesitation in offering Lily White to your most particular customers. They will appreciate your recommending a high grade article.

Lily White Flour is live merchandise. It sells continuously, and all waste or dead stock, slow sale and unsatisfactory results are eliminated.

More than a million consumers are regularly reached by our continuous advertising in Michigan papers. The demand for Lily White Flour is daily increasing.

Everybody knows it is a good flour and your recommendation, coupled with their knowledge of the goods, is practically certain to make the sale.

You can turn your money rapidly and secure a good margin of profit from *every* sale as it is not necessary to cut the price of Lily White to secure the order.

And we prepay all freight and pay you a commission for selling Lily White.

Write us for an explanation of our co-operate sales plan.

**Valley City Milling Company**  
Grand Rapids, Michigan

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

## Piper's Pure Ice Cream

is in demand everywhere

**Piper Ice Cream Co.**

Write, phone or wire your orders

Kalamazoo, Michigan



# RESCENT

"Mother's Delight"

## FLOUR

"Makes Bread White and Faces Bright"

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"The End of Fire Waste"

COMPLETE APPROVED

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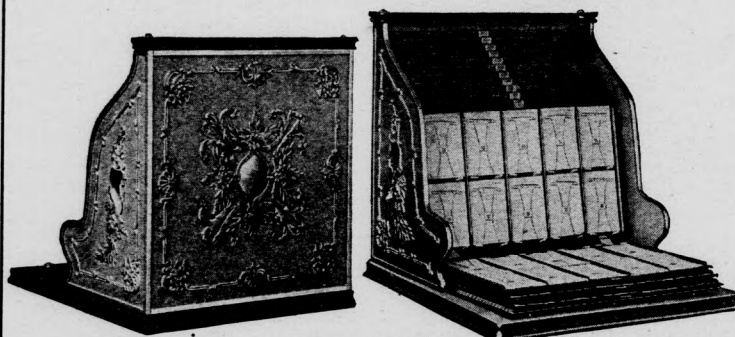
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Bread

It's Good  
for You

The Best Bread is  
made with

## Fleischmann's Yeast

## START THE NEW YEAR RIGHT WITH A Total Account Register



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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.

- |  |   |
|--|---|
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|  | 11—With one writing your accounts are posted and errors eliminated. |

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**STAR PAPER COMPANY**

Salesbook and Store System Dept.

405-7-9 East Main Street

Kalamazoo, Michigan

Exclusive Territory for Live Salesmen in Michigan



NEW DEAL

MORE PROFIT

# Snow Boy Washing Powder 24s

FAMILY SIZE

Ask Your Jobber's Salesman

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

**Lautz Bros. & Co.**



# MICHIGAN TRADESMAN

Thirty-Third Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 2, 1916

Number 1689

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## NEW POLITICAL PARTY.

It is the open season for political gossip, yarns and rumors. They are flying thick and fast, and are being brought down to print every day. They are of all sorts and descriptions, grave, gay and grotesque. If any man in public life is overlooked, he can take it as a sign and a symptom that he is losing ground and must hasten to do something to regain a place in the limelight. Whatever prominent men think or say may be one thing, and what they are credited with, quite another. Candidacies are made over night and are news to men who read about what they are intending to do. Those oftenest mentioned must be accepted as being the most in the popular mind, for the writers of political gossip at Washington have their fingers on the public pulse and understand what the people wish to hear. Much of what they write is interesting and some of it, important.

What Bryan will do is naturally enough a matter of speculation and there are many who would be gratified to get accurate information. The latest story about his political future is that he and Henry Ford are arranging to inaugurate a new party and launch it soon. At the foundation is peace at any price. That, of course, is the fundamental doctrine. A corollary is opposition to any preparedness on the part of the United States. Then, to have more allurements, it is to declare for prohibition and women's suffrage. There may be a few more isms added, but these are said to be the principal planks in the proposed platform. It is suggested that, while anti-preparedness may be popular with the German-American Alliance, the support thus gained will vanish like a June frost before the prohibition proposition. With Bryan to furnish the oratory and Ford to furnish the finances, quite a stir could be made by the combination. Any new party, whatever its principles, can get a few votes. Whether the suggested project would draw more

from the Republicans or the Democrats is a question for discussion. The probability is that it will never pass the gossiping stage. Presumably the two men most prominently named will not be much disturbed by the rumor, since its circulation supplies free advertising, which is a great asset for any one in public life.

## WOULD BE FAR REACHING.

Rumors are not always reliable, but it is an old saying that where there is so much smoke there must be at least a little fire. There is talk, and a good deal of it, in the newspapers that the railroad employes in every branch which is organized, are getting ready to make further demands upon the companies and will ask for an eight-hour day and an increased rate of pay for overtime. Within the last few years the wages of engineers, firemen, conductors, trainmen, etc., have been very considerably increased, the aggregate running up into the millions of dollars annually. The corporations complained, resisted as long as they could, and eventually compromised or capitulated. Then, in turn, they asked the authorities for permission to increase their own earning capacity by advancing the rates for passenger and freight service. These requests have been by no means as successful as those made by the employes.

Current rumor has it that instead of having the demand made by railroad employes cover a certain section at a time, they are all going in together. Moreover, it is said that the unions and brotherhoods have determined that there shall be no debate or discussion, no arbitration, mediation or compromise. They are credited with the intention of presenting their demand and ultimatum all at once. They may say to the companies that unless there is compliance within a given time, there will be a general and universal strike which will aim to tie up every wheel and paralyze transportation and traffic. One of the reasons why they think this a favorable period for such a procedure is, that it is a presidential year and that politics will enter into it. The railroad men of this country make a large army of voters, and the threat will be that men in public positions wishing preferment will have to side with them or lose support. This class of workmen are receiving now \$70,000,000 a year more than they did four years ago, and, according to statistics recently published, while organized labor on the railroads is 19 per cent. of all the employes, they take 28 per cent. of the payroll. It is true that the railroads are doing more business and so making more money than they did a year ago. It

is urged in behalf of the corporations that over 600,000 stockholders receive only 2 per cent. of the gross earnings, while 45 per cent. of it goes to the payroll. Certainly it is to be hoped that the rumors which are rife are not well founded, and that in some way a satisfactory compromise and settlement will be reached without resort to a strike. The public as the great third party will be most inconvenienced and be the heaviest loser should it come to a downright trial of strength, a long drawn out tussle between the companies and their employes.

## LOOKS LIKE A BETTER PLAN.

Senator Norris, of Nebraska, has introduced a constitutional amendment to abolish the electoral college. There are a good many arguments which can be cited in favor of his proposition. The present plan is cumbersome, awkward and unnecessary. Many who know who they want to vote for for President have a very slim idea of who they want to vote for as an elector and presumably have never heard of most of them on their party's ticket. The theory, of course, is to give each state proportionate representation in the government of the United States. This point is easily covered by the Norris bill which provides that presidential candidates be voted for direct and that each state be allowed to cast as many ballots as it has members of the House of Representatives and Senators. That would preserve the original idea and be much simpler and more direct, avoiding misunderstanding, confusion and sometimes error.

There are many who argue that the President should be elected by popular vote, and that if a nominee can secure a hundred thousand over his adversary in any state it ought to count in his favor in the total, whereas the adversary might carry some other state having an equal number of electoral votes by as many hundred. It has happened and may happen again that a man has served a term and made a very good President who did not have a majority of all the votes cast for President nor even a plurality, but he would have sufficient votes in the electoral college to win. The representation under the present system or under that which Senator Norris suggests is based on the population of the several states, New York leading in the number of votes, because it has the largest population. By this plan even the smallest state could not have less than three votes. This gives a geographical representation which could not be had under a popular vote where, for instance, the East interested in certain things might overwhelm the West.

There is no very urgent effort being made to change the plan which allows each state to have the votes it is entitled to alone and by itself, but there is a disposition to declare the electoral college as obsolete and an unnecessary part of the election machinery. To be a presidential elector is an empty office in fact, although usually counted an honor and distinction, but one which might be done away with without any great damage.

The official German report on the latest Zeppelin exploit describes how bombs were dropped on "the fortified area of Paris" with considerable damage to the enemy's ammunition depots and storage warehouses. The ammunition depots in question were tenement houses and the military losses inflicted on the French consist largely of old men, women and babies slain in their homes. Thus German consistency is once more vindicated. Germany insists upon realities as against the letter of the law, but is in the habit of referring to the "forts" at Scarborough and Whitby and the fortified areas of places like London and Paris. A zeppelin raining down death upon the invalids and children, and workingmen's houses of Paris does not constitute military operations. It is terrorism. Taken in conjunction with the break in the French lines near the Somme River, it is a manœuvre intended to remind the enemy population that the invader is still at no great distance from the capital, as vigorous and as resolute as ever. In the bombardments of London the usual German plea has been that the only way to strike at the arch enemy, England, is through the air. But there are ways of getting to Paris other than through the air and the killing of invalids, women and children, especially when one considers that Berlin does not look upon France as her principal enemy and is exceedingly sorry for the French. The Zeppelin shows it.

The Iron Age admits that there are clouds on the horizon, but that with prices of steel half again, and in some cases twice as high as they were a year ago, and a volume of business two to two and one-half times as great as in late 1914, we are still moving in the direction of higher prices in the steel trade. Ocean freight charges twice the seaboard cost of material are making it increasingly difficult to close for desirable export business. New buying is, on the whole, not heavy, but this causes the mills no unconcern with their bewildering piles of orders for months ahead. Labor shortage in different lines is a factor of uncertainty. An enormous demand for machine tools from abroad is developing and prospects are gratifying.

## UNDUE ADVANTAGE

### Sought to Be Secured by Some Manufacturers.

Ten years of the Federal Pure Food Law have accomplished wonders in the way of correcting manufacturing processes of public food, in compelling honest labeling and in eliminating adulteration. Frauds and the dangerous food products offered for sale are rare, and a manufacturer who deliberately issues goods falsely labeled is a notable exception.

The danger chiefly to be feared now is the persistent assault being made on honest and wholesome food products in the interests of rivals; efforts to use the big stick of the Government or of this or that official to promote some given product as the only safe and honest one in its class to the detriment of all others. A food official, state or National, who would keep himself strictly neutral and free from partisan entanglements must be very watchful and suspicious of almost every suggestion brought to him by a food manufacturer.

Some of these are deliberately calculated for selfish ends, but there is also another group, honestly born of prejudice and often selfish without intention. The effort to standardize foods is replete with many such instances, and, while no honest friend of pure food will deny the value of standards for food products, there is a disposition to regard them as dangerously near treading on the toes of legitimate rights of competition; of accomplishing, if not intending to accomplish, the pulling of competitive chestnuts out of the fire for personal or partisan ends.

For instance, efforts have been made to prohibit marking "sausages" made differently from the exact standard proposed as such without any suggestion that other concoctions were harmful or fraudulent or misbranded. Thousands of efforts have been made to drive oleomargarine out of the field in the interest of butter, even when it was honestly made, labeled and sold. A movement of one faction of the macaroni trade sought to require that nothing could be legally "macaroni" unless it contained egg, but evidently this failed, for the Department recently recognized standards for "macaroni" and "egg macaroni."

And now the "hard wheat crowd," as they are sometimes called, are opposing the efforts of the makers of mixed flours to so amend the law that it may be sold on its merits as a food product. The fight comes on the proposal to remove the Spanish war tax on mixed flours, never altogether above suspicion as to its origin, but now clearly unnecessary since we have a pure food law, and operating as a partisan estoppel of honest competition. If flours mixed from wheat and corn are wholesome and nutritious and honestly labeled for what they are, why should they be saddled with a Government tax, which only hampers their chance for competing with clear wheat flour?

Testimony is ample to show the desirability and food value of mixed flour. The manufacturers are willing to label it truthfully and it can be sold at prices materially lower than all wheat flour. Why should the Government lend itself

to a factional fight and at the same time deprive the people of a cheaper bread material? If "flour" is to be only the product of hard wheat, it would be a good deal like patenting the English language, and turning the title to the patent over to a trust.

The old familiar "name-on-the-label" bill has cropped up again in Congress. This perennial nuisance is hardly in the class with the above-mentioned deliberate attempts to accomplish factional ends, but it has some of the elements of asking the Government to do what manufacturers lack the nerve or ability to do for themselves. As presented, it is cleverly clothed in the righteous garments of a law to protect the consumer, whereas the great mass of consumers have no desire to be protected, know nothing about it and the real beneficiary is the weak-kneed manufacturer.

The scheme of requiring that the manufacturer's name be on the label of all food products, whether it also bears the name of the distributor or not is as old as the food law and probably older. To some extent it has been fostered by fussy, sentimental food reformers, who imagine they want to know all about a product, when they are really safeguarded if they have with the goods any responsible name of a sponsor. In fact, in the great majority of cases the name of their family grocer or local jobber is far more instructive for them and a greater protection than the name and address of some unknown manufacturer in a distant city or State.

The chief sponsor for "name-on-the-label" laws is the manufacturer who wants his name to go to the ultimate consumer as a constructive advertisement. As the man who packs the goods, whose skill gives them quality and a market, he has some right to desire this—in fact, it is natural and proper that he should—but in the great majority of instances he lacks the nerve to put that desire into the form of an insistent condition when he contracts with some distributor to pack goods for him under the buyer's label. He expects the jobber not only to sell his goods but advertise him to the consumer, in spite of the fact that the jobber would thereby pave the way for his competitive jobber next year, to capture his trade by having the packer he advertised act as his producer.

It may be interesting to know where and by whom a food product is made, but if it results in an injustice to another in a mercantile sense, is it of enough value to the consumer to justify Congress or some legislature in taking sides and penalizing one party in competition to please another?

### Carpenter-Udell to Resume Operations.

The Michigan Trust Company was appointed receiver of the Carpenter-Udell Chemical Co. on Nov. 6, and after careful consideration of the situation and, owing to the insistent demand for the "Imperial Brand" insecticide and fungicide products, it has been decided that the receiver will resume operations. A great many of the friends and customers of the Carpenter-Udell Chemical Co. had made enquiry as to whether their

orders for "Imperial Brand" lime sulphur solution, Paris green, etc., could be filled and we are pleased to be able to announce that the receiver of the Carpenter-Udell Chemical Co. is prepared to fill orders. Owing to the excessive increase in the cost of materials used in making Paris green and the unprecedented demand for chemicals, that staple will be very high, although none of the manufacturers have made any definite quotations as yet. The receiver has a quantity of Paris green on hand now which will be used to fill orders of customers buying lime sulphur solution and their other products.

Owing to the fact that the receiver cannot guarantee to take back the barrels at the end of the season and allow a credit therefor, it has been decided to reduce the price of lime sulphur solution to the customer so that he will not have to pay for the barrel in advance as in the past. Customers will not only save the advancing of the cost of the barrels at the beginning of the season, but at the end of the season they will probably be able to make such disposition of the barrels as to be considerably ahead by this method over the old-time method. The salesmen are now calling on the trade and taking orders and the company is also prepared to accept orders by mail, telephone or personal calls.

### Will Test Benzoate Rules of Wisconsin.

The Curtice Bros. Co., of Rochester, has filed a petition asking for an injunction in Wisconsin restraining Pure Food Commissioner George J. Weigle, of that State, from enforcing the law prohibiting the sale of any food containing benzoate of soda. The complaint declares that the Federal food law permits the use of the preservative and that, therefore, the State law is in direct contravention of the National pure food law, indicating that the fight will be made on the basis of the Federal law being paramount.

The company declares that its food products conform with the food and drugs act of Congress, that benzoate of soda "is not poisonous or deleterious or harmful to health," as determined by decision of the Federal Department of Agriculture.

The complaint shows that in 1910 Wisconsin enacted a law prohibiting the sale of benzoate of soda when used as a preservative, fixing heavy penalties for violation of the law, and Commissioner Weigle has declared that he will enforce the law, as a result of which the company has been compelled to discontinue sales and shipments of their products into Wisconsin.

The fact that the case brought by Curtice Bros. will come before Judge Sanborn, who recently rendered a decision in favor of the Corn Products Refining Co., wherein the State attempted to compel the company to declare on the label of "Karo" corn syrup that it contained glucose, is regarded by many as suggesting that Curtice Bros. have more than an even chance to win, although the cases are rather dissimilar.

### Commissioner Helme Breaks Out in New Place.

Lansing, Feb. 1.—For the past month the air of Michigan has been redolent with discussion about beans, bean prices, bean jobbers, bean canners and bean diseases.

All this results from the fact that the bean is, next to bread, the most valuable foodstuff produced in the country, and, as Michigan produces 70 per cent. of the Nation's crop, it behooves us not to "spill the beans."

What was all the trouble about anyway? Well, you see, it was like this: In preparing the beans for market at one stage of the game some nice looking girls at the elevators pick out a lot of bad looking beans known as culls. Most of them are mouldy and decomposed. Theoretically, these beans are supposed to be fed to hogs of the four-legged variety. Practically, these cull beans have been shipped all over the county to canners who canned them for human consumption.

The Federal Pure Food Department got wise to this, and this season when the elevator men began to ship cull beans to brokers and canners they were seized by Federal authorities. Delegations of jobbers and canners went down to Washington to get the Department to rule what percentage of bad beans they might sell or can. But the Federal authorities refused to make a ruling. They knew if they established a percentage, they would find that per cent. present on all occasions.

After two delegations had been down to see the Federal Pure Food authorities and got no satisfaction, the bean jobbers appealed to Governor Ferris to use his good offices to get the Federal authorities to tell the jobbers what kind of beans they could ship without being seized. The Governor turned the job over to the State Dairy and Food Commissioner, who went down to Washington to get a definite ruling.

Dr. Alsberg, head of the Federal Pure Food Department, had no objection to talking with the head of the State Food Department. He showed samples of a large number of cans of beans canned with tomato sauce. After washing off the sauce, it could be easily seen that a large proportion of these beans were culls. Dr. Alsberg made a definite ruling at the request of the Michigan Commissioner that, inasmuch as cull beans were only fit to feed stock, that no cull beans would be shipped out of Michigan unless they were first ground up so they would not be available for canning.

The Department also found that many bean jobbers had sold beans to canners that had been picked with machines, but not by girls. This practice the Federal Department announced should be stopped. The Department made a ruling that hereafter no dry beans could be shipped except those which had been picked "in good commercial practice." Under this ruling only those beans known to the jobbers as choice hand-picked can be sold. Possibly prime may also come under this ruling, certainly no other grades.

What effect will this ruling have on the Michigan bean crop? We believe it will raise the price. The cull beans that the farmer received nothing for must be replaced in canning by choice hand picked. This means a greater demand for the beans the farmer gets paid for; more demand means more price. The price will probably gradually increase from now on until the next crop comes in sight. Another thing. If all beans have to be handpicked in Michigan it means several thousand dollars paid to Michigan labor. James W. Helme, State Dairy and Food Commissioner.

Probably the biggest thing about a jealous woman is her suspicion.



### Making Money in the Wholesale Grocery Business.

The stockholders of the National Grocer Company, which conducts fourteen large jobbing houses in Michigan and Illinois, held their annual meeting in the company's general offices in Detroit last Tuesday, and re-elected the old board of directors: F. C. Lets, President; C. Elliott, Vice-President; William C. Phipps, Second Vice-President; B. B. Cushman, Treasurer and general manager, and W. I. Olwell, Secretary.

The reports indicated that the company had a very successful year, the sales showing an increase of \$314,310.94 over 1914, with net profits for the stockholders, after deducting depreciations and expenses of all kinds and nature, \$334,102.93. During the year 1915 the company paid the regular 3 per cent. semi-annual dividends on preferred stock amounting to \$90,000, and four quarterly dividends of 1½ per cent. each were paid on the common stock; also 2 per cent. extra on the previous year's earnings, making a total of \$160,000 paid on common stock during the year or total dividends on both preferred and common amounting to \$250,000. The common stock earnings for the year were 12.2 per cent.

No extra dividend was declared on the common stock at this meeting because it was deemed advisable to retain the excess earnings for improvements that will be made during the year. The company has recently purchased a piece of ground 120 x 240 on West Larned street, Detroit, on

which a building will be erected, five stories and basement, containing 172,800 square feet, at a total cost of \$325,000. A warehouse at Lansing will also be built at an approximate cost of \$50,000. These improvements, together with the purchase of the Cadillac property already made, will permit the company to handle its business more economically in these respective points.

The usual custom of taking merchandise inventory at cost basis, or at the market price if the market is less than cost, was followed, although the market value of many commodities on December 31, 1915, was above cost. The company's undivided profit account as of Jan. 1, 1916, stands at \$783,279.54.

### Underwear Mills Forced to Readjust Values.

Manufacturers of underwear are being compelled to readjust values in an important way on account of rising costs in all directions, including labor, raw materials of all kinds, whether yarns, paper, etc. The latest lines to be advanced in price include two prominent mills making the better grades of men's balbriggans, such as the garments retailing at 50 cents and on which values under normal conditions are unusually constant. These two lines are marking up prices on new business for this season 12½ cents a dozen on shirts and drawers and 25 cents on union suits. It is understood that these new prices themselves will only hold for a limited amount of business, when prices such

as on the shirts and drawers will likely have to be marked up another 12½ cents a dozen.

Mills of this kind have taken this action only slowly, considering the similar action of other lines of cotton underwear, the cheap balbriggans, for example, now being up a total of 20 cents a dozen. But abnormal conditions in manufacturing, now applying in practically every factor governing the cost of merchandise, have forced the manufacturers to meet the situation.

Business in these goods, such as the 50 cent bala, has been improving steadily along with the rest of the underwear market, and the demand is now active. Jobbers and retailers alike are taking merchandise in a liberal way.

Mills in many centers are short of labor and in places such as Amsterdam and New York State centers are steadily advertising for help. Many mills are running full in the daytime and at nights in the spinning and knitting departments.

There is a constant demand for underwear for export such as wool and merino goods and special kinds of fleeced garments also; it is said there is some demand for men's fleeced shirts and drawers. Foreign buyers, it is evident, cannot secure the quantities of merchandise this year as they could a year ago.

The output of the Holland-St. Louis Sugar Co. at its three factories for the present season was 36,000,000 pounds as compared with 25,000,000 last season.

### Several Big Ohio Canneries Consolidate.

Rumor, which is generally credited, announces the consolidation of several of Ohio's most famous canneries at Circleville and Chillicothe, the Sears & Nichols Co., the Esmeralda Canning Co., the C. E. Sears Co., the Scioto Canning Co., and the Winorr Canning Co. They will operate as one concern, under the management of Walter J. Sears. The old firm of C. E. Sears & Co. were the pioneer corn packers of the West. E. E. Smith, of the Esmeralda Co., has long been in the business, and for the past two years had had associated with him George W. Drake. Equally well known are all the firms mentioned, the President of the Ohio Canners' Association being S. B. Orr, of the Winorr Co.

### Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, Feb. 1—Creamery butter, extras, 31@32c; first, 29@30c; common, 25@27c; dairy, common to good, 20@26c; all kinds, 18@20c.

Cheese—Fancy, new, 18c; choice, 17@17½c.

Eggs—Choice, new laid, 29@30c; storage candled 22@23c.

Poultry (live)—Chicks per lb. 16@18c; cox, 12c; fowls, 16@17c; ducks, 18@19c; geese, 15@16c; turkeys, 18@22.

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

Beans—Medium, \$4; pea, \$4.10; Red Kidney, \$4.50@5; White Kidney, \$5; Marrow, \$4.50@5.

Potatoes—\$1.10@1.15 per bu.

Rea & Witzig.

# ROYAL BAKING POWDER

## Absolutely Pure

Royal Baking Powder is made of pure Cream of Tartar, and is the highest grade of baking powder that can be made. Its quality and purity are established all over the world. That is the reason it is the easiest to sell and every grocer should always carry a full stock.

Fully  
Guaranteed



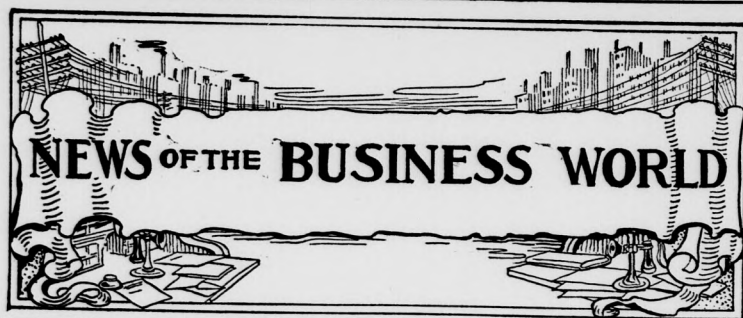
You can push the sale of ROYAL BAKING POWDER with *confidence* as well as *profit*, because you know it will please your customers and make more and surer profit for you than any other baking powder.

Contains No Alum

## ROYAL BAKING POWDER CO.

### NEW YORK





### Movements of Merchants.

Mears—John Lind succeeds Charles Campbell in the meat business.

Otsego—Clyde H. Scott succeeds F. S. Tucker in the grocery business.

Lowell—The Scott Hardware Co. has changed its name to the M. W. Gee Co.

Orleans—J. C. Osborn, recently of Belding, has opened a general store here.

Battle Creek—F. A. Conant has opened a shoe store on South Jefferson avenue.

Flint—The Economy Shoe Co. has decreased its capital stock from \$12,000 to \$6,000.

Detroit—The Halpin Creameries has changed its principal office to Vassar, Michigan.

Ishpeming—Joseph Dronby has engaged in the meat business on West Iron street.

Manistee—H. Rosenbloom, of Alma, will open a credit clothing store here about Feb. 12.

Greenville—R. D. Wiener, of Albion, will engage in the fur, hide and junk business Feb. 12.

Detroit—The Detroit Soluble Oil Co. has increased its capital stock from \$5,000 to \$15,000.

Detroit—The capital stock of the General Sales Co. has been increased from \$25,000 to \$75,000.

Cass City—John Caldwell has sold his implement stock to John Cole, who has taken possession.

Otsego—Frank Fairfield has sold his grocery stock to F. S. Tucker, who will continue the business.

Ovid—Frank Alchin succeeds W. W. Woodworth in the garage and automobile supply business.

Detroit—The Davis 5 and 10 cent Stores Co. has increased its capital stock from \$15,000 to \$50,000.

Vermontville—George Welch has closed his bakery and removed to Lansing, where he has secured a position.

Bellevue—Shaler Bros., of Jackson, have purchased the E. L. Cole hardware stock and will take possession Feb. 19.

Alto—Edward Sneed, recently of McCords, has purchased the meat stock of John Keiser and will continue the business.

Ishpeming—Joseph Gill, veteran confectionery and ice cream dealer, has closed out his stock and will retire from business.

Harbor Beach—The Leszczynski Co., which conducts a general store, has increased its capital stock from \$10,000 to \$25,000.

Saranac—D. K. Jepson has sold his interest in the grocery stock of Otis & Jepson to Lee Otis, who will continue the business.

Sparta—Thieves entered the D. C. Holt jewelry store Jan. 26 and carried

away some stock and the contents of the cash drawer.

Kalamazoo—Bert Downs has purchased the Mintline Bros. grocery stock, at 531 Harrison street, and has added a line of meats to the stock.

Hopkins—O. P. Gordon has sold his stock of general merchandise to John Tuinhoff, recently engaged in the grocery business at Grand Rapids.

Benton Harbor—The H. L. Bird Drug Co. stock has been purchased by J. A. Reiber, formerly of the drug firm of Gillespie & Reiber, at St. Joseph.

Flint—The capital stock of the Genesee Jewelry Co. has been increased from \$1,000 to \$8,000 and its name changed to the A. Lee Brown Co.

Jackson—Harry Sadares has sold his confectionery stock to Samuel Ziuvas, who will continue the business at the same location on East Main street.

Portland—Fire destroyed the two-story brick building and drug stock of Frank Powers Feb. 1. The loss was partially covered by insurance.

Cadillac—W. L. Stinson and V. H. Given have formed a copartnership and purchased the Richard Marcus grocery stock. They will continue the business.

Cadillac—F. A. Laurent and Miss Ida La Marre have formed a copartnership and taken over the plant of the Seeley dye works and will continue the business.

Lansing—Charles G. MacKichan has sold a half interest in his shoe stock to John F. Todd and the business will be continued under the style of Mac's shoe store.

Flint—L. M. Kehoe has opened a meat market at 854 Leith street. Mr. Kehoe also conducts a meat market at Montrose and is a buyer and shipper of domestic cattle.

Allen—The Allen Electric Lighting & Power Co. has been incorporated with an authorized capital stock of \$2,000, of which amount \$1,500 has been subscribed and \$680 paid in in cash.

Battle Creek—John C. Bauer has sold his interest in the sporting goods stock of Bauer & Hamilton to Frank Hamilton, his partner, who will continue the business under his own name.

Monroe—The Monroe Carp Pond Co. has engaged in the general fishing business with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and paid in in cash.

Dowagiac—W. J. Hubbard has sold his interest in the Little & Hubbard stock of general merchandise, to his partner, George H. Little, who will continue the business under his own name.

Clinton—The Clinton Clothing Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$6,000, all of which

has been subscribed and paid in in property.

Benton Harbor—A. Goldbaum, grocer on Elm street, has purchased a half interest in the women's ready-to-wear stock of M. Siegan and the business will be continued under the style of Siegan & Co.

Ludington—Sherman Bros., dealers in books, stationery and sewing machines, have dissolved partnership and the business will be continued by John Sherman, who has taken over the interest of his brother, Frank.

Detroit—The Howard Shoe Stores have been incorporated with an authorized capital stock of \$10,000, of which amount \$6,800 has been subscribed. \$749.85 paid in in cash and \$6,050.15 paid in in property.

Grand Ledge—A. A. Houghtaling, who conducts a bazaar store at Charlotte, has purchased the C. J. Tucker stock of china and dry goods and will continue the business at the same location under the management of H. G. Harrod.

Luther—S. Buckner, who has been closing out his stock of general merchandise preparatory to retiring from business, has sold the remainder of his stock and fixtures to the other general dealers, William Reed and F. G. Swanson.

Escanaba—Blomstrom & Peterson, retail jewelers, have merged their business into a stock company under the style of Blomstrom & Peterson, Inc., with an authorized capital stock of \$25,000, of which amount \$20,200 has been subscribed, \$779.21 paid in in cash and \$19,420.79 paid in in property.

Benton Harbor—Asher Goldman, engaged in the grocery trade, has merged his business into a stock company and engaged in the general mercantile business under the style of Siegan & Co., with an authorized capital stock of \$8,000, all of which has been subscribed, \$4,000 paid in in cash and \$4,000 paid in in property.

### Manufacturing Matters.

Detroit—The Owl Baking Co. has changed its name to the Merchants Baking Co.

Detroit—The Hygeia Filter Co. has increased its capital stock from \$25,000 to \$70,000.

Detroit—The Sterling Motor Co. has increased its capital stock from \$310,000 to \$705,000.

Detroit—The General Spring & Wire Co. has increased its capital stock from \$10,000 to \$20,000.

Battle Creek—The Union Steam Pump Co. has increased its capital stock from \$600,000 to \$1,000,000.

Kalamazoo—The Dunkley Co. has changed its name to the Michigan Canning and Machinery Co.

St. Clair—The capital stock of the Diamond Crystal Salt Co. has been increased from \$650,000 to \$900,000.

Battle Creek—The A-B Enameling & Foundry Co. has changed its name to the Ajax Enameling & Foundry Co.

Detroit—The Crystal Machine Co. has increased its capitalization from \$10,000 to \$25,000 and has changed its name to the Crystal Washing Machine Co.

Holland—The Holland Ladder Co. has been organized by Thomas Tasker and G. Geerts. The company will

occupy the Kleyn building on Sixth street.

Greenville—The Hart Specialty Co. has been organized with an authorized capital stock of \$10,000 for the purpose of manufacturing toys and children's furniture.

Muskegon—The Stone Products Co. has been organized with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed and \$1,050 paid in in cash.

Detroit—The Van Dyke Bakery Co. has been organized with an authorized capital stock of \$150,000, of which amount \$77,500 has been subscribed and paid in in property.

Detroit—The Thomas Berry Chemical Co. has been organized with an authorized capital stock of \$100,000, of which amount \$80,000 has been subscribed and \$10,000 paid in in cash.

Kalamazoo—The Kalamazoo Shoe Manufacturing Co. has been organized with an authorized capital stock of \$50,000, of which amount \$40,000 has been subscribed and \$20,000 paid in in cash.

Zeeland—The Zeeland Knitting Co. has been incorporated with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed, \$1,000 paid in in cash and \$1,500 paid in in property.

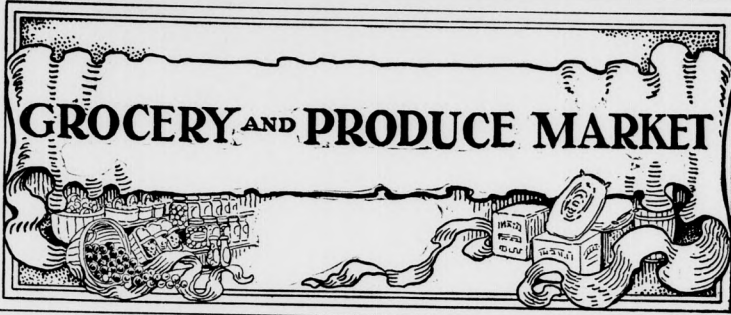
Saginaw—The Schust Baking Co. has changed its name to the Schust Co. Besides being engaged in the baking business, the company manufactures confectionery and carries a jobbing line of specialties.

Detroit—J. W. Dopp & Co. has engaged in the manufacture of all kinds of machinery and allied products with an authorized capitalization of \$1,000, all of which has been subscribed and paid in in cash.

With the exception of Italy, the Caucasus is the one theater of the war which, until the other day, showed the least amount of progress on either side. And when one takes into account the relative importance of area gained in Europe and in Asia, even the progress of the Italian army has been more significant. In eighteen months' fighting the main operations in the Caucasus oscillated close to the Russo-Turkish frontier without apparent advantage to either side. But this will have changed if the Russians follow up their successes near Erzerum and invest that city, with its large garrison. Erzerum lies seventy miles inside the Turkish frontier. Its fall, which we need not anticipate too hurriedly, to be sure, would lead to a Russian advance southwest against the line of Harput-Dirabekr, the route of the Bagdad railway. Even if such an advance should not materialize, the winning of a broad slice of Armenia would count in the final matching of gains and losses. In Europe the Allies have only a very thin sliver of Alsac and a strip of Galicia to show. But they have the African colonies and, more important their territorial winning in the Caucasus and in lower Mesopotamia, both of strategic importance beyond the mere gain in square miles.

The Grand Rapids Foundry Co. has decreased its capital stock from \$75,000 to \$50,000.





### 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—The very unseasonable weather has interfered with the demand for the top grades of butter and the market is steady at 1c decline from a week ago. Undergrades remain steady and unchanged. No further change is expected in the immediate future. The make is about normal for the season. Local dealers quote fancy creamery at 30c in tubs and 31c 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—Home grown, 25@50c per bunch; California, 75c for Jumbo and 90c for Extra Jumbo.

Cocoanuts—\$2 per sack containing 100.

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

Cucumbers—\$2 per dozen for Southern hot house.

Eggs—Receipts of fresh are beginning to increase and the quality arriving is averaging fancy. The market is steady on the present basis of quotations and the future price depends entirely on weather conditions. Local handlers pay 25@26c for fresh. Storage eggs are unchanged at 20c for case count and 23c for candled.

Egg Plant—\$2 per dozen.

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

Grapes—Spanish Malaga, \$7.50@8 per keg of 40@45 lbs.

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

Green Onions—Shalotts, 65c per dozen bunches.

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

Lemons—California, \$4.50 per box for choice, \$4.75 for fancy.

Lettuce—15@16c 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 is unchanged at \$2.50 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, 4½c per lb. for shelled.

Potatoes—The market is weaker than it was a week ago, due to the unseasonable weather which prevailed last week over a large part of the country. Country buyers are paying 75@80c. 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.

Radishes—35c 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 per bbl. 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 Grocery Market.

Sugar—Eastern refiners advanced their quotations 15 points—from 5.85 to 6c, New York basis. The advance is due to a higher market in raws and strong foreign demand. American refiners now realize that their surplus refining capacity will be taxed to its fullest capacity for the remainder of this year, and while in the event of a sudden armistice or even peace being declared, there may be a sentimental break or rearrangement of prices, we are becoming more and more convinced that from a reserve standpoint alone, even in the face of actual peace, the Central European powers would not permit the exportation of much, if any, of such surplus supplies as they may have on hand.

Tea—The market has ruled quieter during the week, but prices are maintained on black kinds, especially India-Ceylons for which the enquiry continues fairly good. The country has been inclined to replenish stocks, because of the strength in Colombo, where the shortage of shipping and the higher freight rates operate to cause an advance. It is figured that owing to the delay in arrivals spot teas are in a strong position. Formosas are hanging fire, despite the fact that they form the bulk of the available supplies of black teas in the market. They are the cheapest, since

there is little Foochow, and the Congous are quoted at a higher level. Eventually, the trade believes, Formosas will be taken for blending purposes. Some circles in the trade still maintain that the preparedness programme of the Administration will lead to a duty on tea which, at 10 cents a pound, would furnish some \$10,000,000. Others consider it doubtful if the Democratic party would dare to face the tea table argument.

Coffee—The advance reported a few weeks ago seems to have been checked and the heavy undertone is more in evidence now than it was at that time. Brazil is still finding it hard to get shipping and this is all that keeps prices even steady. Rio 7s are steady to firm, but Santos 4s are perhaps a shade lower than a week ago. Milds are in fair position and the situation is steady. Java is firm at prices somewhat above normal. Mocha is unchanged.

Canned Vegetables—The market on tomatoes is unchanged. Corn is selling freely, both spot and future, and is firm, with slight advances on some grades. Peas are selling very freely, the consumption having increased quite materially. Prices remain unchanged. Baltimore goods are in seasonable demand, with no changes worthy of note.

Canned Fish—Domestic sardines are firmer and some packers are asking an advance. Imported sardines still scarce and firm, without change. Salmon is in excellent condition. The demand is good for this time of the year and stocks are not excessive. Everybody reports scarcity of tuna fish. No prices on the new pack have as yet been made.

Dried Fruits—Peaches and apricots are holding their own, but the demand is not at all active. California prunes of the 1915 crop for future shipment from the Coast are slightly irregular, with some of the smaller packers showing an inclination to shade prices that are apparently being firmly held by the more prominent operators. The stocks being offered at the low basis of prices are very small, and brokers are of the opinion that the irregular tendency in evidence is only a temporary movement that will soon disappear. The trade is showing comparatively little interest in the future prune market and is buying only very small stocks, mostly at the reduced prices. The larger packers are making no effort to meet the low prices offered by the smaller packers, and are apparently content to wait for the buyers to exhaust the light supplies of cheaper prunes, when they will be forced to meet the quotations held by the larger operators. Oregon future prunes are said to be practically unobtainable on the Coast, and only a few brokers are able to offer quotations. Only occasional sales are made, and the market is held at a very strong basis. Raisins are dull, with the exception of the seedless varieties, which are in excellent demand at full prices. Currants are unchanged. Citron and peel remain unchanged, with prices firm and stocks available in moderate quantity.

Cheese—The market is firm at about ¼c per pound advance over last week, with a normal consumptive

demand and a good export demand. The stocks are reported to be less than they were a year ago. No change from the present basis of quotations is looked for.

Rice—Rough rice is quiet in New Orleans, according to the advices, the receipts being for the mills. Trading in cleaned Honduras is brisk. The Beaumont market is sluggish, but planters are holding for firm prices. Full Association figures are asked.

Provisions—Hog products have been fairly active, but the high prices of a few days ago have not been maintained. This has been due to the enormous run of hogs, which has been practically record breaking. The average weights have been below the normal, however, and while this means a large production of meat it does not mean a correspondingly large production of lard. The demand for everything in the smoked meat line is light, at prices ranging the same as last week. Pure lard is steady at about ¼c advance, while compound is having a good consumptive demand at ½c per pound advance. Barreled pork, canned meats and dried beef are steady, with a moderate demand at unchanged prices.

Salt Fish—Mackerel rules about the same, with but slight fluctuations and comparatively small demand. Cod, hake and haddock are unchanged and quite, and the warm spell of the week did not stay long enough to seriously affect the situation.

The decision of the Supreme Court in upholding the constitutionality of the income tax is what was confidently expected. The first attempt in that direction did not conform to the requirements of the law, as was ably pointed out by the late David B. Hill, then a United States Senator. The necessary preliminary adjustments were made and in the light of the latest law, the new statute was very carefully drawn and now appears to be water tight. The income tax has been going on long enough so that it is a settled conviction and conclusion that those entitled to pay can not honestly escape. It is charged that some are willing to take long chances, bordering on perjury if not crossing clear over, to avoid these payments. That such a course is reprehensible and indefensible goes without saying. Any man who swears to an untruth in connection with his income tax rate deserves to be punished, and that is entirely outside the question whether or no he believes in the theory or practice. So long as it is a law, it is the duty of every citizen to observe it.

William H. Goodman has sold his grocery stock to Harry Elhart, formerly of Rockford, who will continue the business at the same location, 818 Division avenue.

Robert Westveld has purchased the grocery stock of Harm Ritzema, who has been engaged in the grocery business at 749 Grandville avenue for the past eleven years.

John Tuinhoff, who conducts a grocery store at 1900 Clyde Park avenue, has sold his stock to O. P. Gordon, of Hopkins, who has taken possession.



## UPPER PENINSULA.

## Recent News From the Cloverland of Michigan.

Sault Ste. Marie, Feb. 1.—Ted McKinney is now a full-fledged traveling man, having been initiated into the mysteries of the road last week. His maiden trip was made over the D., S. S. & A. Railway. Ted represents the firm of P. T. McKinney & Sons, wholesale and retail grocers here. He is one of the Soo's live wires and a young man of ability. He has had varied experience in traveling throughout the State and enjoys the vocation. He is a good mixer and, undoubtedly, will be successful.

That was some hockey game that we had here Friday night, when the Soo put it over on St. Paul with a score of 7 to 2 favor of Soo. The hockey fans are in high spirits and looking for more worlds to conquer. Some of our boys had souvenirs on their faces which seemed to add to their appearances. Arrangements were also made for taking motion pictures of the Soo and St. Paul hockey teams on McCracken's outdoor rink on the south side. Some fast plays and posed groups of each team were taken and will be used in various motion picture weeklies, which through their exchanges will distribute the pictures to all parts of the United States and Canada.

D. P. Aldrich, manager for the Pickford department store, at Pickford, was a business visitor here last week.

The Soo traveling men are making elaborate preparations for their first annual banquet, which will be held at the Park Hotel next Saturday evening. This will be the first get-together occasion for the boys here and in all probabilities we will have something to report for the next issue which will be interesting to the travelers throughout Cloverland.

George Bailey, manager of the shoe department of Prenzlauer Bros. department store, entertained a number of friends with a shoe pack party at his commodious summer cottage on Sugar Island. Elaborate preparations were made by Mr. Bailey and that the crowd was not disappointed was vouched for by those fortunate enough to enjoy this treat. After a sumptuous dinner, a few speeches were made which would have made Chauncey M. Depew jealous. Nelson Hall, of the firm of Conway & Hall, druggists, gave an unusually interesting talk and surprised the party with his ready wit and oratory which he handed out in a manner as only Mr. Hall can deliver. Herbert Fletcher, assistant cashier of the Sault Savings Bank, rendered a few vocal selections which were well received. The hockey game in the afternoon was won by Mr. Hall's team beating Mr. Bailey's team with a score of 6 to 0. Mr. Bailey has marked the channel from Kibby's boat house so that there was no danger at any time of getting into open water and the trip will long be remembered as a most pleasant affair by all those in attendance.

"A man's character is the reality of himself. His reputation is the opinion others have formed of him. Character is in him. Reputation is from other people."

It is reported that the Upper Peninsula Development Bureau is to have a new head in the person of R. M. Andrews, who will succeed Colonel Mott. The Menominee man is well qualified for the management of the Bureau and, as editor of the new magazine, Cloverland, will be able to do much in developing the Upper Peninsula.

"A man would rather be last than first—in a funeral procession."

Newberry has lost one of its theaters, as fire last week destroyed the vaudeville. The structure was a frame, covered inside and out with sheet iron.

The Caledonian Club entertained

about 500 of the clan at a banquet which was held at the armory last week in the anniversary of the birth of Robert Burns. The feast was one of the best ever provided in the Soo and the programme greatly enjoyed by all. Geo. P. McCallum was the toastmaster and what he omitted was not worth mentioning.

"Some men no sooner get a job when they begin to kick for a day off."

Chippewa poultry raisers are making a hit at the various poultry shows this year. R. H. Smith's white Orpingtons have made the round of all the larger Southern Michigan shows and captured numerous prizes, besides putting Chippewa county on the map as the prize winning poultry country.

J. Newhouse, of the firm of Ryan & Newhouse, Soo monument dealers, reports business as picking up in his line. While it is not a good sign, generally speaking, it goes to show that although Jack is selling tombstones he is not a dead one. Jack is also one of the Soo's noted singers and his popularity has much to do with getting the business in his line. William G. Tapert.

## Bankruptcy Proceedings in Southwestern Michigan.

St. Joseph, Jan. 24.—In the matter of Ralph J. Barnes, bankrupt, Otsego, an order was entered calling the final meeting of creditors at his office on Feb. 8 for the purpose of passing upon the trustee's final report and account, showing total receipts of \$570.89 and disbursements of \$30.79, leaving a balance on hand of \$540.10, and for the declaration and payment of a dividend and the payment of administration expenses. Creditors were directed to show cause why a certificate should not be made recommending the bankrupt's discharge.

Jan. 25.—In the matter of the McMahon Wicks Coal Co., bankrupt, Kalamazoo, the trustee having filed his final report and account, an order was made for a final meeting of creditors to be held at the referee's office on Feb. 7, for the purpose of passing upon the trustee's final report and account, showing total receipts of \$2,013.16 and disbursements of \$1,012.18 and balance on hand of \$990.98, the declaration and payment of a final dividend, the payment of administration expenses and to determine whether or not the trustee shall be authorized to interpose objections to the discharge of the bankrupt. Creditors were directed to show cause why a certificate should not be made by the referee recommending the bankrupt's discharge.

In the matter of the Spencer & Barnes Co., bankrupt, Benton Harbor, the adjourned first meeting of creditors was held at St. Joseph and the examination of the officers of the bankrupt continued. Claims to the amount of \$20,000 were proved and allowed. The trustee filed his first report, showing cash on hand of \$31,657.38, whereupon the order of distribution was entered for the payment of certain administration expenses and preferred labor claims. The trustee filed objections to the secured or preferred claim of William G. Newland, which claim was filed for the sum of \$28,509, whereupon an order was made by the referee for a special hearing on the matter Feb. 4.

Jan. 26.—In the matter of Adelbert B. Fargo, bankrupt, Kalamazoo, the final meeting of creditors was held at the referee's office and the trustee's final report and account, showing total receipts of \$155 was approved and allowed. After the payment of the actual administration expenses there was only the sum of \$69.76 to distribute to creditors. The trustee was authorized not to interpose objections to the discharge of the bankrupt. Creditors having been directed to show cause why a certificate should not be made recommending the bankrupt's discharge and no cause having been shown, it was determined that such favorable certificate be made.

Jan. 27.—Bert Ruben, dry goods and clothing dealer at Paw Paw, filed a voluntary petition and he was adjudged bankrupt and the matter referred to Referee Banyon, who was appointed receiver. The referee made an order appointing Glenn Warner of Paw Paw, custodian.

The following are listed as creditors:

Township Treasurer of Paw Paw	\$ 54.51
Crowley Brothers, Detroit	232.55
Jackson Corset Co., Jackson	52.18
Samuel Phillinson & Co., Chicago	90.59
E. Eisenger Co., Chicago	78.27
Beacon Falls Rubber Co., Chicago	47.50
L. C. Gross Co., Chicago	132.08
G. W. Eade & Co., Chicago	175.33
Apsley Rubber Co., Chicago	21.66
Chicago Rubber Co., Chicago	36.78
Kalver & Stern, Chicago	57.10
Tucker & Hagen, Chicago	85.68
Smith Wallace Shoe Co., Chicago	

Feldstein Bros. & Co., New York	23.75
L. P. Dommerich & Co., New York	16.50
S. W. Beck & Co., New York	112.67
Crower-Tyberg Co., New York	24.93
Morris Mann & Reilly Co., Chicago	14.31
Pioneer Mfg. Co., Cleveland	5.00
Home Mfg. Co., Decatur	19.75
R. B. Smith & Sons, Chicago	148.28
Jackson Skirt & Novelty Co.,	
Jackson	22.00
Butler Bros., Chicago	48.19
Patterson-Wessels Co., Muscatine,	
Iowa	22.64
Louis Tucker, Chicago	8.00
Sala Company, Canton, Ohio	22.25
Rubin Bros., New York	24.00
I. Tucker & Co., Chicago	42.10
Corticelli Silk Mills, Chicago	22.20
Piser & Gutkowsky, Chicago	26.78
Solomon Zion & Co., Philadelphia	45.00
C. C. Hansen Mfg. Co., Milwaukee	27.00
J. S. Fetter, South Bend	3.59
Rice & Ash, Detroit	30.75
Ainsworth Shoe Co., Toledo	171.15
Ben Oppenheim, Kalamazoo	17.12
Henry Klein & Company, Chicago	24.84
Convers Rubber Shoe Co., Chicago	41.75
C. A. Mather Co., Chicago	23.39
Samuel W. Haines & Co., Phila-	
delphia	5.25
Elias Dicker, Paw Paw	30.00
Paw Paw Village	7.00
True Northern Publishing Co.,	
Paw Paw	13.00

Total ..... \$2,186.68

## Assets.

Stock in trade ..... \$1,760.84  
In the matter of the Whitcomb Hotel & Mineral Baths, a corporation, bankrupt, St. Joseph, the adjourned first meeting of creditors was held at the latter place and the examination of the officers of the bankrupt continued for the purpose of discovering further assets. From the present outlook unsecured creditors will receive less than 2 per cent.

Jan. 29.—In the matter of Abraham Bernstein, bankrupt, Kalamazoo, the first meeting of creditors was held at the latter place. No claims were proved. The bankrupt was sworn and examined by the referee without a reporter and his examination disclosed there were no assets to administer above the bankrupt's exemptions, whereupon an order was made by the referee allowing the bankrupt his exemptions as claimed and that no trustee be appointed. The meeting was adjourned without day, and unless cause to the contrary is shown the estate will be closed within 30 days.

Jan. 31.—In the matter of George De Kam, bankrupt, Kalamazoo, an order was made calling the first meeting of creditors at the latter place on Feb. 11 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.

## Honks From Auto City Council.

Lansing, Feb. 1.—Fred Mott (Elliott Grocer Co.), who has been ill for several weeks, suffered another relapse yesterday and for the third time is confined to his home with la grippe.

Our Senior Counselor is staying at home this week nursing a badly swollen face caused by an offending molar.

The ticket agent at the Ann Arbor station, Owosso, recently refused to sell a ticket to a traveler who tendered a \$5 bill for a 60 cent fare, simply because he couldn't change it. Said he had taken in three such bills the same day and was short of change.

Roosevelt and Warner banners are now being used in the construction work of one of Grand Rapids' sky scrapers to protect the workmen from chilly blasts and it is amusing to listen to the remarks of bystanders. We would repeat some of them in this column, but feel certain they would be censured.

We were just foolish enough to be induced to bring a new car through from Detroit last week for an oily tongued agent, but never again under the present road conditions. Six hours at the wheel and two hours in various places by the wayside. Here's hoping for the pavedway.

The next meeting of the Council will be held Saturday evening, at which several candidates will be initiated and other important business transacted. At 6:30 our ladies auxiliary will serve one of their famous Bohemian suppers. Special music will arrive at the close of the Council session and the waxed floor will be used as long as desired. Bring your wives, sisters or sweethearts. If you haven't either, borrow of your neighbors, but come. H. D. Bullen.

## Activities in Some Michigan Cities. Written for the Tradesman.

Many new houses will be built at St. Johns this year to take care of employes of the Hayes Motor Truck Wheel Co.

Zeeland business men have organized the Zeeland Boosters' Club. One of the matters under discussion is the removal of electric light and telephone poles and wires from Main street.

A membership campaign will be put on soon by the Adrian Commerce Club. An expert has been engaged to direct a civic revival.

About 1,600 subscribers of the Union Telephone Co., of Owosso, and vicinity, and 600 subscribers of the Home Telephone Co., of Chesaning, will benefit by the recent order of the State Railroad Commission requiring that physical connections be made for long distance service. The Owosso Improvement Association has been active in support of this movement.

Ludington has adopted boulevard lights, including ornamental posts with three-lamp clusters, which will be installed this year for three blocks along James street. The remaining three blocks will be taken care of next year. The Stearns Lighting & Power Co. bears the entire expense of installation and is given two years to complete the work.

The St. Louis beet sugar plant sliced beets this season for eighty-six days, or 51,000 tons, the product of 5,600 acres. The record day's run was 195,000 pounds of sugar or five carloads. During the campaign an average of 283 men were employed.

The Nashville Booster Club held a successful dinner meeting last week, with about 100 men present. Von W. Furniss was toastmaster and the speakers included Lee H. Bierce, of the Grand Rapids Association of Commerce, and O. R. Bromley, Division Freight Agent of the Michigan Central Railway.

Signs point to a busy year with the carpenters in Eaton Rapids. After a dormant period the Island City, with its fine advantages from manufacturing and residential viewpoints, is waking up.

Gas at \$1.15 per thousand feet is assured Charlotte after Oct. 1 and this rate will automatically drop 5 cents with every increase of ten million feet consumed until \$1 is reached. Improvements and extensions costing \$6,000 will be installed this year.

Coldwater will form a Chamber of Commerce, this decision having been reached at a recent dinner meeting of the Retail Merchants' Association of that city. L. J. Byers is chairman of the committee on organization and a booster meeting will be held soon at the opera house.

## Almond Griffen.

The Wilder Mortor Heater Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

There are men so lacking in initiative that they do not even start for a vacant barber chair until some one gives them the nod.



**German Excess Profits Tax.**

Manufacturers in this country will scan with interest the proposals of the German bill for taxing war profits. The German papers to hand show that two schemes have been accepted for consideration by the Federal Council. The Imperial German Bank is to have a scheme of its own which provides for two taxes—one to balance loss of revenue by the abolition of the tax on notes last August, and the other a tax on 50 per cent. of the increase in profits in war years. This second tax is also proposed with regard to all business concerns. It is proposed to tax all excess profits, whether the proceeds of war contracts or not. The years, 1914, 1915 and 1916 are taken as "war years," and their results are to be compared with those of the three years 1911-13.

Anything above \$1,250 is to be treated as excess profit, and each company is required to place half the amount of the excess to a special reserve fund, and this must consist exclusively of German government securities. It is provided that payment of the tax, when eventually made, can be in German war loan stock, valued at par, and it is consequently to be expected that the new special reserve of most companies will consist of war loan. Strict regulations are laid down regarding the valuation of stock, provision for bad and doubtful debts, depreciation of plant and machinery, the provision of secret reserves and other points

which provide possible means of evading the tax and heavy penalties are to be imposed on any attempt to falsify balance sheets.

It is not clear if the actual tax will amount to the sum of the special reserve. There is apparently an expectation that the tax will be graduated, ranging from about 20 per cent. in the case of small increases to a maximum of 50 per cent. where the excess profit is large. An interesting point is that it is not proposed to enforce the payment of the tax until after the war, and it appears that there is much criticism with regard to this by many supporters of the scheme, who fear, probably not without reason, that if payment of the tax is delayed until the war is over means may be found of evading it altogether.

**Rapid Appreciation of Salmon as Ideal Food.**

That salmon is fast growing in favor as a food, and at the same time as a food with both nutrition and economy among its qualifications, is manifest to anyone who has lately observed the rapid increase in demand for salmon. The reasons are well expressed and explained by a letter recently sent out by the Kelly-Clark Co., packers of salmon.

"Fish food is body food and brain food," says the letter. "Canned salmon, good canned salmon, is ideal fish food. The sort of canned salmon that lies sogily in the can—a clammy, greasy mass—is not an ideal food, since it displeases the senses first of all.

"But salmon with large firm flakes and

rich, clean oil has created an ideal staple food that few other foods can attain. It is nutritious, delicious and economical.

"It is possible for food to be cheap, yet not at all economical. Actually the cheapest food is that which supplies the maximum amount of nutriment at a minimum cost. Some people have learned that, and some people are learning it, but the largest class is yet to learn it. When that knowledge is universal, the demand for good canned salmon will greatly exceed the supply.

"Canned salmon, from a standpoint of desirability as a food, regardless of price, appeals to almost every palate. People who will not, can not, eat fresh fish in any form prize canned salmon as a genuine delicacy. Salmon has not completed its cycle when it is turned out of the can into a dish. Eaten that way it justifies its existence, but its raison d'être is raised to a higher plane when one has sampled the epicurean dishes that can be made of salmon. Omelettes, cutlets, dishes en casserole, wonderful baked concoctions—all these make a liker of good things a lover of salmon.

"Then there is the point of economy, genuine economy. We can accept the report of the Department of Commerce that there is as much nutriment in 16 cents' worth of the best grade of canned salmon as there is in 36 cents' worth of eggs. When food buyers realize that there is obtainable so excellent a food as high-grade canned salmon the substitution of fish for meat, urged by so many medical authorities, will be greatly furthered."

**Learn a Trade.**

This may seem somewhat cold-blooded, but, according to statistics, the best way to stay out of the penitentiary is to learn a trade. It does not make so much difference what trade the boy learns; any trade learned and followed will have a tendency to keep the boy and later the man out of the penitentiary, if statistics are a criterion.

A student of sociology who has been making a study of prison populations finds that there are very few men with trades in the penal institutions of this country. For example, where there were 177 persons confined in prison, there was not a single carpenter, bricklayer, plasterer, tailor, printer, painter, or member of the other skilled crafts, to be found. In another state, out of all the prisoners in the penitentiaries, 77 per cent. of them had no trades or regular calling.

One can easily believe the correctness of these statements. It is obvious that men having a trade or a regular occupation do not commit crimes to the extent that people do who are without training in any useful line of work or endeavor. To acquire or learn a trade means four and five years of hard work, and hard work and crime do not go hand in hand; it is the fellow who wants to get along without working who causes the most of the trouble in this world. —Bricklayer and Plasterer.

Abuse some one and we always find an appreciative audience.



Barney Langelier has worked in this institution continuously for over forty-five years.

**Barney says—**

*In the old days easy credits used to get the business, but now days it seems to be that people are looking for GOOD GOODS and PROMPT SERVICE.*

*I guess this is the reason why our business is more than six times as large as it was when the present management took hold.*

**WORDEN GROCER COMPANY**

GRAND RAPIDS—KALAMAZOO

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Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

February 2, 1916.

## THE GERMAN TRADE LOSS.

Very early in the war developments the general verdict of observing neutrals was that the only possible salvation for Germany's wonderfully developed industries and the retention of her foreign trade depended on so quick a victory that competition should not have time to materialize and get into her foreign fields. Only German assurance could account for the apparent indifference with which she is permitting so long and violent an interruption. No doubt her position, industrially, was a strong one, but it was not impregnable. One would think that the fact that her embassies and consulates in this and other neutral countries, as well as the public press in keeping her informed as to the ease with which the lack of German production is being supplied, would at least evoke concern as to the absolute nature of her loss.

The interruption of German trade in many of the neutral countries, particularly in South America, has been attended by the most serious consequences in the way of financial panics. In the United States the Germans, as a rule, have hastened to come under the benefits of the better freedom of American government. Generally in the other countries, not liking the governmental and social conditions, especially among the Latins, the German merchants have retained their allegiance and, of course, their obligations to the Kaiser. Thus when the call to arms was received there was nothing to do but obey, regardless of how essential the personality to the particular enterprise. There was no other alternative, with the German idea of patriotism, but to desert the counting house or bank, regardless of consequences to the undertaking, and rush to the colors by the first opportunity or forever bear the brand of traitor. While not all are heeding the call there are enough to most thoroughly wreck such enterprises generally and to cause a state of industrial panic. While this is, no doubt, increased by the necessarily great interruption of English trade on account of military requirements, the credit for the terrible consequences is correctly placed with the Germans. The regaining of any considerable portion of the trade and prestige lost will be a severe tax on even German persistence and thoroughness for a good many years to come.

Germany's defeat in the American markets, while not attended by any very serious economic results, is none the less complete. During the early months of the war there was some concern over the stopping of imports of a few dye materials and other chemicals and people were thrown out of work on account of it. Such interruptions, while serious enough for the few concerned, were scarcely noticed in the stimulation of industries caused by the general interruption of trade with the belligerent countries.

When consideration was given to the great number of imports on which Germany seemed to have monopoly it looked as though she was justified in her apparent assumption of industrial impregnability; but as one need after another has come to the front, the problem of meeting each has not long baffled the minds brought to it; and this usually in so practical and conclusive a manner as to preclude the possibility of such products ever again being controlled by Germany, thus emphasizing the totality of her loss.

As an example of the supplying of one such need, Germany was making and furnishing us all barium salts so largely used, notwithstanding extensive deposits of barytes, from which they are made, in a number of localities in this country. As a result of this situation we are already making these salts in half a dozen states, not only enough for our own use, but in sufficient quantity for export.

The metal tungsten and other similar substances so essential to the production of high speed tools had always been a monopoly of Germany. In view of the lack when the unprecedented demand for latches and other metal cutting machines became acute, it looked as though the nut would be hard to crack. All demands have been supplied by domestic production and that to an extent to result in the lowering of prices. We are not only supplying goods which were formerly manufactured exclusively in Germany, but we are rapidly supplanting her in the handling and manipulation of foreign products heretofore monopolized by the Teutons. As a case in point, we have recently erected a mill for the reduction of Bolivian tin. At the beginning of the war zinc was hardly worth noting as an article of export from this country, being only \$109,000 in six months. In one year the increase of exports is to \$11,963,000 for the same length of time.

The significance of these changes lies in the fact that they are not likely to be transient. The bitterness Germany has created against herself in the minds and hearts of lovers of liberty all over the world will render the "Made in Germany" trade mark not only valueless but a detriment to her manufacturers. In fact, reports from Germany are to the effect that her manufacturers already realize the unfortunate situation which has been forced upon them by the Kaiser and his military wreckers and are taking steps to introduce Russian, Swiss and French trade marks on their products hereafter, in order to avoid their being discriminated against in nearly all the markets of the world.

In the meantime American merchants who have German goods on hand are

closing them out at sacrifice sales, realizing the deep-seated prejudice which exists in the heart of every liberty-loving American against anything which comes from the land of oppression and tyranny.

## IT COSTS TO GO TO LAW.

Everybody has heard and some people know from bitter experience that litigation is expensive business. It is often cheaper to lose the debt entirely than it is to have a lawsuit about it, and it frequently happens that when action is brought, it is wiser to settle than continue. Observations of this sort and many more like them are suggested by the final outcome of a case recently concluded in Philadelphia. The sum originally involved was \$60. The parties were stubborn and each determined to have his own way about it and both clung to it tenaciously. The final conclusion from which there is no appeal is favorable to the plaintiff, whose attorney's fees amount to \$1,700, and the costs in the case are something over \$13,000. That is paying out a good deal of money, taking a good deal of time and a lot of hard work, utterly out of proportion to the amount of controversy.

It is possible that some great principle was at stake and that the final settlement establishes a precedent, but more likely it is because the litigants had some personal animosity and, having started, would not change their minds nor let go, determining to see it through to the bitter end whatever happened. When they sit down and count the cost, the proceeding may look differently. The idea which will occur to most people in this connection is that the legal procedure in this country must be somehow at fault where it is possible to spend over \$15,000 to settle a case in which only \$60 was originally at stake. Certainly there should be some means whereby a man can collect \$60 if it is owing to him, but the controversy ought not to be permitted to extend over several years and cost any such amount as in this instance. To be sure this is an extreme and unusual suit, but that such a thing could possibly occur, indicates the need of reform in legal procedure.

Some weeks ago a reader of the Tradesman suggested the convenience of using the term Usonian, instead of American, to designate the citizens of the United States. Perhaps Usonian sounds too new and artificial for general acceptance. There is, however, a prouder and more glorious designation which through various agencies of propaganda could be generalized, thereby leaving to the citizens of all the countries of this continent its right title of Americans. The sons of Washington's mighty republic are and should be known as Columbians. Eventually this would bring about a correction of another case of assumption, by one part, of what belongs only to the whole. Venezuela, Nueva Granda, and Ecuador formed a confederation under the name of Colombia. When this union was dissolved, in 1830, Nueva Granda retained the designation belonging to the three united countries but to none of them separately.

## COULD NOT BE WORSE.

President Harrison and President Taft did much to elevate the standard of appointments to the Federal bench. The same was true, to a degree, with President Cleveland. He was not a great lawyer like Harrison and Taft, but he realized how necessary it is that Federal judges should be men of great learning, good character and judicial temperament. President Wilson has, unfortunately, not followed in the footsteps of his illustrious predecessors in this respect. His selection of Brandeis to the United States Supreme Court could not possibly have been worse. The unfitness of the man is due to his temperament, to his record as an intense and bitter advocate and to the fact that he does not enjoy the best of reputations in relation to his loyalty to his clients.

It is possible, of course, that, on the bench, Mr. Brandeis may be a very different person than the fiery counsel and somewhat intolerant reformer the country has seen in him. He would, as a lawyer, feel it his duty to steep himself in the great traditions of the Supreme Court; to put aside his personal predilections; to sink the partisan in the judge; and, in general, to bear himself as one desirous to show that he was worthy of the crowning honor of his profession. But all this could come only later. The initial objections stand out large to-day. They fall into two classes. One relates to his lack of judicial experience and the want of proof that he has the true judicial habit of mind. The other concerns his connection with many cases or agitations, out of which questions are sure to arise—questions upon which the Supreme Court will have to pass. When they come up, would not Mr. Brandeis, by the ardor of his advocacy, morally have disqualified himself for sitting as a judge?

Politically, the Brandeis appointment cuts both ways. A veritable red rag to many, it will be hailed by many others. It will be expected to be peculiarly welcome to Jewish voters. The labor unions, in whose behalf Mr. Brandeis has done such notable work, will think of him as their champion. To the Progressives, the Brandeis nomination will seem another wicked attempt by Wilson to cut the ground from under their feet. Even the Colonel may be imagined asking himself why he never ventured so bold a thing as putting a great radical into the Supreme Court. Bold, indeed, the President has been. It is another question whether he has been wise. Should a nomination to our highest court have been made at a time and under circumstances which make it difficult to think of anything but its political significance? We decidedly think not. Whatever may be thought of Mr. Brandeis's ability or fitness, it is a great pity to have a Supreme Court vacancy even appear to be thought of as an opportunity for making an audacious stroke in politics. But for this the blame rests not upon Mr. Brandeis but upon the President.



### THE AVERAGE MAN.

There have been thousands of sermons about the man with one talent, and nearly as many about the man who began with five and ended with ten or eleven, but the man with two talents has suffered spiritual neglect. There is nothing very interesting about him. He was merely an average man. Two talents were what most of his neighbors had, so he was neither better nor worse off than they. There was nothing conspicuous about him, so he escaped attention in the crowd. When the time came for the extra dividing of the talents through the distribution of the forfeited talent of the unprofitable servant, he was neither great enough nor good enough to share in it. He kept the talents that were given to him and earned more in proportion, and had his modest reward and then the world proceeded to forget about him. That is the way the world has always done, but the man with the two talents is an important although neglected man.

In the first place he bears heavier burdens than justly belong to him. He is not poor enough to escape from taxes under the exemption law and he is not rich enough to become a successful tax-dodger, and so he pays taxes out of proportion to his real wealth. He is not poor enough to have his children brought up in an orphan asylum, nor rich enough to turn them over to tutors or send them to private schools, so he has the joy and the burden of bringing up his usually large family while his neighbor with a great deal more wealth has fewer children and grumbles about paying taxes for the support of the schools. If he has a surgical operation he is never poor enough to get it performed in a free clinic, nor rich enough to pay for it without feeling the strain of it. The doctor charges him \$100 when he would charge a millionaire \$500 or do it for a poor man for nothing, but the \$100 he pays is one hundred times as much in proportion to his means as the \$500 paid by the rich man. Upon the man with the two talents falls heavily the burden of supporting the church and the state. His taxes make up the great body of the income of village, state and nation. His free contributions sustain the church and provide for its benevolence, but people forget his \$10 in their excessive gratitude for the subscription of \$100 from the man who has ten talents.

The man with two talents is never of interest to the reformer; he is always looking out for the man who is down and out. He never figures in the statistics of the social uplifter; his interest is in the man in the slums. The man of two talents seldom gets on to the front page of the paper, either for doing any good thing or any bad thing. He is the husband of one wife, the father of a half dozen healthy, happy children; he has few bad habits and no vices. He is monotonously virtuous. The minister never preaches about him and seldom preaches to him. Sermons are addressed either to the very good, exhorting them to continue in their goodness and assuring them that the world expects great

things of them, or to the very bad with exhortations to repent and do better, but the man with two talents who comes to church every Sunday and pays his modest pledge to the support of the church gets overlooked between the two, and perhaps this is fortunate.

The average man is a member of the church, but he gets little credit for his conversion. He has no great religious experience to record. He cannot tell how he wandered into terrible and well advertised sin; he can only say that in his humble way he has always tried to be a Christian man. He cannot tell when he was converted, but only knows that he has passed from death unto life because he loves God and man. He does not know when he began to love God any more than he knows when he began to love his mother. There is no demonstration made over him such as is made over the returning prodigal. There is nothing to be said about him except that he did his duty.

The world sheds its tears over penitent Magdalenes, but not over women who endure temptation and preserve a virtuous character. The world is interested in the conversion of the thief on the cross and the confession of the murderer on the gallows; but for the man who resisted anger and so never became a murderer, for the man who struggled on and paid his debts without stealing, the world has little sympathy. It is because, thank God, there are so many such good men and women.

The world's wealth is safe in the hands of the man of two talents. Forgotten as he is, he is the resource of his country in peace and war. The farmer, the printer, the small merchant and the honest mechanic are worth more to society than all the millionaires. The man who makes two blades of grass to grow where formerly there was one, is now, as ever, a benefactor, even though the world has so much grass that it never distinguishes his blade in the meadow or knows what man sowed the seed, or dug out a stone or weed to make room for it.

God bless the man with two talents. The man with two talents is neither the hero nor the villain in the play; neither is he a supernumerary. If he has a speaking part at all it is a short one and his principal business is to give a cue to someone else who is later called before the curtain for the applause of the multitude. Nevertheless the play could not go on without him.

Let us not forget, however, that the man with two talents was all the time accumulating a substantial increment upon the original investment, steadily adding to the wealth which his Lord entrusted to him, fully deserving and at length receiving the hearty commendation, "Well done, thou good and faithful servant."

The things a woman 'has heard' convince one that ears are not purely and simply ornamental.

When a man puts a woman up on a pedestal some one else helps her down.

### MERITORIOUS MEASURE.

The Federal censorship of motion pictures is making encouraging progress in Congress.

The Smith-Hughes Federal Motion Picture bill is now under discussion at hearings in Washington before the Committee on Education of the House of Representatives. This Committee of fifteen in the last Congress reported unanimously in favor of the bill after many hearings. There are, however, seven new members: Stone, of Illinois; Key, of Ohio; Sears, of Florida; Hilliard, of Colorado; Dalling, of Massachusetts; North, of Pennsylvania; McCracken, of Idaho.

This bill provides that every motion-picture film which desires the right to go from one state to another must be licensed by a Federal Commission and cannot be licensed if they find it "obscene, indecent, immoral, inhuman or of such a character as to tend to impair the health or corrupt the morals of children or adults or incite to crime." The need of censorship was recently shown by an official investigation of motion pictures by the Board of Education of West Virginia in their capital city; Supt. M. P. Shawkey reported that only one-quarter of the pictures examined were good; 75 per cent. were bad and very bad; gun play and murder were found in half of the pictures and deceit, intrigue, jealousy or treachery was a leading feature in at least 40 per cent. of the programmes presented.

The Supreme Court of the United States, on February 23, 1915, decided that both the Ohio and the Kansas Motion-Picture laws are constitutional. It answered conclusively the various claims of the motion-picture lawyers who asserted that the state can punish the evil in motion pictures after they have been shown but has no authority to prevent the evil before they are exhibited, because to do so would violate the constitutional guarantee of the freedom of the press. The Court (236 U. S., 244), says: "The first impulse of the mind is to reject the contention. We immediately feel that the argument is wrong or strained which extends the guarantee of free opinion and speech to the multitudinous shows which are advertised on the billboards of our cities and town."

A few people with selfish motives are now forcing the children of the United States to see bad pictures. The proposed bill endeavors to restrain these by authorizing a few specially trained persons representing the wholesome and moral will of the Nation effectively to prevent this crime.

The president of the Universal Film Manufacturing Co., the largest in the universe, has recently announced in the Motion Picture Weekly of November 20, 1915, that he published a talk entitled, "Which do you want?" asking the exhibitors to state whether they preferred clean, wholesome pictures or smutty one. He says more than half of the motion-picture exhibitors of the country want "smutty" films. He says "If the demand for them is so overwhelmingly great we will bow to the superior wisdom of the majority."

The question for the voters of the United States to determine is whether we shall permit the greatest educational influence of the land to be controlled by the financial interests of a few motion-picture men who prefer "smutty" to wholesome motion pictures or whether we shall make sure that it is effectively controlled by some persons representing the vast majority of the parents which, without decreasing their amusing power, will influence the children to attain the noblest ideals of personal integrity, domestic virtue, and helpful citizenship.

Canada did not secure official censorship of motion pictures until the churches of that country had made their wishes known to their law-makers.

If the churches of the United States will make their desires known to their congressmen and senators there is little doubt that Congress will enact the law which will not only elevate the moral life of the children, but increase the confidence of the public in the worth of the pictures and therefore increase their patronage.

There are a great many interesting facts and figures which can be dug out of the reports of Federal departments if any one will take the time and trouble to search for them. For example, in the statistics gathered by the Interstate Commerce Commission is the statement that during the last ten years 9,479 persons were killed and 21,917 injured by locomotives at highway grade crossings in this country. These are frightful figures when considered in the aggregate. The more so because by the expenditure of money, considerable altogether of course but worth it, they could be avoided and entirely eliminated from the casualty list. It is urged on the part of the railroads and probably with a good deal of force and accuracy that the great majority of these catastrophes could have been avoided if people approaching tracks had been sufficiently observant and careful. The fact remains, however, that they were not, and that nearly 10,000 of them lost their lives, and more than twice that number were injured. It is necessary to take steps, make laws and spend money to protect people for themselves. The work of eliminating grade crossings has popular approval, but it is not prosecuted with anything like the vigor it ought to be. In this State, for instance, millions ought to be expended where hundreds of thousands of dollars are, until there are no more of these danger spots remaining.

A new Jersey town has abandoned electric lights for its streets and gone back to gasoline lamps. At the present price of gasoline this step does not look like retrenchment and economy, but the real reason is that the town authorities and the electric light company have not come to terms and the electric juice was cut off. The lamp lighter makes his rounds in an automobile. In that method of locomotion he has a great advantage over the lamp lighters of old.



## DETROIT DETONATIONS.

## Cogent Criticisms From Michigan's Metropolis.

Detroit, Feb. 1.—Learn one thing each week about Detroit: One of the corset companies of the city employs 3,000 people and uses 12,000,000 yards of cloth and 10,000,000 yards of embroidery and lace to manufacture 7,000,000 pairs of corsets yearly. The daily output is 24,000 pairs.

A. Winkelman, dry goods merchant of Manistique, was in Detroit on a business trip last week.

H. Cohen has opened a fruit and vegetable market at 1476 Mack avenue.

While fire destroyed the drug store of E. C. Kinzel last Friday, a new store was being secured at 54 Michigan avenue and within a few hours a \$25,000 stock was placed in it and the store was ready for business as though nothing had happened. The Kinzel store was located at the corner of Griswold street and Michigan avenue and was one of the leading drug stores in the city. The loss was estimated \$105,000, covered by insurance. Other business losses from the fire were as follows: Silver Supply Co., \$1,500, insured; City hat store, \$1,500, insured; C. Kyte, barber shop, \$1,000, not insured; F. T. Watson, tailor, \$500, insured; Henry Staats, jewelry supplies, \$500, insured; P. B. Smith, jeweler, \$300, insured; J. G. Meiner, jeweler, \$300, insured; F. C. Brinkoff, watch repairer, \$100, not insured.

Robert Masschelein will open a jewelry store at 1389 Mack avenue about Feb. 15.

A. B. McDonald, Kalamazoo dry goods merchant, was in Detroit on a business trip last week.

Thieves broke into the store of Robert Mitchell, 742 Gratiot avenue, and stole plumes valued at \$100. The plumes were recovered later by a policeman.

At the Elks bowling tournament, held in Bay City last week, the high scores were rolled by Detroiters. Henry Marks, representative for the David Adler & Sons Clothing Co., of Milwaukee, with offices at 14 Avenue Theater building, was responsible for the honors carried off by the Detroiters in the five men event. His average was 208 per game.

Speaking of hotels the other day, a traveling man from Cleveland, referring to a Northern Michigan hotel said the table there was fine, what he objected to was the stuff they put on it.

Stetson the Tailor, with a shop in the Breitmeyer building, has opened a new store at 12 Grand River avenue. The new store will be in charge of Edward Unger.

Nervousness again prevails among Detroiters over the dismal prospects. Building permits last week aggregated \$574,210—a paltry increase of \$177,900 over last year's figures for the same week.

Kern & Kilets is the name of a new firm which has opened offices at 264-268 Penobscot building. They will conduct a brokerage business.

In Detroit there is justice and again there is justice. Last week a man was arrested and fined for riding a bicycle on the sidewalk in the outskirts. A short time ago a drunken man who drove his automobile into a crowd, killing one, was acquitted.

William Rohde has opened a men's clothing and furnishing goods store at 273 Chene street.

For the benefit of our brother scribe in Grand Rapids we might suggest that when a Detroit is about to step over the brink of eternity he at least has the satisfaction of having supped of some of the pleasures of life while he lived.

The Silver Grocery Co. has moved from its former location at 428 St. Aubin avenue to a newly-remodeled store at 430 St. Aubin avenue. Mr. Silver, the proprietor, is a former

traveling man, having for a number of years represented the Keith Credit Co.

J. B. Henrion, who was shot by a supposedly hold-up man in Mentor, Ohio, last week is very well known in Detroit, where he lived all his life previous to moving to Cleveland twelve years ago. He at one time was manager of the underwear department for A. Krolik & Co., leaving there to accept a similar position with Root, McBride & Co., of Cleveland. His rise there was rapid, having been elected President of the Mentor Mills, underwear manufacturers, controlled by Root, McBride & Co. At this writing little hope is held out for his recovery.

T. W. Sampson has purchased the East Jefferson grocery, at the corner of Jefferson and Balborough avenues, and has taken possession.

The Turner-Moore Manufacturing Co., manufacturer of auto accessories, is building a new factory on Addison avenue. The building will be 75 x 300 feet and be constructed of reinforced concrete.

A. W. McNinch, general merchant of Sandusky, was in Detroit last week on business trip.

R. C. Schnell, tailor, has moved from his former location at 2590 Jefferson avenue, East, to the new store recently completed at 3148 Jefferson avenue, East.

The new building at the corner of Oregon and Grand River avenues has been leased by Mrs. Turner, who will open a dry goods store.

Safe blowers attempted to crack the big safe of the John V. Sheehan & Co. book store last Friday, but worked several hours in vain, as they failed to get into the inner part of the vault where there was a considerable amount of money.

J. A. Downey will open a wholesale and retail confectionery store at 3152 Jefferson avenue, East.

F. R. Adams, pioneer general merchant of Fairgrove, was in Detroit last week on a business trip.

Detonations extends its heartfelt sympathy to L. M. Steward and family in their bereavement, the loss of Mr. Steward's father.

John Garrisi, has opened a grocery and meat market at 319 Cooper street.

At a meeting of the directors of the National Grocer Company, in this city, last week it was announced that a warehouse to cost \$325,000 would be built in Detroit and a warehouse to cost \$50,000 would be erected in Lansing.

Two hundred employees of the D. J. Healy store entertained with a dancing party and luncheon by the management last Saturday night. The entertainment was given as a mark of appreciation for the spirit of co-operation shown by the employees during the holiday rush. The Healy store, dealing in art goods, is one of the largest of its kind in the United States.

Harry L. Prey, representative for Edson, Moore & Co., with headquarters in Kalamazoo, was in Detroit last week. Mr. Prey has built an enviable reputation on the territory he covers and is popular with the trade and traveling men alike.

A. C. Schmidt, florist, has moved from 623 Gratiot avenue to 664 on the same street.

A. D. Snow has succeeded G. W. Faulman in the grocery business at 31 Kercheval avenue. It is rumored that Mr. Faulman will shortly engage in a manufacturing business.

Trusting this will not be considered a knock, we couldn't help but notice that Mr. Hammer, of Grand Rapids, is a prominent member of the Retail Hardware Dealers' Association.

Phil Napolitan has succeeded S. E. Cragg in the grocery business at 148 Rivard street.

A. N. Blumrosen, who came to this city from Ludington and engaged in the men's furnishing goods business last October is very optimistic over business conditions in Detroit and

states that he has enjoyed a good business since his opening at 3182 Jefferson avenue.

Stanley Krebs, of Philadelphia, has selected for the subject of a speech he is going to deliver, "Two snakes in a business brain." This is not to be a temperance lecture, as one might at first surmise, but a talk on salesmanship to the retail hardware dealers who will convene at Grand Rapids this month.

Why the Pere Marquette makes no effort to compete with the interurban lines for more of the Flint business is more than the average man can figure out. The first train leaving for that city is at 8:30 in the morning or 9:30 Detroit time, which brings the traveling men into Flint too late to transact business in the forenoon. The interurban cars, leaving Detroit at 7:20, Detroit time, arrive in plenty of time for the crowds of salesmen to call on trade before the dinner bell rings. The interurban business is so heavy that the D. U. R. is obliged to run double headers. The signed appeals of Paul King now running in many publications will be as valuable as a pail of sand in the desert as long as the P. M. fails to give the service it should on some of the branches, particularly the Saginaw-Bay City branch.

In keeping with the usual policy of cleanliness, C. B. Southworth, proprietor of the Park Hotel, at Monroe, is again remodeling and redecorating the hotel. All bedrooms are now equipped with running water and new beds of the highest grade. As mentioned in these columns sometime ago the Park Hotel has been successfully operated a short distance from two large cities without the aid of a bar.

The Misses Dunne, formerly in the dressmaking business, have opened an up-to-date dry goods and fancy goods store at 1044 Beaubien street. They will continue to conduct a dress-making department.

William F. Kerwin, connected with the automobile business, as a salesman, since its inception, has joined the sales force of the Grasser Motor Co., 830 Woodward avenue.

C. Fordon, hardware dealer at 1142 Russell street, will move into a new building at 1915 Mack avenue which will be completed within a few days.

Before marriage a man will tell a girl he cannot live without her and, if she has a good job, she generally finds out that he told the truth.

William Richards, proprietor of a billiard hall at 1414 Mack avenue, will move into a new building being erected by him at 1352-1354 Mack avenue. Bowling alleys will be installed in the new building. Mr. Richards represents his ward as city alderman.

M. Kollen will open an up-to-date dry goods at 1423 Mack avenue about March 1.

Max Cryskalla has opened a hardware store at 3157 Jefferson avenue, East, under the style of the Union Hardware Co.

The thirteenth annual convention of the branch store managers of Grinnell Bros. was held in Detroit last week. Each store reported a satisfactory business for the past year and all look forward to a banner year for 1918.

M. A. Vogel, general merchant of Sterling, was a Detroit business visitor last week.

The Henry Blackwell store was purchased by Bernard Goldman, attorney, at receiver's sale last week. Mr. Goldman stated that it is his intention to conduct the store himself.

Our biographical hero failed to make good for this week, his natural modesty overcoming him at the last moment. As a salesman, we promise to "get him yet."

The Allies seem to have a difficult time convincing Germany that she is about to be licked.

Preparedness should begin at home. Join the benedicts and be prepared—for the worst.

James M. Goldstein.

## BUSINESS-BUILDING PLANS.

## Some Schemes Recommended by Reputable Merchants.

Every store is looking for more trade. Any plan or scheme that will help to bring in new customers, or to bring the old ones in oftener, will be worth something to the business.

This collection of trade-getting plans contains scores that have been tried by merchants in various parts of the country and found successful. Each one is susceptible to variations to suit the particular store in which it is used. Before trying out even the simplest, a good deal of thought should be given to it to discover whether in any way it can be changed from the description with greater advantage to the business.

Absolute novelty is not necessarily essential in a plan. The fact that it has been used before in a town is not necessarily against it, but it is better not to adopt plans that resemble those used previously by competitors, if one would avoid giving the impression of being an imitator. It is one thing, and perhaps a safe one, to imitate a dealer in a totally different branch of trade, and it is another entirely to imitate the nearest competitor's plans.

Originality has a merit of its own. People look up to the merchant who appears to originate an entirely new scheme for getting trade. The fact that he found the trade-getter in his trade paper is not apparent to the public, who only know that he is using a plan that is new to them.

A plan that some other fellow in the locality has used may have almost the same interest and the same intrinsic value when used again, but it lacks the pulling power that always goes with a scheme that arouses interest and curiosity by reason of its absolute novelty.

It is not infrequently the case that a scheme already used in a town may be made into an apparently new one merely by changing the details in some degree.

## New Family in Town.

When a new family comes to town, there is a chance to add a new customer to your list. The family usually comes without preferences in regard to a place to buy their supplies in your line. In addition to the usual method of interesting the family by personal call or by letter, make your store known and regarded agreeably by delivering to that family a small package of souvenir postcards showing a comprehensive assortment of views of the locality, including pictures of the inside and outside of your store. Your advertisement on the envelope should state your line of business, your good wishes for the newcomers, and the hope that you may be favored with their trade, suggesting that they call upon you for any favors or information wanted.

## Interesting the Motorist.

In order to interest the motorists, it is a good plan now and then to make them an offer of some free device that will bring them to the store. Where there is no purchase



stipulated, this may merely take the form of a stick some fourteen or eighteen inches in length, ruled in quarter inches full length. These sticks or rules should be thin and preferably with a polished surface, from which dirt or dust may easily be wiped, since the careful motorist does not want to plunge a dirty stick into his gasoline tank. If the color is of a rather light gray or brown, the wet section will show more plainly when taken out of the gasoline. When a man calls for one of these gauges, take pains to try it in his tank, and, if he wishes, mark with red paint the point which indicates a full tank. Even if the rule is the cheapest kind of a stick, make the presentation of it accomplish something in the way of developing goodwill, by rendering it as useful as possible. Help the customer to find a place to carry it in his car, where it will be convenient to reach and not easily lost nor yet in the way. The best place may be under the matting or carpet in the tonneau, or on top of the gasoline tank, or with the tools. Get it placed before he leaves. Your advertisement should, of course, be on the rule.

#### The Fish-Pond Idea.

It is always a question how to use a booth at a fair or at a business show in such a way as to secure an adequate return for the labor and investment involved. The fish pond will often prove available in such cases. This may consist of any arrangement by which the visitor takes a short pole, with a line and hook on it, and lets the line drop out of sight into something which may resemble a tub, where there are supposed to be water and fish. The sides of the tub may be high enough so the fisherman cannot see over and in, or the bottom of it may have strips of blue muslin or calico stretched loosely across it, so that the hook will drop through when something may be fastened on it by a boy underneath. By elevating the tub on a platform, and having steps for people to go up to do their fishing, abundant room may be secured underneath. The proposition may be one of charging a small sum for the privilege of fishing, everyone getting at least their money's worth of some unknown article, or everyone may be allowed to fish free, receiving a souvenir of some kind. Fun may be created at the show by arranging some special articles to serve as harmless practical jokes on a few well-known men about town, whose friends can be induced to lead them up to fish. The fish pond may be held in the store at times when special sales are carried on. Customers may be allowed to fish once for each dollar purchase made. Other variations of the scheme will occur to each merchant.

#### Initialed Towels.

In order to celebrate the tenth anniversary, or any other anniversary of owning and operating the store, the merchant may well present some kind of a souvenir to his customers. Nothing is more welcome in any family than a towel, and if arrangements can be made to give

each family a towel, with the family initials on it, it will be found that people will flock to the store to get the souvenir, and, if you see fit to give them away only with a purchase of a certain amount, it will still be found that the towel will bring a lot of people. Where initialed towels are not available, they can be made by buying separate initials and attaching them. One-inch old English initials can be bought for 10 cents a dozen, and a smaller initial is sold at half that price. A variation of this plan might be the use of initial handkerchiefs, on a certain day giving one with each dollar's worth of goods sold, thus encouraging the purchase of more articles in order to get more handkerchiefs.

#### Children's Goods.

When a store opens up a line or a department or a new supply of goods for children, goods that children like and want, goods they are likely to urge their parents to buy for them, it will pay to let the children into the store to see those goods. A special feature ought to be made of the event, giving up an hour or two hours, or whatever time may be necessary on a Saturday or a holiday. Announce, for instance, that the Children's Opening will begin at 10 o'clock, and that for an hour all grown-up customers will be excluded from the store, or from the department in question. Say that to every boy will be given a baseball and to every girl a doll. Have plenty of help to keep down over-exuberant spirits. Line the children up outdoors until the hour strikes, and then let them in in a long line, leading the line slowly around through all the displays of children's goods, letting them work along as fast as the head of the line at the gift table gets its presents selected and departs. This will enable every child to see things he or she wants, and you may be certain each one will go home and tell the family about it. You will make the children your friends, and the cost of the five-cent balls or dolls will be well spent. It pays to carry on a systematic campaign to keep in right with the little folks. They grow into buyers faster than anyone can realize, to say nothing of the influence they yield upon folks who are already buyers.

#### Simple Voting Contest.

As a means of stimulating trade and lining up new customers, voting contests have been found very successful. Several concerns make a business of putting on these contests for merchants, supplying all the prizes and the advertising matter and copy for newspaper advertisement, even sending a man to get the contest started properly. A flat rate is charged, which covers all expenses. For a dealer who wants to handle his own contest, however, on a smaller scale, the following plan is practical: Issue coupons or cash-register checks, bearing the store name, with each sale. These should show the amount and be acceptable as votes in the number equivalent to the number of cents involved in the transaction, 100 votes for each dollar, etc. The opportunity is given

at the outset for anyone to fill out a nominating blank, nominating a friend for the contest, this nominating blank to count as a thousand votes for a starter. A grand prize is given to the winner of the contest, something of considerable value, an automobile, a piano, a chest of silver, and on down to the best thing one can afford to give. There should be second and third prizes, together with special prizes for the contestant standing the highest at the end of any month, or to the contestant turning in the most votes in any given week. These special features are necessary, in order to keep the contestants interested and working. If the prize is large enough, the main prize, the contest may run for several months. It is a good plan to terminate it at Christmas or Easter or some other season when buying is at its height. It affords a chance to make special offers on certain lines of goods without cutting prices, extra votes being given as the inducement. It should be ruled that contestants will not be allowed to solicit votes inside of the store. Require that the votes be brought in on a certain day each week or on two dates per month. Display the standing of the contestants in the store window. Display the grand and special prizes all the time. See that the clerks offer every customer the voting coupons and even urge their taking them. They should, of course, be given only with spot cash purchases to encourage buying. This is one of the chief values of such a contest in a credit store.

#### Circulating Umbrellas.

Every time there comes a rain, especially when it comes unexpectedly, there are scores of people caught without umbrellas. Many of these people do not want to buy even a cheap umbrella when they have plenty at home. To take advantage of this condition may result in little net profit, but it can be made to help secure customers. Get a dozen or so of cheap umbrellas, costing, perhaps, eight or nine dollars a dozen. Have the store name printed inside of them in plain white letters. Number each umbrella individually. Then advertise that at any time you will loan these umbrellas on a basis of fifty cents deposit for each, the customer to deposit half a dollar and take the umbrella, receiving the money back when the umbrella is returned, with the understanding that a reminder will be sent if it does not come back within a week. Then register each umbrella that goes out, listing the name and address of the taker. Follow up each one, and see that you get it back unless absolutely impossible. Make no charge for wear and tear, because, primarily, you are not doing this to make money, but to make friends for the store. Have a rack for these umbrellas, with a sign on it telling about the plan. Set this in the doorway or in a window when it rains. Do everything possible to inform people of the service and to get them to use it. It will bring business into your store on wet days.

#### A Glass of Water.

The Scriptures afford sufficient authority for declaring it to be good business to give a glass of water to anyone who is thirsty. A little card in the window to the effect that you have a

drinking fountain for the free use of the thirsty humanity will help popularize your store all the year around. Even if selling drinks of some kind, that little offer of a glass of water to anyone who would come in and ask for it, would be good business. Public drinking-places are none too frequent, and often none too cleanly. The tired woman with a youngster trotting at her side and clamoring for a drink, will not soon forget the convenience you offer in the way of cold water in an individual paper cup, with a welcome thrown in. A little tact may be necessary at times to prevent children making a nuisance of themselves by coming in in bunches for drinks, but anyone competent to run a store should be competent to take care of any possible disturbances of that sort, and even to capitalize them. Free drinking water will bring in people who may or may not make purchases at that time, but who certainly will make them later. The plan certainly has the merit of being inexpensive.

#### Quotations on Local Stocks and Bonds. Public Utilities.

	Bid	Asked
*Am. Light & Trac. Co., Com.	383	387
*Am. Light & Trac. Co., Pfd.	111	114
Am. Public Utilities, Com.	46	49
Am. Public Utilities, Pfd.	72½	75
*Comw'th Pr. Ry. & Lt., Com.	61	65
*Comw'th Pr. Ry. & Lt., Pfd.	85	87
Pacific Gas & Elec., Com.	62	65
Tennessee Ry., Lt. & Pr., Com.	9¼	11¼
Tennessee Ry., Lt. & Pr., Pfd.	43	48
United Light & Ry., Com.	46	48
United Light & Ry., 1st Pfd.	73	76
Comw'th 6% 5 year bond	102	103½
Michigan Railway Notes	100½	101½
Citizen Telephone	73	77
Michigan Sugar	92	95
Holland St. Louis Sugar	7¾	8¼
Holland St. Louis Sugar Pfd.	9½	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.  
February 2, 1916.

#### Not His Fault.

Charles had been instructed to clean the back yard, and when his father inspected it that night it was in perfect condition. The following evening, however, it looked worse than ever.

"How is this, son?" asked his parent. "Yesterday you cleaned the yard finely, but to-day it is awful."

"Gee whiz! It ain't my fault," explained Charles indignantly. "I fired everything over the fence next door, but to-day that fresh kid that lives there fired 'em all back again and a lot more besides."

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### THE POWER CO.

Bell M 797

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### MEN OF MARK.

#### Carroll F. Sweet, Vice-President Old National Bank.

Somewhat as Pennsylvania long ago produced a contingent of iron masters who later became great capitalists interested in banking and other pursuits than those of iron or steel, so has Michigan developed a class of lumbermen who, having won success, turned their attention to and entered other departments of affairs requiring capital and credit. The time was when at Muskegon, with fifty or more sawmills and a volume of production unequalled elsewhere, fear was entertained that when finally shorn of its tributary timber the town would relapse into a state of inaction and thereafter be heard of never again. The truth about these lumbermen is that when their trees were all cut down other channels of investment and enterprise were entered that in many cases proved a source of continued, even larger, returns on the one hand, precisely as when Muskegon, on the other, having heard the last sawmill whistle blow, instead of inviting dry rot by inaction, inaugurated and attracted other industries and interests not only resulting in the town holding its own, but even in a renewal of growth. Some of these lumbermen, obedient to the old saying, "Once a lumberman, always a lumberman," bought timber elsewhere and shifted the scene of their operations accordingly; others became bankers; still others continued lumbermen and became interested, some prominently, in banking besides.

Always a congenial and attractive department of affairs, the banking business affords a natural retreat for men who have amassed large fortunes or acquired wide business experience in other pursuits. Not all of these are active bankers; indeed, a large majority of them are stockholders or possibly also directors, but for obvious reasons the co-operation and support that go with personal interest are naturally sought in well-to-do lumbermen and that is how it so often happens that their names are seen among those of other bank directors and as active officers of large banking institutions. It is according to the fitness of things that such men should find it especially congenial to seek the patronage or good graces, or both, of men actively engaged in their former calling. This is especially noticeable in the cases of those, of whom there are a few, making a specialty of handling timber land bonds or kindred securities. Their previous experiences have peculiarly qualified them to handle this branch of business intelligently, safely and with confidence. It no less is also a source of satisfaction for a straightforward lumberman seeking ac-

commodation to deal with people experimentally familiar with timber. With these reflections for a basis, the personal subject of this sketch affords a decidedly notable example in point.

Carroll Fuller Sweet is descended from an ancient and honorable line of ancestors. His father is the Honorable Edwin F. Sweet, Assistant Secretary of

found that she had underestimated the number, as there is a record in Washington that approximately fifty of her ancestors responded to the call of Washington and his associates in the war of the Revolution.

Mr. Sweet was born in Grand Rapids June 24, 1877. As a boy he attended the private school of the late I. P. Powell, subsequently attending St. Marks school, at Southborough, Mass. When he had finished St. Marks, he went to Yale where he graduated in the academic course in 1899. On the completion of his college career his first summer was spent in Charlevoix, where he looked after the realty interests of the Chicago & West Michigan Railway. In the fall of 1899 he went to Cordova, Mexico, to take a position as camp foreman for the Vera Cruz & Pacific Railway for a year. He then went to Don Luis, Arizona, where he acted as manager of the



Carroll F. Sweet.

Commerce and former Congressman from the Fifth Congressional district. Mr. Sweet traces his ancestry back for hundreds of years to Swedish origin when John the Sweed emigrated to England. In subsequent years the name Sweed became changed to Sweet. His mother was the daughter of the late E. P. Fuller, who was prominent in the early history of the city in banking, manufacturing and real estate circles. On his mother's side his antecedents are Irish and Dutch, although the family have resided in this country for several generations. They came to this city from the Genesee Valley, New York. When his mother applied for admission to the Colonial Dames, she presented the names of several ancestors who had fought in the Revolutionary war. When the application was forwarded to Washington for verification, it was

commissary department of the Arizona & Southeastern Railroad. This railroad was owned by the Copper Queen Mining Co. and was being constructed from Bisbee, Arizona, to Nogales, Mexico, crossing the international line at the present town of Douglas, thence running East to El Paso. After one year's experience in this position he returned to Grand Rapids and identified himself with the Fuller & Rice Lumber Co., then located at the D. & M. Junction. He worked in the yard, was subsequently promoted to the position of mill foreman, afterwards becoming a clerk in the office and working up to a managerial position. After nine years with this institution a consolidation was effected with the Mercer & Ferdon Lumber Co. under the style of the Grand Rapids Lumber Co. Mr. Sweet became a director, treasurer

and general manager of the consolidated corporation. He continued in this position for one and a half years, when he suffered an attack of nervous prostration which forced him to give up the position he had devoted nearly a dozen years in working up to. Accompanied by his wife, he went to Europe in the spring of 1913, remaining until December of that year. While in Europe he visited England, France and Italy. Not being able to resume active work he again left the city in the spring of 1914, visiting Yellowstone Park, the Sweet wheat farm in Dakota and a summer home on Walloon Lake, returning to the city in the fall of 1914 restored to health. As a director of the Old National Bank for three years, he had formed a liking for the banking business, so that when the position of Vice-President of the Old National Bank was tendered him he accepted it, taking up the duties of his new position Feb. 1, 1915. His connection with and relation to the Bank are decidedly unique, in that he undertakes to stand in the position of a business advisor of the patrons of the institution and devotes his entire time to the work of assisting them in reaching satisfactory conclusions as to the best methods to employ in conducting their business, when and how it can be enlarged or curtailed and what, if any, departments can be advantageously added or eliminated. In other words, he aims to be a business builder along the most approved and most modern lines. In speaking of this new alignment—new so far as Grand Rapids banks are concerned—Mr. Sweet recently remarked:

"Of course, experience in business has, perhaps, led me to look upon banking from a different angle than would be the case of one whose life had been largely devoted to banking as a profession; but it is evident to me now that either from lack of educational matter emanating from the banks themselves, or lack of inquisitiveness on the part of the public, there is not, as yet, a realization of the great variety of ways in which a bank can help its community, either individually or collectively.

"The closer the individual comes to his bank and the more he learns to utilize it for advice and suggestions, the more both he and the bank will profit from the relationship. Naturally, the bank officials are conferred with by men in almost every line of endeavor and these conferences give the banker a great variety of viewpoints and information usually broader than the information secured by any individual in one particular line. Of course, the banker is not in a position to know which, if any, of this information is of value to some particular individual with whom he may be conferring; but if this individual should ask about any feature of his own business, it is more than likely that the banker would be in a position to extend information that might or might not be helpful, but which, having cost nothing, can at least be discarded without loss.

"In the past, there has undoubtedly been the feeling among many bankers that they were 'accommodating' customers in dealing with them, whether making loans or giving information. This feeling seems to have changed to one of



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Robert D. Graham  
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## THE MICHIGAN TRUST CO.

of Grand Rapids

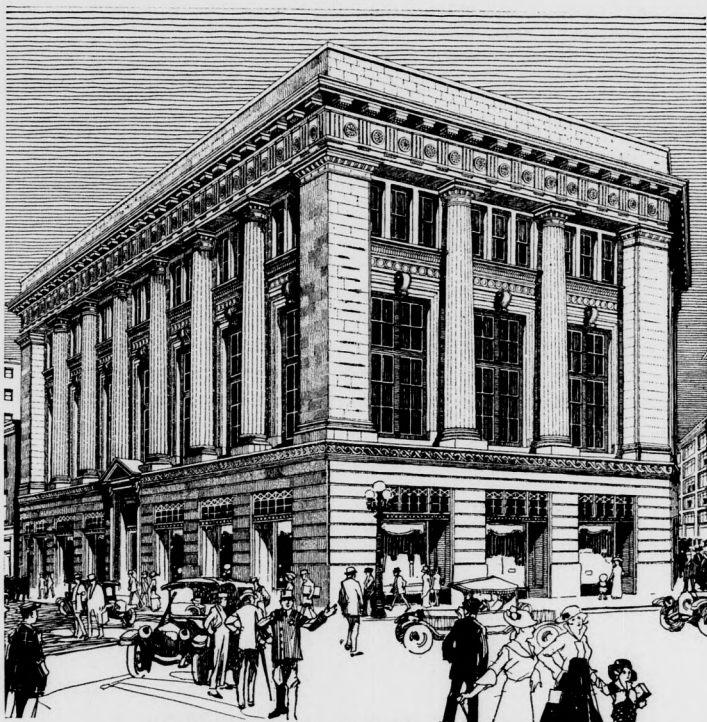
**W**ILL give your Estate the benefit of all its 25 years experience and all of its machinery for handling such proceedings without additional expense.

Send for blank form of Will and Booklet on Descent and Distribution of Property.

Safe deposit boxes to rent  
\$3.00 to \$5.00 per year.

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Combined Capital, Surplus and Undivided Profits \$1,781,500  
Deposits Exceeding Seven and One-half Million Dollars

Business firms, corporations or individuals requiring reliable financial information relative to Grand Rapids businesses or business opportunities are invited to correspond with the investment departments of either the Grand Rapids National City Bank or City Trust & Savings Bank, which have at their immediate disposal a large volume of industrial and commercial facts.

## Manufacturers and Merchants

Find Frequent Opportunities to Save  
Money by Having on Hand  
Available Cash

Idle cash is loss.

Cash invested is not always available.

Certificates of Deposit draw interest, and the money they represent will be paid on demand at this bank, or at almost any other bank in the country.

## The Old National Bank

177 Monroe Ave., N. W.

Grand Rapids, Mich.

accepting a privilege when the public makes use of the opportunities which the bank affords.

"It would be impertinent for me to speak of any bank other than the Old National, but the feeling of this Bank is most pronounced, that anything which it can do toward upbuilding or increasing the prosperity of the community in which it is doing business will result directly or indirectly to its benefit. And appreciating this fact, it is the aim of this Bank and all connected with it to most cordially invite and most heartily welcome any opportunity for conferring, either with customers or anyone else in this community, on all subjects, be they apparently trivial or important, because only through the recognition and acceptance of such opportunities can it perform its broadest function of helpfulness."

Mr. and Mrs. Sweet were married Feb. 14, 1908. They have two children, a son and a daughter, and the family reside in a beautiful home on Kent Hills.

Mr. Sweet was formerly President of the Y. M. C. A. He was President of the Association of Commerce during 1912 and 1913. He is a director and Treasurer of the Grand Rapids Lumber Co. and a director of the National Piano Manufacturing Co. and the National Automatic Music Co., having formerly been President of the latter corporation. He was for three years President of the Grand Rapids Lumbermen's Association; three years President of the Michigan Retail Lumber Dealers' Association, and six years director of the National Hardwood Lumber Dealers' Association. He was not a mere passenger in any of these positions, but brought to them the virile force of which he is possessed to a marked degree and indelibly left the impress of his strong individuality on each of the organizations, to their lasting good and to his own credit.

Mr. Sweet's strength is due to his complete comprehension of the machinery of modern life—of business, law, government and the minds of men—and his ability to perceive what is practicable and how to do it. A master of business is about as valuable an asset as a bank or a community can have. We have battalions of young men who see visions and an ample contingent of old men who dream dreams, but people who know the road and understand the machine are scarce.

Personally, Mr. Sweet is a genial, attractive man and a most entertaining conversationalist. He is a strong, sturdy and courageous writer and speaker who has good ideas and knows how to express them in most excellent English. He is a man of marvelous personal gentleness and inward simplicity. His life is marked by personal purity, constructive ability, shrewd sense and clear, lucid thinking. These qualities—seldom combined to such a remarkable extent in a single individual—serve to make Mr. Sweet one of the most useful men in this community.

#### Late News Concerning Michigan Bankers.

Clayton M. Niles has been elected Cashier of the Farmers and Merchants National Bank of Benton Harbor to fill the vacancy caused by the

resignation of William E. Marsh. The new Cashier entered the employ of the Benton Harbor State Bank in 1903, but in 1908 went to the Berrien Springs State Bank. He joined the force of the Farmers and Merchants National Bank in 1915 as Assistant Cashier.

During the past year, the Traverse City State Bank cut the largest interest melon for the benefit of its depositors that has yet been distributed in Northern Michigan, paying to its depositors over \$53,000 in interest on their deposits.

At the annual stockholders' meeting of the Zeeland State Bank, of Zeeland, it was unanimously decided to increase the capital stock from \$35,000 to \$50,000, which increase places this Bank on the same basis as the other leading banks of Ottawa county.

As a result of the merging of Watervliet's two banks, accomplished recently, the business formerly done by both banks will be administered in the Watervliet State Bank building by the officials of the First National Bank under the First National Bank's charter. W. M. Baldwin will continue as President, W. M. Pratt as Vice-President and C. I. Monroe as Cashier. The building which is to be the home of the Bank in the future is practically new and modern in every respect.

W. A. Rosenkrans who has been a director and Vice-President of the State Bank of Owosso since its organization in 1907 has been elected Cashier of that bank. While Mr. Rosenkrans will give his time largely to the State Savings Bank in the future, he will still be closely connected with the Old Corunna State Bank, of which he is Vice-President. Mr. Sidney, for years Assistant Cashier, has been elected Cashier of the Corunna bank.

George A. Alderton, for many years Vice-President and a director of the Commercial Bank of Saginaw, has been elected President in place of J. F. Brand, who has retired from the more active pursuits of business after being long associated with the bank in various offices. For the past twenty-seven years Mr. Brand has been a director of the bank and still continues in that capacity. He has been its President for the past fourteen years. When the Bank was started in 1888 Mr. Brand became one of the directors, advanced to Vice-President in 1894 and eight years later was elected President which office he held until he decided to resign. Mr. Alderton is well-known throughout Michigan, being President of the G. A. Alderton & Co. wholesale grocery establishment and the Melze-Alderton Shoe Co. In his official connection with the Commercial National Bank he has been a director since 1888 and Vice-President since 1902. Hon. J. W. Fordney becomes Vice-President after fourteen years as a director, while R. T. Maynard, the other Vice-President, has but recently become connected with the local institution, his previous place of activity having been with the State Bank of Merrill, where he was Cashier.

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### Manner of Giving Means a Good Deal.\*

We have so recently passed through the holiday season in which the subject of giving and receiving gifts has taken so prominent a place in our minds that it may be a proper subject for our consideration this morning. There may be some lessons connected with our experience, which would be worth while to talk about and thus settle some questions in our minds as to methods of giving which will be useful in our future plans.

I have heard so many people talking about the difficulty of selecting proper mementos for those who have everything their hearts can wish. It seems to me we should not any of us be troubled about a matter of this kind. To people who have all of the material things for their comfort and satisfaction, a gracious attitude, a sympathetic word or a kindly message means more than anything else and these we can always give and be the richer for the giving.

The recent appeal made by the Social Welfare Association for funds to be used for food, clothing and rent for poor people seems to me a very righteous appeal. These are the things most needed at this season of the year and through our careless giving we often neglect the essentials in our selection of remembrances. The important thing in connection with gifts is to put thought and love into the remembrances and the mistake we usually make is to put off the selection of gifts until the time is imminent for making the presentation and then in our hurry neglect to do more than spend our money and write a message in connection with the gift; so that it occurs to me it would be a good policy for us to think a long ways in advance of the time for making a gift what it shall be and then we can put the time and thought into it that in some way will always show itself to the recipient of the gift.

Gifts that convey pleasant information, without regard to their intrinsic value, touch the heart often. A photograph or a picture of a home or a favorite tree or a bit of landscape with beautiful memory will mean more than anything that can be purchased in the market. A friendly letter always makes a proper gift and almost any of us can at the holiday season or at the time of a birthday put a little thought into a friendly note that will carry love and cheer in every word. Next to letters, it seems to me, the products of our own hands are most attractive gifts. A few vegetables or fruits that we have grown, a jug of cream or some other things that we have to do with developing, makes a fitting gift. In this matter the women have something of an advantage over men, because they are so deft with their fingers and can make so many things which convey a pleasant appeal.

The spirit of the giver really means more than the monetary value of the gift. You remember the story of the

"Widow's mite," with regard to which the Master said, "She gave more than they all" who threw in of their abundance. It is really not what we give but what we share that counts and if in this kind of a gift there is something of sacrifice, it adds greatly to the value of the remembrance. You will recall that beautiful story in "The Vision of Sir Launfal" in which is portrayed the mind of the valiant knight who passes out of the castle in his armor, upon a beautiful horse, with high hopes of accomplishing great things and as he sees a beggar at the gate, slips his hand in his pocket and throws him a generous coin. Upon his return, not having accomplished the high purpose for which he went, minus his steed, his armor, his spear and everything but the mere rags that covered his body, he shared a brown hard crust with the beggar at the gate and brought to the needy one a cup of water from the spring nearby, thus sharing the very little that was left him with one who seemed in greater need. The real comparative value of the two gifts is found in the sacrifice and the willingness to share.

The manner of giving means a good deal. If there goes with the gift the expression that it is one of the things that must be done and the sooner it is accomplished the better, the whole spirit of graciousness which should go with the remembrance is lost and the gift itself is meaningless.

Daintiness is a feature connected with giving sometimes neglected, but oftentimes made an intrinsic feature. The method of doing up a package and the care and thought which is put into it, so as to render it attractive, are factors that never should be neglected. The giving of one's self in some way is the greatest gift which can be made to another. One who is a good reader can make no more appropriate gift then whiling away an hour with a shut-in or an invalid and thus utilize a talent in carrying cheer. One who can sing, or play upon a musical instrument has always something valuable to give. The gift of a story well and appropriately told is always acceptable and these things simply indicate that we ought to be willing to give from our own gifts to those who have need and will appreciate them.

The element of humor is not inappropriate with a gift. I recall just now a marriage gift of a broom with a heavy handle and the accompanying legend was provocative of amusement. It read:

This trifling gift accept from me,  
Its use I would commend.  
In sunshine use the brushy part,  
In storm the other end.

Just a word concerning anonymous giving. When so much of value depends upon the attitude of the giver, it is hardly fair to the recipient not to give him the pleasure of knowing who has been kind and thoughtful and affectionate in the selection and tender of the gift.

Some very appropriate things have been said of gifts which I recall and one I think of now is: "The best gift to an enemy is forgiveness; to an op-

ponent, tolerance; to a friend, your heart; to your child, a good example; to your father, kindly deference; to your mother, conduct that will merit her praise; to yourself, respect and fair judgment; to all men, chairity."

Shakespeare says that rich gifts wax poor when the givers prove unkind. Warnach said, "He gives not best who gives most, but he gives most who gives best. If I can not give bountifully, yet I will give freely and what I lack in my hands I will supply by my heart."

In connection with benevolences, I have done a good deal of solicitation from people who can afford to give in the interests of welfare and civic movements and I have met with all sorts of experiences, some of which have gone straight to my heart. When I ask for a donation and it comes grudgingly with some word or expression that indicates, "I give because I must" or "I hand you this because you have asked it," the whole pleasure is taken out of the transaction; but when one meets me with the word, "Yes, I am glad you have come. I can not give but little, but I am happy to aid in any enterprise which receives your commendation," my heart is touched and I feel as if, no matter if the amount is small, the graciousness of the giver is the biggest part of the gift.

Let us, then, in connection with our thoughtfulness for friends, first have our heart right and then the gift itself will be glorified.

### Peach Trust Organized At Fresno.

Advices from Fresno report the successful formation of the big peach pool—patterned after the California Associated Raisin Company and in some ways allied to it in the personnel of the leaders—with \$360,000 subscribed out of the ultimate \$1,000,000, and with a unanimous vote of the subscribers to double their present underwritings. A resolution was adopted, however, by the 1,000 in attendance at the organization meeting of January 12, not to authorize the trustees to actually begin trading until \$600,000 had been paid in and 75 per cent. of the dried peach acreage has been signed up.

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

## CHAIN STORES.

## Some Things They Have Taught the Jobber.

When I was a boy it was a common saying, "Watch the grocer that has two stores; if he has three, beware of him." But as with many other ventures, the failures revealed the defects, and to-day there has been perfected a system of chain stores that are estimated to be doing a volume of business approaching \$150,000,000.

More business, greater distribution, lower prices, quick "turn-overs," sales for cash, no losses from bad debts. These are the mainsprings that actuate this business. Our great chain stores are manned by keen, alert, active men who have grown rich in the business.

There is nothing wrong in the chain store idea. As a rule, the community is benefited through its ability to supply merchandise at a moderate cost. This it is enabled to do by means of its great purchasing power, economy of conducting business, sales for cash, and the cutting off of a costly delivery service.

As far as my observation has gone, the chain stores are buyers of good merchandise, and none are more careful in seeing that they get what they buy. No overcharging is allowed. If by any chance this happens, a prompt restitution is made to the purchaser, and the manager making the overcharge is called to account. Their competition has done much to stimulate the individual grocer to more active exertions to protect his trade, to see that his store is attractive in its appearance—to watch his expenses—to scrutinize his credit accounts, to see that his customers are pleased, and give them a "service" that ensures their returning to deal with him.

The retail grocer was quick to see the danger of the chain stores to his business, and in order to meet the competition of low prices formed the scheme of co-operative buying, so as also to receive the lower prices for goods bought in larger quantities.

While the chain stores were in the process of development, the wholesale grocer enjoyed their patronage and was more or less indifferent to the fate that confronted the individual retailer. He was for the time being blinded by the large sales he made. But the time came when the chain stores became so strong that they were able to go over the head of the wholesale grocer direct to the manufacturer, and he was forced to realize that his trade with them was gone.

Turning again to the individual grocer for trade, he found that he, too, through his newly formed association, had found the way of supplying many of his wants outside of the wholesale grocer, i. e., by buying in quantities from the manufacturer and reaping the benefits of lower cost. To the wholesale grocer was left the retailer, who was slow pay, and who could not afford to take advantage of paying cash for his merchandise. Consequently the jobber's business had to take on to a larger degree than ever the extension of credit, with its larger percentage of losses. His better class of customers confined their purchases to the merchandise upon which credit was

desirable and spent their ready money with their own association.

The wholesale grocer was now confronted with the great problem how to adjust himself to these new conditions. It was quite evident that he, too, must go through a process of development. He could not change the new condition if he would, for this new business was founded on a sound economical basis.

In his first effort to adjust himself the wholesale grocer allowed his resentment against the manufacturer for selling these associations to have free course. He informed the manufacturer that he could not sell him and his customers, too. Determined efforts to keep the manufacturer from such selling, while it resulted in some success, was as a rule a failure. The wholesale grocers had lost the trade of the chain stores and now found that the trade of the wideawake independent grocer was being sought by the manufacturer through their co-operative buying associations.

This condition quickly had its effect upon the wholesale grocers' salesmen. They found that they could not compete and consequently refused to offer for sale various staple articles of merchandise, leaving the field for such goods largely in the hands of the buying associations.

The manufacturer, while preferring to deal with the wholesale grocers, saw his trade with them diminishing and consequently was compelled to bring in a new force—a large corps of specialty men—whose business it was to see that distribution was obtained. As chain stores and retail buying exchanges were open to them it was quite natural that they received the greater benefit of their work. They were the easiest channel to obtain distribution. And so their specialty men openly recommended buying through the associations that the buyer secure the advantage of lower price.

Such was the condition of affairs with the wholesale grocer and is much so, even yet. Resentments, antagonisms, jealousies and boycotting are not the weapons to bring success and the sooner we confess it the better off we will be. After the chain stores had their wonderful growth and the retailers had established their associations, the wholesale grocers began to form associations. This was a step towards meeting the changed conditions and broadened their horizon. The effect has been to make the wholesale grocer a better merchant and lift him out of petty jealousies and fear of his competitors.

Let us remember that all three methods of distribution are legitimate—chain stores, buying exchanges and wholesale grocers. While any one of these three methods might resent the competition of the others the question which interests us is how can we wholesale grocers meet successfully these conditions.

What should be our attitude toward the chain stores? To sell them all we can. Whenever there is a chance to do business with them, seek it. They are large distributors and frequent buyers and resemble the "nimble sixpence" in our business.

What about the buying exchanges? Sell them also all you can. There are many opportunities when changes in

market conditions will show you a profit in the transaction. Both these organizations are in the business world to stay and the sooner we recognize this fact the better it will be for all concerned.

But what about the individual retail grocer himself? Do all you can to help build up his trade. First, impress him with the importance of the right use of his credit. You do him a great deal of harm in giving him an undue time to pay his bills; it will eventually undermine his business. You do both him and yourself harm in allowing discounts for cash beyond the appointed time for such discounts. You are making him and yourself a poor merchant. The chain store has a wonderful advantage in this matter; it sells only for cash. He is a wise retailer who learns the lesson that prompt payments are his salvation.

Associations have been brought into existence because of the failure or inability of the individual jobber to assist the retailer to withstand the competition from the chain stores. This is unfortunate, as it has created buying organizations that cut deeply into the business of the city jobber and tend to make members believe that their jobbers are unfriendly to them. They have also hurt the manufacturer and compelled him to employ an expensive staff of salesmen, first to sell the goods to the associations and then to go out on the street and sell their members because the manufacturer has lost the personal service of the wholesale grocery salesmen, which is a most valuable asset.

The next step in the changed conditions is that we be willing to learn from our competitors. We have seen the great advantage of co-operative buying and why not take advantage of it ourselves? There are advantages, and I venture to say surprising ones, in buying together. Look at the freight rates saved and consider the desire of the manufacturer to secure large orders at once, with prompt cash. The fear that some member of the buying community may take undue advantage of his purchase by underselling is overcome by the growth of a mutual confidence.

The wholesale grocer has a great advantage to offer the manufacturer. Take a body of wholesale grocers who unitedly have several hundred salesmen and let them throw off any indifference heretofore shown toward a manufacturer's product and become boosters of same. What price would not a manufacturer pay for such a changed condition?

In Philadelphia we have demonstrated this power a number of times this winter with much advantage to ourselves and the manufacturer. Our salesmen, knowing that their firms are now acting as a unit, have taken hold of the merchandise offered and pushed it with much enthusiasm.

Heretofore the salesman has occupied a sort of secondary position; one who was trying to get an extra profit, and in whom much confidence would be misplaced. The salesman now goes to his customer and is ready to help him secure his merchandise so as to enable him to compete with his neighboring chain store. The change is electric. We have made a new salesman; assured of his ability to sell, a retail merchant with

renewed confidence in the salesman, and a manufacturer glad to see his merchandise being distributed through the natural channels once more.

In the cities the days of long credit are gone. If a retailer wishes to stay in business he must curtail credit given to his customers and meet his obligations promptly. His buying exchanges have taught him this. The jobber's salesman is found to be a valuable aid in other ways; helping the grocer with seasonable goods, giving valuable hints as to the care of goods and their display. He points out the advantage of the proprietor's presence in his own store and his executive ability, as compared with the average manager of a chain store, and the untold value of a prompt, courteous, clean, reliable service.

We in Philadelphia are now working along the lines indicated. It is not yet an Arcadia with us, but we have traveled very fast these past four months; overcoming objections and developing friendliness toward one another. Each wholesale grocer stands on the common plane and works unitedly toward the common end—the establishing of the retail grocer on a sound basis—merchandise economically handled and intelligently distributed, with an equitable return upon the amount invested.

Our purchases are made as one and our salesmen are well informed as to the cost. We find the manufacturer glad to have the co-operation of our men, who in turn show their appreciation by selling the goods. Credit lines are drawn sharply, and the retail grocer is receiving full value for his investments with the help of a body of men whose own welfare is wrapped up in his success.

James Hewitt,  
President Tri-State Wholesale Grocers' Association.

## Frictionless America.

There is more than one way to reduce friction in the world. And although the United States may not be entirely successful in bringing peace out of the Great War, we can at least claim that we smooth the way of the world in one respect.

For the United States produces more talc and soapstone than all the rest of the world combined. Moreover our production has nearly doubled in the last decade, so that we now produce about 170,000 short tons a year, valued at about \$1,860,000.

Talc is a simple mineral of which soapstone is a massive impure form. Because of its softness it has a wide and varied use: talcum powder can be used for putting a tire on an automobile or (we can't resist it) attire on a lady. In the schoolroom it takes the form of chalk, and in the factory it bleaches cotton cloth or becomes one of the ingredients of paint. One of its chief uses is as a filler for many kinds of paper.

There are nine states in our country that produce talc. Fifty-seven per cent. of it comes from New York and about 40 per cent.—mostly in the form of soapstone—from Vermont.

Our idea of a hypocrite is a person who throws mud at a man while alive and puts flowers on his coffin when he dies.



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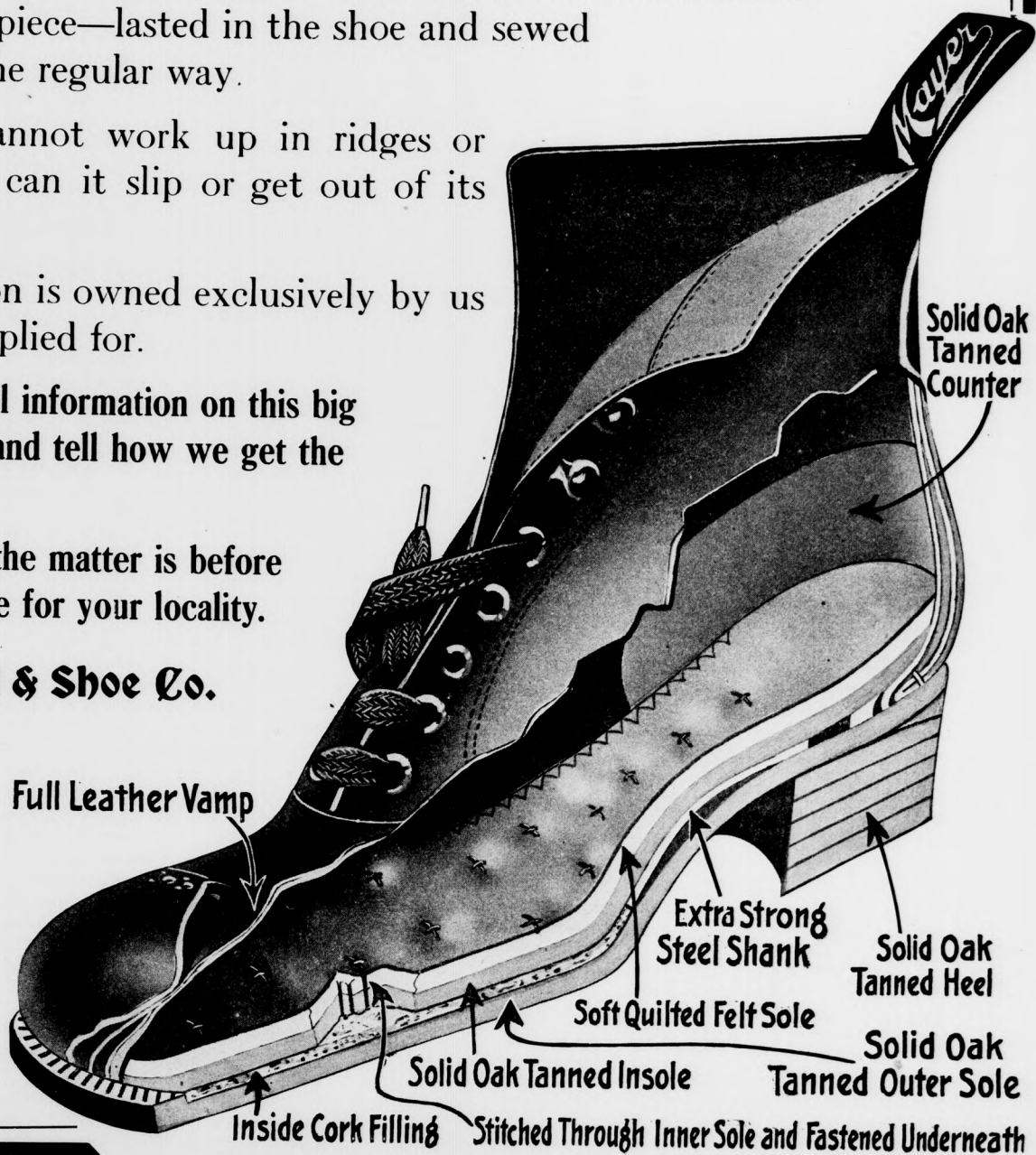
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## REFRIGERATED PRODUCTS.

## Prejudice Gradually Giving Way to Commendation.

The possibilities and advantages of refrigeration were discovered by the wholesale distributor in the infancy of the industry, and the great American speculative tendency developed in his mind. He saw the wonderful opportunity for greatly enhanced profits, and so became a speculator. Others followed. The cold storage people, in their desire to secure a greater volume of business, made a vital mistake in offering to finance these speculative movements by making excessive advances, which enabled the speculator to extend his purchases and holdings far beyond the limits of his legitimate capital in business. In the old days, the wholesale distributor might manipulate the markets, in his greed for gain, and thus place the retail dispenser in a position of disadvantage and antagonism, which led him to represent to the consuming public that the cold storages had combined to force food prices upward.

As a result of this misrepresentation, the public press set up a hue and cry which excited the public and led legislative bodies to prepare and enact bills, filling the statute books with stringent laws on a subject about which they were grossly ignorant. In every instance the laws have been directed against the cold storage, not the speculator. The result has been a serious blow to a most valuable industry, which entails endless and useless labor upon cold storage warehousemen, and the laws do not correct the real abuses and evils which then existed and still remain in the second and third division of our classification.

The public press had disseminated distorted and misleading facts in the belief that they were setting forth true conditions. Let it be noted that this tirade of sensational expression has been directed mostly against the so-called "cold storage monopoly" rather than the refrigerated product.

The retail dispenser (the corner grocer) is antagonistic because he believes that cold storage is working against his business interests. There are three classes of retail dealers:

1. Those who are honest enough to sell cold storage products as such at a reasonable profit.
2. Those who are prejudiced, without reason, against refrigerated products and will not, knowingly, keep them in stock or offer them to their patrons.
3. Those who buy cold storage foods, knowing them to be such, and sell them at the greatly enhanced prices of fresh goods during the period of lightest production, thus making an unjust and often an abnormal profit with no thought of or care for the deception practiced on the consumer.

The danger to cold storage interests lies chiefly with the third class, where personal profit combats fiercely any effort on the part of warehousemen or desirable legislation to correct the crying evils involved in their dishonest practices.

The last and most important class is the housekeeper, representing the vast army of consumers. None can blame the housewife for her attitude,

which in the beginning was created by the evil practices of the speculative distributor and the dishonest dispenser, materially fostered by sensational journalism.

It must be said for the ladies that many of their leagues and societies did endeavor to get at the root of the matter, and the situation was much improved by their investigations and assistance. Public sales of storage eggs by housewives' leagues, accompanied by persistent special advertising, exerted much influence in creating a counter wave of common sense which checked the widely sensational nonsense showered upon an unsuspecting public by a long period of yellow journalism.

The intervention of foreign strife has given the press so much to write about for the past year that cold storage topics have slept peacefully. Under such conditions the present seems to be a good opportunity to consider ways and means for a campaign of education.

I have tersely outlined the salient points of public attitude which confronted us some years ago, and it seems evident by comparison that this sentiment is materially changing, as shown by the following:

The demand for cold storage space has increased during the past few years so rapidly that it has not been possible to construct buildings fast enough to properly care for the business. Had the public rendered a verdict against the wholesomeness of refrigerated goods, or maintained the former attitude, such a demand could not have been created. This remark must be qualified by certain new conditions brought about by the foreign war. It does not seem possible that this factor could account for all of the increased demand. The softening of expression in public press articles and the publication in household magazines of interesting articles of sensible character clearly indicate that the efforts expended to educate housekeepers have borne good fruit, and that the public mind is at present in a receptive mood, not antagonistic, but open to conviction.

It is only fair to state that to the National Housewives' League much credit is due for their earnest effort, two years ago, to secure reliable information at first hand, which they reported faithfully in the official publication of the league, and for encouraging the public sale of refrigerated eggs at cost by league organizers. Other facts might be cited in support of a changed attitude, but sufficient proof has been given and our time may be more advantageously directed to a discussion of ways and means for continuing the good work already begun.

The suggestions offered are founded entirely upon personal observation and experience, and their discussion by this body should result in direct benefit to the refrigerating industry. While many things might be mentioned bearing upon the subject, there seem to be three important topics which practically cover the ground, both as to the warehouseman and the public.

1. Uniform state legislation, in harmony with an adequate Federal law.
2. Proper education of the consuming public.
3. Proper regulation of advances.

The question of uniform legislation has been before us for some time. The commissioners on uniform state laws investigated the subject exhaustively at their conference in Washington in October, 1914. They approved and recommended a uniform cold storage law which seems to meet general approval. After a careful study of the proposed law, I offer but one suggestion of change. In the first sentence of Section 6, one word should be inserted for the protection of the warehousemen. The word "knowingly" would accomplish the object.

If a Federal law were to be adopted by Congress embodying the points contained in the proposed draft, it would settle the difficulties of interstate traffic, and its adoption by the states would be likely to follow. It would, therefore, seem to be our first duty to approve this draft and devote our best energies to securing its prompt adoption by Congress. Federal legislation being secured, the next step is to lend all the assistance possible to the more important states in securing uniformity in state laws. Having attained success in the leading states, the lesser ones would follow as a natural sequence.

The proper education of the public is a matter which really belongs to the retail dispenser, but since his direct interest in the majority of cases is likely to be antagonistic to the storage warehouse line of education, it becomes of importance to the warehousemen to act in the matter primarily. So far as general education goes, the only article which seems to require particular stress is eggs. I would, therefore, make a division of the topic:

1. The dissemination of general information on the subject of refrigeration as applied to food products, both as to its scientific character and the effect which the systematic application of refrigeration has upon foods, and the average limits of perfect preservation.

2. Practical demonstration, as to eggs, direct to the consumer over the dispensing counter, as the best means of proving to the house-keeper the good qualities and moderate price.

The educational work would be best accomplished by the employment of an expert writer to prepare scientific and descriptive articles from information to be supplied by a press committee from this body, which shall be published in such magazines, periodicals or papers as the committee may select. This press committee might also assume the task of preparing matter for the public press on uniform legislation.

The practical part of proving to a doubting house-keeper that good refrigerated April and May eggs at 30 cents (or hereabouts) per dozen are better than summer or early fall so-called fresh eggs at 60 cents or more per dozen is a problem which can only be solved by practical demonstration. Special sales of cold storage eggs at practically cost prices have been conducted in several large cities, accompanied by liberal advertising, through the agency of housekeepers' leagues or other organizations. These sales created a marked change in public sentiment wherever conducted.

If individual warehousemen in various sections would take up some plan, to be formulated by this body, along the line

of concerted action, each supplying to certain responsible dealers or housekeepers' organizations a supply of eggs, regulating the prices and advertising liberally to attract purchasers, the results would be more generally convincing to the public than all the statements which could be presented in any amount of printed matter. Just what is the best manner of carrying out such a plan might be brought out by a general discussion.

The proper regulation of advances is a question which might not seem to belong to public attitude, but when carefully considered it proves to have been the inciting and insidious cause of many of our troubles. It pertains so directly to more favorable relations between cold storage warehouses and the public attitude that I plead for a serious consideration of the suggestions I have to offer.

It is a noticeable fact that in recent years advances to speculative dealers have often exceeded the cost of the goods, and so nearly equaled the market value that no margin of safety was left to the warehouse. Sixty per cent. to 75 per cent. of the market value should be an outside limit, and the sooner this is recognized and adhered to the quicker the public will stop the old hue and cry about cold storage monopoly and speculative cornering of the market. The prime cause of the tirade of the public press against cold storages can be traced directly to this evil of which I am speaking. I believe that if cold storage warehouses had never made any advances to their patrons, we would not have had any such agitation against the cold storage industry, neither would we have had legislation of the character which now exists in many states. Never has there been such a demand for storage space; hence it follows that safe and sane adjustment of this question can be effected with a minimum of effort or reactionary result on the warehouseman, and the correction will benefit the public and the industry alike.

Floyd M. Shoemaker.

## Egg-Yolk Powder Machine.

In an October issue of Commerce Reports, the Government's very useful daily publication relating particularly to business, appeared a request from a concern at Hankow, China, for information relative to machinery for the manufacture of fine egg-yolk powder completely soluble in cold water. In response three replies were received from the United States, but, unfortunately, the same publication now reports none of the three was satisfactory. Two of the firms gave prices for cake beater; only one quoted on an egg-yolk-powder machine. This last mentioned firm forwarded specimens of the powder made by one of its machines, but the sample failed to meet the chief test, namely, that it should be easily soluble in cold water. Inasmuch as the local concern is extremely anxious to obtain equipment without delay, it might be well for other American manufacturers to send detailed information to the Hankow consulate general.

One kind of a fool man is the chap who advises his fiancée to take boxing lessons.



**December 31, 1915**

## GRAND RAPIDS, MICHIGAN

## LIABILITIES

First Mortgage Loans on Real Estate.....	\$366,418.00	Net Reserve, Including Disability Reserve.....	\$363,822.00
Bonds, Cash Value.....	9,250.00	Deferred Annuities, Not Yet Due.....	4,200.00
Policy Loans on this Company's Policies as Collateral.....	21,724.63	Death Losses Unpaid—Proofs Not Received.....	2,350.00
Premium Notes of Which None is for First Year's Premium.....	3,645.22	All Other Liabilities.....	1,044.06
Agents' Balances.....	488.35	Surplus Apportioned and Unapportioned.....	\$ 20,131.10
Cash on Deposit in Banks.....	50,046.46	Capital Stock.....	<u>100,000.00</u>
Net Amount of Deferred and Uncollected Premiums.....	24,998.00	Surplus to Policyholders.....	120,131.10
Furniture and Fixtures.....	4,947.81		
Interest Accrued.....	<u>10,028.69</u>		
<b>Total Assets</b>	<b>\$491,547.16</b>	<b>Total Liabilities</b>	<b>\$491,547.16</b>

New Insurance Paid for During 1915.....	\$2,203,379.00
Insurance in Force December 31, 1915.....	\$8,382,496 00

## RESERVE SET ASIDE

ASSETS		RESERVE SET ASIDE
1910	\$129,444.32	\$7,244.00
1911	\$190,114.44	\$30,416.00
1912	\$217,594.03	\$77,935.70
1913	\$280,900.54	\$159,084.00
1914	\$369,127.87	\$243,065.00
1915	\$491,547.16	\$363,822.00

**WILLIAM A. WATTS, President**  
**CLAY H. HOLLISTER, Treasurer**  
**R. S. WILSON, Secretary**

**E. GOLDEN FILER, Vice-President**  
**CLAUDE HAMILTON, Vice-President**  
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Van A. Wallin,	President Wallin Leather Co.,	Grand Rapids, Mich.	Chas. J. Tolonen,	General Agent Preferred Life Ins. Co.,	Kalamazoo, Mich.
					Duluth, Minn.



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

### The Story of a Hardware Dealer's Romance.

Written for the Tradesman.  
Chapter I

Now at the very outset I must ask you not to smile at this head-line. Why shouldn't a hardware dealer have a real adventure, if he is really in mind to—and the gods of chance and of fortune smile upon him?

If there is one thing above another that irks me, and almost provokes me to say unprintable things, it is that silly and supercilious notion some people have that a young, normal and capable man-creature is forever precluded from romantic and colorful situations and experiences simply because he is a merchant.

Do you think that because, forsooth, a man is the owner and proprietor of a retail establishment handling divers and sundry lines of hardware, such as one is accustomed to find in the more progressive retail hardware store of the city, things cannot happen to him? Must he necessarily live out a prosaic and commonplace life, with no touch of glamour, no tang of adventure, no haze of romance? If you do, you are wrong. Elsworth Seaton Moore is a retail hardware dealer—and an eminently successful one, as anybody in Centerville will testify; and, long before you have followed me to the end of this narrative, you will discover that things happened to Elsworth Seaton Moore. Highly interesting things, too; things thrilling, colorful, and romantic to a degree.

If the telling of this story does not accomplish another thing, I do sincerely trust it will have the effect of exploding that old theory to the effect that, because a man happens to be a merchandiser, living and remaining for the most part in one place, and to a considerable extent the embodiment of order and system,—his life isn't necessarily drab and uninteresting. Highly favored of the gods of love and of chance was Elsworth Seaton Moore, hardware dealer of Centerville.

And yet there was a time when the hero of this story despaired of ever being a hero at all. He was successful, to be sure; in fact seemed from the very beginning of his business career to get on with far less difficulty than many other men who have achieved conspicuous prestige in the realm of hardware distribution.

At the age of 18, just after he had finished his high school course, Elsworth Seaton Moore began clerking in his father's hardware store; and he began as a cub salesman, with no favoritism. Kindly but firmly the old man told Elsworth Seaton he must win his spurs if he got them. The salary was \$6 a week—one bone per; and the store opened at 7 a. m. and closed at 6:30, with a whole half hour off for luncheon. Wasn't that munificent—eleven hours a day, six days per week, and a big fat envelope Saturday afternoon with \$6 in it!

Now if you think old man Samuel Moore was a skinflint and a slave-driver, you've got another guess coming. He was neither. He was just a wise, kind-hearted old man—a good merchandiser in his day, by the way—who loved his boy wisely. Just because of his knowledge of the ways of men, he sedulously tried to shield his boy from the stultifying effects of the easy, down-grade course. His ambition and heart's desire was to see that boy grow into real masterhood. And the desire of his heart was gratified.

Young Moore took to hardware enthusiastically. I don't set up the contention that he was the brightest coin minted; but he was fairly capable, with no perceptible blind-spots, and with a mind to learn. He didn't have to be prodded. He had made a fairly good showing at high school. He made a much better showing in his father's store. He liked the merchandise; and he liked people. Salesmanship came easily to him. I guess the thing must have been born in him. That's the only way I can account for salesmanship of the convincing sort.

Traveling men liked him—and they liked him not because he was his father's son, but because he was a man and a merchant in embryo. In the bud they sensed the blossom. Therefore they opened up their hearts to young Elsworth Seaton Moore. Yes, and they opened up their minds also. Young Moore was a good listener. They saw the eagerness in his honest young face, flushed with verbal reports of the great outside world of industry and commerce and red-blooded business life. So they told young Moore about the doings of the great outside world. They explained materials and processes, and recited fascinating stories of big hardware merchandisers of the large cities, who did usual things in unusual ways, and thus brought themselves into terms of intimacy with the capricious goodness of success. These stories of adventurous business enterprise thrilled young Moore, and became a

part of his rapidly increasing store of unforgettable acquisitions.

So Elsworth Seaton Moore, who realized that, in all human probability, he would some day bear unaided the responsibilities of a large and growing hardware business, took himself and his business career rather seriously. He never had any other ambition than to become a hardware dealer. Therefore he applied himself faithfully. He drove the machinery of his psycho-physical mechanism at a good lively clip. He never whimpered about the eleven hour schedule, and not once did he sidle up to the boss and ask him what the prospects were for an increase of the weekly stipend. As a matter of fact young Moore realized that \$6 a week was about all he was worth, to start with; and he knew that, if he stopped to figure in his room-rent and board, he was a well-paid cub salesman. Consequently he didn't worry about salary item, knowing full well that the salary would increase pari passu with his increasing worth to the house.

The elder Moore covertly observed the ways of his ambitious, hardworking son, and his heart sang for joy. The boy wasn't a bit spoiled by his schooling. There wasn't a smidgen of snobbery in his anatomy. He talked sensibly to older men, behaved like a gentleman in the presence of ladies, and demonstrated again the possession of good, solid common-sense,—the indispensable substrate of solid business judgment.

Therefore, as the elder Moore felt

## Harness

Our own make out of No 1 Leather. Hand or machine made. We guarantee them absolutely. Write for catalogue and price list.

Sherwood Hall Co., Ltd.

Ionia Ave. and Louis St.  
GRAND RAPIDS, MICHIGAN

# REYNOLDS

APPROVED BY THE NATIONAL BOARD OF FIRE UNDERWRITERS  
TRADE MARK  
H.M.R.  
ESTABLISHED 1868  
FIRE SAFE

# 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.

## 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



his son was able to bear responsibility, he placed responsibility upon him. He shortened the hours of work, increased the pay time and again, gave him occasions for acting upon his own initiative, thus adroitly developing within the younger man real managerial qualities.

Thus Elsworth Seaton Moore's stature as a business man was not attained in a day; nor his ability as a hardware merchant achieved by leg-herdmain. He developed gradually and normally through hard work and vigorous individual efforts wisely evoked by occasional promotions, fatherly encouragement and wise counsel.

From the beginning it had been the father's wish to see his son fully prepared to assume entire responsibility for the business; and the father hoped to see the day when the son would open up vast new realms of trade that he, the father, had never felt strong enough to enter. As a matter of fact physical infirmities that grew upon the elder Moore during the latter years, made him more cautious and less aggressive; and in the end, he came to lean absolutely upon his man-grown son. And then the end came suddenly; and Elsworth Seaton Moore became in name, as he had been in fact, proprietor of the Moore Hardware Store of Centerville.

In the meantime the years had passed swiftly, and the younger Moore had remained unmarried. Love had passed by on the other side. Romance, the like of which he read about in books, had never knocked at his door. And Elsworth Seaton Moore felt slighted. He was successful, as men measure success these days; i. e. in terms of money. He had a perfectly splendid business. But his life was drab. Each day was very like the preceding day. Things didn't happen; and Elsworth Seaton Moore, the hardware man, had a real grievance against the gods of love and of change. Charles L. Garrison.

#### Why Not Always Tell the Truth. Written for the Tradesman.

The American newspaper has much to do with the condition of the common people. Not long since one of the leading Michigan newspapers was very much worked up over the report of a commission that professed to making the discovery that many men were working for a \$10 weekly wage and women as low as \$6.

"This report," declared the newspaper editorially, "is profoundly disturbing."

Why so? we ask. Scores of men who are counted among the wealthy people of the country began life far lower down in a wage sense than even that. It seems to be the aim of a certain class of newspapers, and of magazines as well, to harp upon the high cost of living and the low wages of the workman.

Things are not so tremendously out of joint as these would-be mentors pretend. A man who has a steady job at \$10 a week has no reason to despair; and such wages, judging from the reports, are the lowest, ranging upward from this to more than twice that sum according no doubt to the earning capacity of the worker.

Another point these calamity publica-

tions seem to delight in harping upon is the injustice of our laws which, permitting them to interpret them, favor the rich as against the poor. This misleading practice is one of the worst evils of modern journalism.

The fostering of discontent among the masses seems to give these gutter-snipes of journalism a sort of malignant satisfaction. It is born of the false idea that every man who has made a fortune is necessarily a rascal. The past decade has been prolific of such incendiary teachings, and it has worked a hardship to many who might otherwise have been content.

To stir up the people with the idea that someone with more money than the ordinary laborer is grinding them in the dust is anything but a pleasant method of righting, or trying to right fancied wrongs.

Truth to tell the laws now on the statute books of most of the states favor labor as against the employer. We are really living in the golden age of the common people, and right now are more opportunities offered the young man for advancement than ever existed before in history of the American republic. This statement is not a mere fulmination of words, but a wonderful and living fact which can be easily demonstrated to the one who cares to investigate.

The earning capacity differs in different individuals, and it is a poor policy that groups men together like the interlocked spokes of a wheel, holding back the deserving pushing worker, that he may stand on an equality with his less ambitious, less capable brother.

The great accomplishments of the world were brought about by individual brains rather than by the combined intellect of many mediocre people.

The most successful men of our time came up from the wage ranks, fully demonstrating the chances for success that are ever open to the most humble citizen of the republic.

What sense is there in the eternal harping of the lie that our laws are made to boost the rich man as against the poor? It is an impious falsehood that has been doing business at the old stand for many years. The capacity for earning is what counts. Every man should of course receive pay according to his abilities in his own peculiar line of work.

I call to mind a young man who worked eleven hours a day for the sum of \$8 the week. He was not a complainer. At that time he had no press representative sneering at his employer, urging him to strike unless he got better pay.

This young man looked to the future. He belonged to no union, sold himself to no combination of men who dictated when he should work, when he should lay off out of deference to somebody out in York State, or in California who fancied they were not getting their just dues. No, he kept steadily on the job, yet all the time having an eye out for the future. He was ambitious, determined to get above his wage-earning position, planning to rise and become himself an employer instead of a laborer.

And that man succeeded. To-day he is a millionaire, living in the metropolis of the State, an employer of hundreds of men. And he is just as honest, just as fair in his dealings with his fellow man as he was when he first sprung

into the field of human endeavor as a common worker at \$8 per week.

Another man in his early manhood tramped the roads of Western Michigan seeking employment; he found it of course. He entered upon his duties as a common laborer in one of the mills at what the modern press would call "not a living wage." He did not remain content in a menial position. The moment opportunity offered he entered upon jobbing work, made money, succeeded in climbing the industrial ladder until he made a name for himself among the sound business men of the community.

In fact he was thought so much of that the people made him mayor of the city of his choice, and they tell me he made an excellent official.

There are thousands of examples of low wage men who cut themselves out of their environment, making their way in the world to higher and better things, and they found no laws on the statute books that prevented them from earning a place among the big men of the land.

It is the silliest kind of mush picturing the horrible condition of the masses, when truth belies every such statement and brands the retailer of these falsehoods as a calumniator of his race.

Old Timer.

#### MODERN AWNINGS—ALL STYLES



Get our prices before buying  
CHAS. A. COYE, INC. Grand Rapids, Mich.

## FREE

### Cut This Out

and check opposite the listed items below what you are interested in and we will send you by return mail two beautiful felt pennants to hang up in your store.

Excelsior Mattresses	Coil Wire Springs
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Sanitary Couch Pads	Bed Davenport
Mattress Protectors	Institution Beds
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Made by the  
Grand Rapids Bedding Company  
Established 1890  
Grand Rapids, Michigan

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### Klingman's

The Largest Furniture Store in America

Entrance Opposite Morton House

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



Wilmarth show cases and store fixtures in West Michigan's biggest store

In Show Cases and Store Fixtures  
Wilmarth is the best buy—bar none

Catalog—to merchants

Wilmarth Show Case Company

1542 Jefferson Avenue

Grand Rapids, Mich.

Made In Grand Rapids

## THE STEVENS BILL.

## History of a Modern Movement in Merchandising.

The Stevens bill was introduced in the House of Representatives February 12, 1914. It was reintroduced in the present Congress by Representative William A. Ayres, of Kansas. It provides for maintaining resale prices of trade marked or branded merchandise under certain conditions, as follows:

1. The provision is permissive, not mandatory; that is, no manufacturer or distributor need come under its provisions unless he wishes to do so.

2. In no case is this provision to be granted to any individual or concern who has a monopoly or control of the market for the articles of which it is wished to maintain the resale prices.

3. The price at which the merchandise is to be resold shall be stated on the carton or package containing the merchandise.

4. Before permission is granted to carry on the policy of price maintenance, the party wishing it must file a statement with the Bureau of Corporations outlining the details concerning methods of marketing, prices of wholesalers, retailers, etc.

5. Prices and terms must be uniform to wholesalers, and wholesalers must sell at uniform prices to retailers.

6. Deviations or variations from the standard price sought to be maintained are permitted in the following cases:

a. If a dealer should cease to do business.

b. If a dealer becomes bankrupt.

c. If the goods become damaged, deteriorated or soiled.

Provided, in each case, that before the goods are sold at any other than the standard prices, they shall first be offered to the producer or distributor from whom they were obtained at the prices paid for them by the dealer.

If the one who supplied the goods refuses or neglects this offer, the dealer may sell them at any price that he wishes, provided that, if the goods are sold at any other than the standard price because they are damaged, deteriorated or soiled, the fact must be made known to consumers.

The demand for National legislation similar in character to that embodied in the Stevens bill originated among the small retailers of the country. The manufacturers were enabled to enforce price maintenance in courts at equity, and under the patent and copyright acts as formerly interpreted, complied with the general desire.

In 1908 the United State Supreme Court declared price maintenance under the copyright act illegal, and in 1913, price maintenance was declared illegal under the patent act. Since these decisions, the Department of Justice has appeared to be hostile towards price maintenance in any form. Consequently, there is at the present time an uncertainty as to just what may be done and what may not be done in regulating resale prices of merchandise through the channels of trade.

The recent decisions of the Supreme Court of the United States do not prohibit the price maintenance principles. They simply prohibit certain methods of price maintenance, the most economical

from the standpoint of independent producers, dealers and the public.

Price maintenance is now perfectly possible and legally legitimate if the producer has a selling organization of his own, made up of agents, chain or branch stores, and sells direct to consumers.

But all of these methods involve great expense in building up the sales organizations that in a measure simply duplicate organizations already in the field. Thus, while price maintenance has not been prohibited, it is now legally practicable only for the larger and more powerful producers. The added and unnecessary expense involved in conforming the distribution of goods to the laws of the courts must ultimately be borne by the consumers.

Such then is the status of price maintenance at the present time. Manufacturers of specialties, depending for distribution upon the jobber and dealer, and manufacturers without selling organizations of their own, but who produce goods that must be widely distributed in order that they may be economically produced at all, are in favor of price maintenance. Manufacturers who have monopolies in the productions of the necessities of life are indifferent to price maintenance. They get their profits anyway.

Manufacturers with well-developed selling organizations of their own that reach the retailers or the consumers directly, not only do not care for price maintenance but seem to be hostile towards it. Wholesalers are either for or against price maintenance according to whether or not they have special brands of goods that they desire to push. The wholesaler who depends for his living upon the business of pure wholesaling, and who is not a manufacturing jobber, must be favorable to price maintenance. The lack of it will cause his elimination from the field of business sooner or later, and his place will be taken by manufacturing jobbers and by the sales organizations of manufacturers.

All of these new forms of distribution of goods appear to be more costly than distribution through the regular jobbers, but the price must be, and is being, paid to make business existence possible for both producers and retailers. Ninety per cent. of the retailers of the country, conservatively estimated, are in favor of price maintenance.

Prime maintenance is to-day mainly opposed by two classes of retailers. First, those who have developed their business on the basis of a questionable type of advertising and using cut prices on trade marked goods to attract customers to their stores. Second, those retailers whose costs of doing business are so high that the customary margins allowed them under price maintenance are not large enough to permit them to earn a profit. Their desire to get unusual margins leads them to combat the price maintenance principle.

After all, legislation should be based upon public interest. What is best for the majority should prevail. This principle is desirable for the reason that it accords with what is best for the consuming public. Price maintenance implies standardization and identification of certain classes of merchandise, and this standardization is desirable from

the standpoint of the public for several reasons. First, the consumer can tell by one single inspection or trial whether such an article is suited to his needs or not. If it is desirable future purchases of the same article will take up but little time or energy. Second, the standardized article saves both the consumer's and the dealer's time usually taken up in demonstrating the goods. Third, the standard article serves as a basis of comparison. When the dealer substitutes another article and tells the consumer "this is just as good" or "this is a better article," assuming that what the dealer says is true, the consumer knows what he means.

Price maintenance is a need of modern production. The demand for it comes from the small manufacturer, or the producer of a specialty, rather than from the big concern, the producer of many lines, or the trust. The big concern does not need any legislation to help it in maintaining prices.

Price standardization does not check competition. It will rather give us the best results that competition can offer.



An Important Flavoring  
is  
**Mapleine**  
necessary in both the  
kitchen and the  
candy shop

Order from  
**Louis Hilfer Co.**  
1503 State Bldg. Chicago, Ill.  
**CRESCENT MFG. CO.**  
Seattle, Wash.

## Trade Stimulators For Price Advertising

Our monthly catalogue of General Merchandise abounds with these.

Get acquainted with the Yellow Page Specials in each issue of "Our Drummer." They will help you pull trade to your store.

### Butler Brothers

Exclusive Wholesalers of  
General Merchandise

New York Chicago

St. Louis Minneapolis

Dallas

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## Keith Vaudeville 7-STAR ACTS-7

ALWAYS A GREAT SHOW

DAILY 2:30 and 8:15

10c - 20c - 25c - 30c - 50c



### 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.**



Price maintenance is to present-day business what the rule not to strike below the belt is in prize fighting. One blow below the belt may put the best prize fighter in the world on the floor in a moment, and thus end the struggle. A foul blow in business competition, such as unjustified or dishonest price-cutting has shown itself to be in several cases, might send the most efficient and socially useful producer into a receivership.

Finally, to succeed, the standardized price must be fair to the wholesaler, the dealer and the consumer. Price maintenance promotes the square deal to all concerned—the producer, the distributor and the consumer. In granting the privilege of maintaining prices to manufacturers, we shall be doing only what has already been done in one way or another by several European countries. We shall only be giving to the small manufacturer of a specialty a right that many large concerns can and do now exercise without question, through their own agencies, chain stores, or selling organizations.

That certain retail establishments and other concerns oppose the Stevens bill is not at all surprising, but it is curious that the reasons they offer to the public are not at all their real reasons.

For example, you do not hear any cut-rate retail store manager say that he objects to the Stevens bill because it will prevent him from continuing to use well-known standard branded merchandise at cut prices as a means of attracting people to his store, so that he can sell them other goods upon which his profits are long. Nor do you hear any manager of a retail store complain to the public that price maintenance is undesirable because it does not permit him to get as large a profit as he could otherwise squeeze out of his customers.

Although these are the real reasons for the objections raised by the few retailers who oppose the bill, they never mention them, but, instead, cry out: "Legalized price maintenance will make the retailer, the errand boy of the manufacture." You don't hear this complaint from the 90 per cent. of the retailers who distribute the great majority of the Nation's goods.

"Price maintenance is unconstitutional." Think of that, not on the possibility of using Ingersoll watches at 79 cents as bait to attract trade for other merchandise at big profits.

"The consumer will not be able to get any more bargains." How pitiful! Just as if the price cutter couldn't cut prices to the consumer on the thousand and one unbranded lines of merchandise if he really wanted to.

"Price maintenance would prevent consumers from profiting from the competition of retailers." Sounds good when it comes from the lips of a department store manager, doesn't it? Is there no competition in store but the competition in price?

Some of the opponents of price maintenance try to show that if the Stevens bill became a law—

All merchandise would be sold at maintained prices.

The manufacturer would no longer need the good will of dealers.

The dealers would be unable to dis-

pose of fashionable goods at the close of fashion's season.

All of which is, of course, absurd. No one who knows anything about present-day merchandising thinks even for a moment that all manufacturers want to have their goods at maintained prices. The fact that some merchandise is marketed under maintained prices is sufficient reason for other producers to market their goods in a different way, and consequently in competition for consumer's trade.

It seems to be assumed by the opponent of price maintenance in the arguments that they make to the public, that price maintenance would result in giving those producers who attempt to market their goods under this policy a monopoly of their line.

Nothing could be farther from the actual truth. In the first place, the Stevens bill provides that permission to maintain prices shall not be accorded to monopolies in any goods. In the second place, there is nothing in past experience to show that price maintenance results in giving the producer any advantage of monopoly whatsoever.

The facts are that a price maintained article invites competition and makes it easy for competitors to establish their competition. The time will never come when the manufacturer who depends for his distribution on dealers can get along without the good will of the dealers, and it is perfectly true at the present time that there is no business relationship so satisfactory as that which exists between manufacturers who employ price maintenance.

To the objection that dealers would be unable to dispose of goods affected by the influence of fashion at maintained prices, the answer is obvious. If a manufacturer should attempt to carry out a policy regarding his distribution not in accord with the most economical lines, the dealer would be quick to refuse his merchandise.

Let us not judge the price maintenance policy by any one or a few examples of which you may know in years past, where producers who maintained prices allowed too small margins for the wholesalers and retailers. In some cases, such as the sugar trust and the Standard Oil Company, there were monopolies who would not have an opportunity to come under the provisions of this law at all. Other cases represented mistakes of manufacturers, who either overreached themselves in their greediness, or, still more likely, did not realize what the costs of distributing goods are. It must be remembered that one reason why such small margins have been allowed dealers is because of the fear of the price cutters, the concerns that begin to slash prices as soon as a certain percentage is reached.

Under price maintenance, with the manufacturers competing for the good will of the jobbers and retailers, you may be assured that fair margins will result, and that net profits may be secured by all who earn them.

Paul H. Neystrom.

"Keep a thing for seven years and you'll find some use for it," says an old proverb. That is one reason why we are still keeping our appendix.



The Livingston Hotel is one of those hotels where you feel "at home." Every employe is in his or her job to make our guests comfortable. That's what they're paid for. There is

nothing about us to make a guest feel we are favoring him with our notice. We are the ones under an obligation to you from the moment you register until you have "checked out."

It is not an expensive hotel at which to stop, and still you can have anything you can find any place in Grand Rapids if you want to take advantage of what we have to offer.

There is no better orchestra in the city than the one conducted by Signor Fabbri in our Main Cafe. There is no better dance music than that played by Miss Zema Randale and her orchestra in our White and Black Room. There is no better food in the city than that prepared under the supervision of Mr. Joseph E. Bureau.

But we can only prove it to you by "showing" you. You will give us the opportunity the next time you're in Grand Rapids, won't you?

Management,

Frank W. Brandt

Joseph E. Bureau



## The Personal Equation:

The tremendously increasing sales of "White House" Coffee point to the evident conclusion that its superb quality is being recognized all along the line, and that folks are using IT in preference to other available coffees. All this suggests that YOU, Mr. Grocer, may find "White House" just THE coffee with which to completely satisfy not only your CRITICAL customers but THAT OTHER type of patron which believes in you and trusts you to give him the best and most reliable coffee the market affords.

Distributed at Wholesale by

JUDSON GROCER CO.—Grand Rapids, Mich.



### Getting the Clothing Trade of the Boys.

The boy is fast becoming recognized as one of the powers that be in the merchandise world. Successful merchants, who understand the game in all its phases, realize the absolute necessity of catering to the boy, hitherto the neglected individual in the great human family.

Why? Because, first of all, the future, which is something to be thought of very diligently by every merchant worthy the name, is a growth of the present, and brings to the careful storekeeper the trade of a man whose boyish wants were so perfectly satisfied. Because, secondly, the little boy shops with his mother. Thus he also brings to the store the woman's trade, which is recognized as having at least a value of one-third in the purchasing done in men's stores to-day.

For these reasons, one finds the largest haberdashery store in New York City giving over its Fifth avenue entrance to its boys' department. One finds here an entire floor of which the boys' section is the nucleus, surrounded by, first, the youths, then the men's clothing section.

It is conceded by merchants generally that the main point in gaining the boys' trade is to play upon their inherent manliness. Everything in the boys' department must be as much like the men's as possible. The display of merchandise should be arranged with this idea in mind. Make, for instance, a fine showing of shirts, in madras or other fabrics, exactly like those of the grown-ups. In these days when men's taste may be said to be leaning toward the lighter designs in fabrics, such a display is simple, and what is more, absolutely necessary. Nine out of ten women are thoroughly captivated by the array of men's shirts carried on the glass shelves of the modern cases. Both the mother and the son are of one mind concerning the same sort of collection in miniature.

Indeed, it is an excellent thing to bear in mind that it is mostly a question of measurement that should differentiate the boys' from the other departments. In fact, many of the salesmen, in serving boys, make that a selling-point. They say, "Same cut, same cloth, only difference in size."

The merchant must be as particular about displaying his wares to the boy as he is to the man. The showing of ties, for instance, should be generous. Do not think that the boy's taste has not a wide range. Get out the colors and the patterns, and show them. There must be nothing stinted. A large stock makes the boy feel as if he is in a man's-size department, and besides, the colors

brighten the place, attracting and holding trade.

Make of your boys' department as much of a show-case as is possible. Fortunately, the use of glass is almost universal in the stores to-day, for most merchants realize the power of suggestion in salesmanship. Let the boy see your novelties. If you have a new sort of collar, or belt, or hat, or glove, let him get a look at it. Always remember that his eyes are trained nowadays to look for what is going to make him smart and dapper. None of his companions are going to call him "Sissy!" either, for they all think alike these days.

The manager of a well-known haberdashery shop said recently, "It takes more than quality alone to sell boys' clothing nowadays. Style and smartness are easily the first requisites. The salesmen and saleswomen in our department are taught every good point in the merchandise, not only from that old-fashioned quality side, but also from the modern one of vogue or style. They know how to satisfy the mothers and the boy as to just what sort of garment should be worn at such a time or place, and the proper accessories for it.

"In shopping for boys, much depends upon the merchant and the salesmen. It is absolutely necessary, in the boys' department, to have people of refinement, taste and intelligence who know how to suggest the proper thing. We have got out a chart for boys, which we find a great help. By means of it, the customer finds it much easier to do correct shopping, and we reap the benefit in repeat orders.

"For it must be remembered that the mother of to-day sees her boy with entirely different eyes from those of the mothers of ten years ago. The modern woman wishes to see her son as smart as his sister. She is beginning to develop a keen sense of what is the proper caper for her son and heir. And he himself falls in line with this idea of correct dress so readily.

"If the merchant wishes a quick response to his efforts to gain the boys' confidence, let him show, for instance, a special display of ties in regimental stripes, with the name of the regiment shown for the boy's particular benefit; or let him fit up a sports department, where the boy can find the right sort of togs for his favorite sport; or let him put up before the little fellow's fascinated gaze the same sort of smart handwear that is being worn by his swagger elder brother.

"Do you suppose," he went on, "that any little boy can resist a thing like this?" and he turned and took from a drawer a pair of boys' chamois gloves

## "Satisfaction or Money Back"

THAT GUARANTEE, attached to every pair of Shirley President Suspenders, means just what it says. No quibbling, no formalities—no bother for the merchant, but a quick, cheerful refund of the full price on demand. If you want to be sure of satisfied customers, sell



Shirley President Suspenders  
Guarantee on each pair

## SHIRLEY PRESIDENT Suspenders

Protected by that sweeping guarantee for seventeen years, backed up by nation-wide, effective advertising, the one suspender that the public knows and buys by name.

You are protected as fully as your customer. Shirley Presidents *have* to sell out clean, at the full price, because they are returnable if unsalable by any retailer or jobber. You never have to take a penny less than your full profit on them—they need no marking-down to clean them up.

One hundred per cent of sales, full profit, an absolute guarantee that your customer will be satisfied—here are some of the reasons why nearly every merchant, everywhere, keeps right on selling SHIRLEY PRESIDENTS—the suspenders that the consumer has learned to trust.

Remember SHIRLEY PRESIDENT  
—the public does!

*President Suspender Co.*

SHIRLEY, MASS.



with black embroidery, exactly like men's handwear. "We have shown these only a week or two, but they have gone excellently."

The military aspect pervades much of the merchandise in the boys' department. Take shoes, for instance. One well-known shop has got out what they very emphatically talk of in their advertisements as a correct shoe. Furthermore, they get right to the boy's heart by telling him that this shoe is made on the last adopted by the head of our great military academy for the cadets there.

Then they plan very skilful advertisements for this shoe. For, of course, the special merchandise conversation with the boys is entirely different from that for men. One advertisement for the store shows a boy high up on a flag mast. The leader says, "Talk about climbing into favor!" then follows the description of the shoe which has made such a hit.

Another good advertisement by the same concern, shows a drawing of a jolly messenger boy carrying a heavy, well-wrapped box on his shoulder. Here's the advertisement:

What's in it?

Everything boys wear is in our store. Clothing, furnishings, hats, shoes—and sporting goods.

Mackinaws!

All sorts of attractive new patterns in boys' sizes—8 to 18 years. \$7.50 to \$14.

Boys' first long-trousers suits, \$14 to \$22.

Here's an idea that could be adapted to anything in the line of boys' wear besides the mackinaws and long trousers. Or those items might be dwelt upon at length, just as the merchant sees fit.

But, of course, we need hardly reiterate that when you speak of your boys' department it must be done for the boys' benefit. Always have a drawing of some kind. If you talk of smart wear, have the artist remember that fact, and show a smart boy. Boys admire little Mr. Up-to-date. In other words, get as much as you can out of the drawing. It strikes the boys' eyes before the type does.

And it need hardly be said that the boys' advertisement should be a sort of timely topic affair. Take this one which was printed recently by a well-known New York children's outfitter:

Things at school are different from last spring.

Yes, of course—probably you've forgotten all about baby-play arithmetic and you're having a look-in at rhomboids, and parabolas, and parallelo-pipedons and tessares caldecadedrons.

Whew! Wouldn't it be a relief to think about clothes? And that—'s fit you out just as easily now as before you grew up?

That you don't really need the higher mathematics anyway to prove that "You never pay more at—'s."

These simple little ideas in boys' talks will easily convince any one how quick'y life may be put into the boys' department, if only the right method is taken, and if it is always borne in mind that in the words of the famed play, "It Pays to Advertise"—especially the boys' department.—Haberdasher.

The man who thinks he understands women isn't much of a thinker.

#### New Food Standards Adopted By the Government.

Food inspection decisions 160, 161 and 162, based on definitions and standards adopted by the Joint Committee on Definitions and Standards, and approved by the Association of American Dairy, Food and Drug Officials August 3, 1915, and by the Association of Official Agricultural Chemists November 17, 1915, have just been issued by the Department of Agriculture:

Ground gluten is the clean, sound product made from wheat flour by the almost complete removal of starch and contains not more than 10 per cent. of moisture, and, calculated on the water-free basis, not less than 14.2 per cent. of nitrogen, not more than 15 per cent. of nitrogen-free extract (using the protein factor 5.7), and not more than 5.5 per cent. of starch (as determined by the diastase method).

Gluten flour is the clean, sound product made from wheat flour by the removal of a large part of the starch and contains not more than 10 per cent. of moisture, and, calculated on the water-free basis, not less than 7.1 per cent. of nitrogen, not more than 56 per cent. of nitrogen-free extract (using the protein factor 5.7), and not more than 44 per cent. of starch (as determined by the diastase method).

Gluten flour, self-raising, is a gluten flour containing not more than 10 per cent. of moisture, and leavening agents with or without salt.

"Diabetic" food. Although most foods may be suitable under certain conditions for the use of persons suffering from diabetes, the term "diabetic" as applied to food indicates a considerable lessening of the carbohydrates found in ordinary products of the same class, and this belief is fostered by many manufacturers on their labels and in their advertising literature.

A "diabetic" food contains not more than half as much glycogenic carbohydrates as the normal food of the same class. Any statement on the label which gives the impression that any single food in unlimited quantity is suitable for the diabetic patient is false and misleading.

Maple sugar, maple concrete, is the solid product resulting from the evaporation of maple sap or maple syrup.

Maple syrup is syrup made by the evaporation of maple sap or by the solution of maple concrete, and contains not more than 35 per cent. of water and weighs not less than 11 pounds to the gallon (231 cubic inches).

Noodles, egg noodles, are dried alimentary pastes made from wheat flour and egg. They contain not less than 5 per cent. by weight of the solids of whole, sound egg, exclusive of the shell.

Plain noodles, water noodles, are dried alimentary pastes made from wheat flour without egg, or with less than 5 per cent. by weight of the solids of whole, sound egg, exclusive of the shell.

Standards for moisture in these products are under consideration.

The following F. I. D. (159), amending Nos. 77, 106 and 129, have also been promulgated:

Hereafter, no mixture containing one or more certified coal-tar dyes, in combination with other components, constituents or ingredients not coal-tar dyes, will be certified unless the manufacturer shall make and deposit with the Secretary of Agriculture a declaration that each and every package in which any of such mixture shall be sold or offered for sale shall have, plainly and conspicuously declared upon the label or container, a statement of the quantity or proportion of the certified dye or dyes present in the mixture.

Food Inspection Decisions 77, 106 and 129 are amended accordingly.

#### OFFICE OUTFITTERS LOOSE LEAF SPECIALISTS

*The Tisch-Hine Co.*

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

#### Make Out Your Bills

THE EASIEST WAY

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

#### B. & S. Famous 5c Cigar

Long Filler

Order direct or  
through

Worden Grocer Company

Special Holiday Packages

Barrett Cigar Co.

MAKERS

Ionia, Michigan



For Sale at  
Your Druggist

*Grand Rapids*  
BREWING CO.

## THE MEAT MARKET

### Talks by the Butcher Philosopher.

If you manage to do just a few little things better than your competitor does them or is able to do them you are sure to swing some of his trade in your direction.

Many and many a time I have heard a butcher complain because a competitor has taken some trade away from him. Never have I heard him admit that the reason he had lost a customer was because that customer had found the other market more desirable with which to trade.

Have you ever had a new customer declare to you that previously she had been trading at So-and So's market, but that she had become dissatisfied with him and thought that she would give you a trial? Very often her displeasure was of a trivial nature, but it was enough to induce her to change her butcher, and, of course, it is always up to him to hold her trade.

When you make a new customer like that you are looking at it altogether from a wrong point if you think you have gained her through your personality and salesmanship. You may hold that particular customer because of the superior quality of your meat and of the service that you give, and because your store is run just a little better than most others, but you have never gained that customer on that account.

Just as surely as a friend of yours hands you a cigar, so has your competitor handed you that customer.

If you like that cigar better than the ones you have been accustomed to smoking you are very likely to switch over to that brand, just the same as that customer is going to continue to trade with you if she be pleased with your market. But, originally, you would never have had the opportunity to serve her if your competitor had not fallen down.

That's why I believe that customers are often won or lost just through the mistakes of others.

Every time a woman walks into your shop she forms an impression, favorable or otherwise. Especially if she is a stranger will her opinion of your market form, and her inward comment will be:

"What a nice store! I think I am going to like trading here better than the other place." Or, "Oh, dear! I am sorry that I came in here at all. I might as well buy something, but I don't like the looks of the place!" Her comment may be expressed in a dozen different ways, but it will always run one way or the other.

It is therefore up to you and your clerks to be continually on the alert

so as to form that first favorable impression that is so important.

An earnest, respectful attitude makes a stranger feel at home immediately, but care should be taken not to overdo the welcome, for then it smacks of gush and insincerity.

Don't forget that welcome smile, and, for the love of Mike! smile with your eyes, for that is the only real kind of a smile that will bring a smile in response. A forced smile degenerates into a grin, which is mighty near a snarl.

Not long ago I was in Jones' shop. A customer came in and asked for two pounds of piece of the shin, with the bone in it. Jones cut it, put it on the scales and said a quarter. The customer objected that 10 cents a pound ought to be enough for shin beef with the bone in. Jones snapped back at her and declared that he paid 7 cents for legs of beef and that if he sold it at 10 cents he would lose money. When she still hesitated he became exasperated, threw the meat on the back counter and impolitely told her to buy it elsewhere.

I consider that simply rotten salesmanship.

Had Jones smiled and gently told her that he could not afford to sell it for less no doubt she would have bought it, and probably something else with it. But no, he had to jump to the conclusion that because she haggled on the piece of soup meat she would be a bum customer and not worth while bothering with.

As a matter of fact Jones was right on the price, because when you pay 7 cents for legs of beef you have got to get 12½ cents for it selling it with the bone. But he surely ought to have been more good-natured and more tactful.

A great many good customers are cranky about the price on their soup meat, as they do not use the meat for any other purpose but to make soup, consequently it represents something that should be very cheap to them. And these very people usually buy everything else without a word about the price of it.

A mean soup meat customer is usually willing to pay good prices on the other stuff she buys and it is a big mistake for you to allow her to make you lose your temper.—Butchers' Advocate.

### Bologna.

Use lean fresh meat trimmings and cheek meat. Hearts may be added if they do not exceed a quarter of the whole bulk. Chop together very fine. While chopping add spices and seasoning, which are pepper and coriander to suit taste, and twenty-five to thirty

ounces of salt for each 100 pounds of meat. When the beef is nearly chopped add two pounds of potato flour to each 100 pounds of meat and a small amount of water. Mix thoroughly and stuff into beef rounds, middles or bungs. Tie the ends together with rings 24 inches long. Smoke with hickory wood or sawdust, if possible, as that gives a better color and flavor. Remove when colored. Cook in boiling water. When the bologna is sufficiently cooked it will rise to the top.

Here is another recipe: Use equal parts of fresh beef and fresh pork. Add to this one-tenth of the amount of bacon. Chop together finely, adding seasoning to suit. Stuff into middles about 10 to 12 inches long and hang up to smoke. Smoke from two to twelve hours, according to fire and taste. To every 100 pounds of meat add sixteen ounces of the finest white pepper and two ounces of ground corianders.

Better a foggy present than a misty past.

### G. B. READER

Successor to MAAS BROS.

Wholesale Fish Dealer



SEA FOODS AND LAKE FISH  
OF ALL KINDS

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

### Mr. Flour Merchant:

You can own and control your flour trade. Make each clerk a "salesman" instead of an "order taker."

Write us to-day for exclusive sale proposition covering your market for

### Purity Patent Flour

We mill strictly choice Michigan wheat, properly blended, to produce a satisfactory all purpose family flour.

GRAND RAPIDS GRAIN &  
MILLING CO.,

Grand Rapids, Michigan

### W. P. Granger

Wholesale  
Fresh and Salt Meats

Poultry, Eggs and Oysters

Shipments of Hogs, Veal and Poultry  
Solicited

Daily Remittances

Telephone 61,073

112 Louis St. Grand Rapids

### 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

### Rea & Witzig

PRODUCE  
COMMISSION  
MERCHANTS

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

Established 1873

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

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

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

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

## PEACOCK BRAND

### Breakfast Appetites

can be encouraged and well satisfied with a nice rasher of bacon and fresh eggs. Go to your grocer's and get some of the famous Peacock mild cured bacon and fry it, pouring off the grease as quickly as it forms. This makes it crisp. Peacock Hams and Bacon are cured by a special process—brine is not used—so they are not salty. They are especially prepared by Cudahy Brothers Co., Packers, Cudahy, Wis., for those who want the best.

### Cudahy Brothers Co.

Packers

Cudahy, Wisconsin



## HELPING THE RETAILER.

## Co-operative Work of the Wholesale Grocers.

The grocery trade associations are doing an immense amount of work for the benefit of the individual grocer—work which he could not do for himself even if he were disposed, which he is not generally—was forcibly impressed upon the New York State Wholesale Grocers at their convention at New York City last week by President Theodore F. Whitmarsh, of the National Wholesale Grocer's Association.

"It is really astonishing and deplorable," said Mr. Whitmarsh, "how little time and thought the average wholesale grocer gives to his own interests as they are fostered and advanced by his state and the National organizations. When I took the office as President of the National Association I asked our Secretary to tell me at some length just what our Association was doing for the wholesale grocers of the country. I wanted to know what return we were making our members for the monies paid into our treasury. The results are really astonishing; we have compiled a list of them and published them in pamphlet form. I believe a reading of the pamphlet will show any wholesale grocer, large or small, that the benefits he personally derives will repay him in the course of the year many times over for the amount of the dues he contributes.

"Our National Association, founded on broad, liberal lines, is serving the best interests of every wholesale grocer in the United States, members and non-members. Our slogan has been to advance the welfare of the wholesale grocery trade, and the duty of the executive committee is to see that the policies outlined by our resolutions are carried out. In order to increase the efficiency of the executive committee, various sub-committees are appointed to handle questions of vital interest, among them the Pure Food, Federal Trade Commission, Postal Affairs, Foreign Relations, Educational and so on.

"Prominent in usefulness among the committees is the educational committee. We have been in correspondence with the officials of the Institute of Certificated Grocers in England, which has for its principal object the educating of the retail grocer and his clerks to a better understanding of the calling they pursue. Regular classes are formed, lectures delivered by men prominent in the grocery trade, and the students at the conclusion of their courses are subjected to examinations more or less, rigorous, so that on finishing their examinations successfully the candidates have a very fair understanding of their business. Certificates are issued at graduation, and the men earning them are better able to serve themselves and their employers.

"In these days of severe competition in the retail grocery line—a competition which has become more acute with the advent of the chain stores and what in some localities are known as the 'economy' stores—we find many

of the old style grocers who have been our friends so long losing ground because of their seeming inability to cope with this new competition. It seems to me that the Wholesale Grocers' Association of New York could well afford to further and support a movement in connection with the Retail Grocer's Association of the State to teach the retail grocer and his clerk how to economically and advantageously serve their trade and promote their own best interests. Our educational committee, working through the individual members of our Association, has distributed about 265,000 copies of a booklet entitled 'The Proper Care of Perishable Food Products' to the retail grocers, to instruct them as to the care of their goods, to the end that their losses might be reduced. I believe your Association could carry on a campaign of education with the retail grocers of the State that would save you and them thousands of dollars annually.

"Under the head of the educational movement, I should also like to direct your attention to a book soon to be published dealing with the history of foods, points of origin, how grown, how manufactured, how marketed, etc. It will be a food geography and we hope to have it introduced into the schools as a textbook. I hope your Association will help in the distribution.

"Another publication I would like to bring to your attention is one on the subject of the 'Expenses in Operating Retail Grocery Stores,' prepared by the Graduate School of Business Administration of Harvard. Its purpose is to show the retail grocers how to keep their accounts properly that they may know accurately their costs of doing business. Looking at these figures in even a superficial way we see there is an immense amount of work to be done; and as our interests and those of the retail grocer are identical, for, as he prospers so do we, I believe that an elaboration of this idea along general educational lines worked out in connection with the Retail Grocer's Association would be a task sufficiently worthy of your Association if you were to do nothing else. Incidentally, I might say, that our Association has been in close touch with the business research bureau of Harvard and we hope that some day they will issue a bulletin on the 'Cost of Operating a Wholesale Grocery Business.'

"Our National Association has also conference committees to confer with similar committees from associations whose interests are much the same as our own. Among such conference committees, we have the canners, the brokers, the specialty manufacturers and the retail grocers. All these divisions of the trade have state organizations and it might be wise if your organization were to confer with them.

"I believe your Association can perform a valuable service to its members by advocating a one cent letter postage rate, letting the rates on other divisions of the service be adequate to compensate the Government for the service.

"We in the National Association and you in the State organization stand for uniformity in food legislation, and it is a cause for congratulation that progress is being made toward such uniformity. There is no disposition on the part of the rank and file of the wholesale grocers of the country to evade or weaken the laws, but I believe we are unanimous in our desire to have the laws made simple, clear and uniform throughout the states and Nation, in order that we may know what those laws are. Under present conditions, with almost every state making laws, frequently at total variance with those of its sister states, the wholesale grocer, in spite of every honest precaution, can never feel wholly secure.

"I have reviewed some of the work

of our National Association, not because I wanted to hold that Association up as a model, but because I thought you might find in the recital some work along similar lines that your Association could do that may not have had your consideration. If I shall be at all successful in realizing this hope it will afford me considerable satisfaction."

## Sears Joins Roach.

L. A. Sears has joined the force of W. R. Roach & Co., of Hart, as general sales manager. This is regarded in the trade as a strong combination, for Roach and Sears are among the best all around men in the canning industry.

Occasionally the unkindest cut of all is handed us by a butcher.

## Your Citizens 'Phone



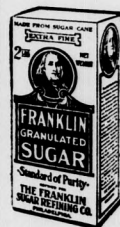
Places you in touch with 200,000 Telephones in Michigan; also with points outside the State.

95,000 Telephones in Detroit.

14,637 Telephones in Grand Rapids.

Direct Copper Metallic Long Distance Lines

## CITIZENS TELEPHONE CO.



## Franklin Carton Sugar Is Made From Sugar Cane

Don't forget to tell your customers that FRANKLIN CARTON SUGAR is made from SUGAR CANE, because there is a decided preference for cane sugar on the part of the consumers and that makes it easier to sell. It is also true that FRANKLIN CARTON SUGAR is refined by the most modern processes, and then packed in the substantial cartons with the head of Franklin printed in blue on them, and sealed against dust, dampness and insects. It therefore comes to you as the sweetest, cleanest, daintiest sugar you can offer your customers, and the ready-to-sell cartons save you time and prevent loss by overweight.

Original containers hold 24, 48, 60 and 120 lbs. FULL WEIGHT of all CARTONS and CONTAINERS guaranteed by us

THE FRANKLIN SUGAR REFINING COMPANY  
Philadelphia



### Without Even the Air of a Martyr.

Written for the Tradesman.

Heroes are all about us—men and women living quiet and obscure lives, who meet the greatest trials so bravely and patiently that they deserve pillars of renown. Mrs. Rhodes now occupies the highest place in my mind's honor roll of such, for it seems to me she was endured and is enduring most admirably, severer tests than any one else of my acquaintance. I always knew her for a wonderfully brave and plucky woman, but I never realized her heroism until Amy came home.

When Amy's ne'er-do-well and dissipated husband finally deserted her, and the income from his earnings, always scanty and irregular, ceased altogether, there was nothing for her to do but to return to her parents, bringing her three children with her.

It is easy to show that nothing of this kind ever ought to occur—it is all wrong and might be prevented would people use ordinary prudence and common sense regarding things matrimonial. A girl of 19 ought not to marry. She should wait until her mind is more mature and her judgment better seasoned. And a girl of any age should reject every suitor who fails to measure up to a high standard. Acting on this last bit of wisdom alone, Amy Rhodes never would have become Amy Rucker. All other girls being guided by the same unerring principle, worthless Bill Rucker would have gone unmatrimony to the end of his days. The preventive measure would have worked perfectly.

There is another measure that logically ought to be taken. When a propertyless young couple marry, they should be compelled to put up a heavy bond to the state guaranteeing the support of their children. A man who takes a position in which he is required to handle money must get a bonding company to be his surety. Why should the matrimonial responsibility alone go without warranty of fulfillment?

Such arguments are perfectly valid. Doubtless the measure alluded to would work like a charm. Their only point of weakness is that to most of the heedless, happy-go-lucky race of human beings, they do not recommend themselves as being necessary.

So Amy Rhodes married at 19 and without requiring from her lover any evidence of ability or of stability, and Bill Rucker led her to the altar without being obliged to put up a suitable bond. Inevitably, when nine years later he defaulted on his nuptial contract, Amy with her three little ones, twin boys of 8 and a tiny girl of 6, came home to her parents.

It is rare that the return to the paternal roof-tree of a married daughter

with children is really welcome. A grandchild considered as a small guest—that all dressed up and coached as to proper behavior comes into the house for two or three weeks in the summer or for an occasional day's visit during the year, and livens the place with joyful play and cherub prattle—is a most adorable little being. But grandchildren considered in lots of two or three or more taken into a home to stay right along, to be fed and clothed and sent to school, their noise grating on nerves that have been worn out with the clatter of the previous generation, their difficulties to be listened to, their naughtiness to be disciplined, their ailments to be cared for—looked at in this aspect, grandchildren are an entirely different proposition.

Even when it is death that compels the return, when the daughter's husband is taken from her by sickness or fatal accident, even then, while sympathizing deeply with her sorrow, her home-coming is apt to be regarded by her people as something of a hardship. And we adjust ourselves to the changes necessitated by death, with far swifter and more willing reconciliation than to those occasioned by living neglect and wrongdoing.

When the daughter's coming back is not caused by death, when it is occasioned by the rupture of an ill-advised and unhappy marriage, the situation has in it an added element of bitterness. While she may not have been in the least to blame, there always is present the sting of humiliation and disappointment.

In this case it really seems that the circumstances are peculiarly irritating. The worthless scamp of a husband is living. The return is not to a home of abundant means, but to one that is maintained only by daily work.

The Rhodes always have been poor. They have their full share of sickness and misfortunes and debts. Mr. Rhodes, now considerably past 50, is glad to hold his job of elevator man in a store at rather small wages. Besides Amy, there are three other children, a son of 18 now learning a trade, and two girls of 15 and 12, both in school.

Mrs. Rhodes is very bright and was well educated. A few years ago, seeing that they never could get ahead any on her husband's earnings alone, she learned stenography and typewriting. So capable is she in the work, that in spite of her years and the handicap of family cares, she has for some time been able to hold a fairly well paid position.

Amy, while a well-meaning soul and certainly far too good for her rascally husband, is not her mother's equal. Friends of the family say she is "more

like her father." She tries to do all she can, but the only employment she can get is in a factory, and her pay is only six or seven dollars a week.

"Is she not entitled to a pension?" does some one ask? In the state where they live there is a mother's pension law, but funds have not been appropriated for carrying it into operation. Possibly aid from other public sources might be obtained for Amy and her children, but this would amount to "coming onto the county," and to this Mrs. Rhodes never can bring herself to consent.

As the reader will guess, the whole thing falls heavier on her than on Mr. Rhodes or on Amy herself. Mrs. Rhodes thinks more deeply, feels more keenly than they. She must go on with her work, because her earning power is the greatest. To her this coming home means more mouths to feed, more dresses and shoes to buy, more rent to pay, since a larger house had to be taken. It means mornings and evenings crowded with tasks, and Sundays filled with hurried efforts to catch up with ironing and sewing and mending. Mrs. Rhodes always has led a busy life, but while before she had order and system and quiet in her home, now she must have noise and confusion.

Other sacrifices have to be made. Since it takes every cent to meet current expenses, certain musical advantages which she had greatly hoped to give the son and the two younger daughters must be foregone and her cherished plan of saving a part of her own salary and buying a little home, must be postponed indefinitely.

It is a situation in life that would seem to many of us almost to warrant one's souring on the whole scheme of things—getting into a frame of mind that would be a chronic protest against the existing order. How does Mrs. Rhodes take it?

"I never saw anything equal to her poise and self-control," says her employer. "She is the most remarkable woman I know. Best of all she never wears the look nor has the air of a martyr. Sometimes her face shows weariness, but she never complains, and indeed seems unconscious that the burden she carries is out of the ordinary."

Who of us but can learn a lesson from such heroism? Quillo.

### Several Uses for the Pan.

An Italian woman stepped up to a clerk in a hardware store the other day in Jacksonville and enquired for a pan. The clerk showed her several varieties of pans, but none pleased her. Then she said, "I wanta da beegest pan. Sometimes washda da babe. Sometimes baka da bread."

## 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



# GOLD DUST

## a steady seller

You don't have to  
argue for Gold Dust.

It moves from your shelves rapidly because housewives have used it for years—they know exactly how it saves them work in scrubbing floors, washing dishes, and countless other household tasks that were a drudgery until the advent of Gold Dust.

A good stock of Gold Dust means that you won't disappoint any of your best customers.

How is your stock?

THE N.K. FAIRBANK COMPANY  
MAKERS

"Let the GOLD DUST TWINS  
do your work"





### Why Nationally Advertised Goods Should Be Preferred.

Written for the Tradesman.

People send out of town for goods for two reasons—they cannot get the article desired at home or the price is lower elsewhere. Trade marked, advertised brands of goods will solve the problem for the small-town merchant when he has brought his customers to recognize the value of quality and service.

Postal and express service, railway and interurban facilities, have made the mail order houses of the larger cities competitors of the small-town merchant. His customers can order goods direct, or shop in the large cities at a small expenditure of time and money, but he can retain this trade by handling lines of merchandise which are well known to the buyers of his community, and on which his prices are as low as can be secured in the metropolis. The prices of trade-marked, advertised goods are the same everywhere; their style and quality are just the same in the smallest town as in the largest city.

How often has a salesman deceived you by saying, "Give my line a trial, push it, talk it to every customer, for the quality is just as good as So-and-So's brand, and the price is less for the reason that we spend no money in advertising. We put the money that advertising would cost into extra quantity and quality," and they never forget to impress upon your mind the idea of the large additional profits you will receive by handling their line of goods. They also tell you that the advertising expense on the well-known brands is either added to the price of the article or is deducted from the quality. Salesmen for unadvertised, unknown brands of merchandise contend that "advertising is expensive, and either the manufacturer, the retailer, or the customer must pay the freight." They will then explain that it is impossible for the manufacturer to stand this expense, and therefore it is up to you and the consumer. This line of argument is not only untrue, but it is doing the small-town merchant more harm than all other things combined. Salesmen and manufacturers who succeed in deceiving and thereby "slip one over," only laugh at you for being "easy."

On every purchase the consumer pays for three things—cost of raw material, cost of manufacture and cost of selling. Advertising is a selling force, and the most successful; manufacturers and merchants have learned that it is the cheapest selling force on earth. Advertising rates are, as a rule, based on one-half cent per line for each thousand of circulation. For instance, a paper that has a circulation of 100,000 the advertising rates are 50 cents a line each insertion. A \$12,500 appropriation for advertising on that basis would reach about half a million readers thirty-six times with a full page of "copy" each time. The cost of a full page advertisement for each visit to each subscriber would approximate one-third of a cent.

No matter how well a salesman may explain the merits of his line of unadvertised goods, the merchant handling it must go over the same ground with every prospective customer. It isn't what you may know about any given

line of merchandise. What the buying public knows is what makes easy sales. Selling unknown brands of goods often results in dissatisfied customers and such a customer seldom comes back, but the satisfied one will continue to be your fast friends.

Have you ever stopped to consider this problem of advertising expense or whether it is really an expense or not? Your business has grown since you have owned it. You have enlarged your store, employed more help, possibly added a cash register, a typewriter, and an adding machine. Have you advanced prices to pay for this added equipment? Haven't they decreased operating expenses paying for themselves in a short time and are now earning you a profit on the investment? Advertising does not increase the cost of manufacture, but the shrewd factory owner knows that advertising good goods gives him greater volume of business, which always means decreased cost of making, and handling such goods means a greater volume of business for you, allowing you to turn your invested capital often, and keeping your stock fresh, clean and up-to-date.

Experience has shown that dead stock—goods which do not sell readily except at a general clean-up sale—is a prime factor in the failure of the retail dealer. Handling well known lines of merchandise obviates such conditions. There used to be a demand for hand-made shoes, selling from \$10 to \$15 according to quality. Better shoes can be bought to-day for \$2.50 to \$7—shoes with more style, wear and comfort. They are also more uniform, because when machines are correctly set every pair will be sewed exactly alike. These machines have decreased labor cost, increased the output, secured uniformity and the volume of business has enabled the maker to give his product wide publicity which is to your advantage as well as his own. The maker of advertised goods knows that quality and general merit must be maintained to ensure repeat orders, of the buying public. Only good merchandise is worth advertising.

The writer has gleaned these observations from his experience as a traveling salesman and, in conclusion, would say, make your store headquarters for well advertised, standard lines of goods, goods the quality and excellence of which are known factors to the buying public. No matter how small your town or store, if you do this your customers have the same incentive to buy that are offered by the department stores in the large cities. The manufacturer will cooperate with you by furnishing window and counter displays of his wares, which will materially assist in increasing your volume of business and profits.

R. J. Concannon.

#### Detroit Grocers Win.

As a result of the strenuous protest by the Detroit Retail Grocers' Association, the Common Council of that city has agreed to exempt delivery automobiles from the requirements of the law recently enacted which made it compulsory to lock all cars when left standing without someone in control. The law as originally enacted made it necessary to lock all pleasure cars and delivery cars of less than 1,500 pounds capacity.

**Today's the Day!**

**You Can Start Right**  
by asking your Miller for Flour Packed in

**SAXOLIN**  
**PAPER LINED**  
**SANITARY SACK**  
PAT. D. SEPT. 5, 1905 - NOV. 18, 1913  
**THE CA-BAG CO.**  
CLEVELAND

**THE SANITARY COTTON SACK**

**The Sack that keeps the Flour IN and the Dirt OUT**

400 Millers can supply you. More users are being added every day.

THE CLEVELAND-AKRON BAG CO., CLEVELAND

Seal Brand Salt (Morton Salt Company, Chicago) is packed in this sanitary moisture proof paper lined sack.

## In a Sanitary Package



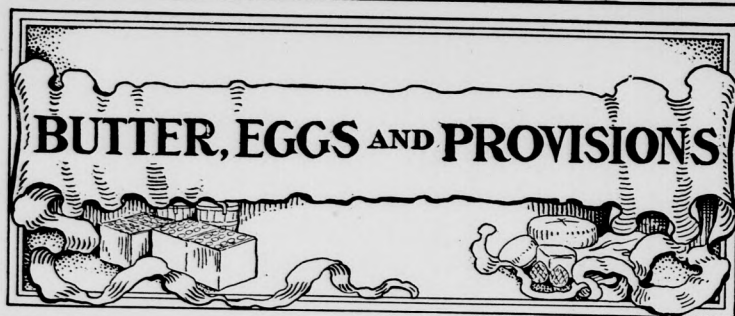
The sanitary, dust-proof package has revolutionized food manufacture. The up-to-date grocer welcomes packaged food because they are easy to handle, the turn-over is quick and the profit is certain.

## Shredded Wheat

goes to the consumer in a sanitary package, and it goes to the grocer in a wooden case. It is the only breakfast cereal packed in odorless spruce wood cases, insuring cleanliness and purity. The case may be easily sold for 10 cents or 15 cents, thus adding to the grocer's profits.

Made only by

**The Shredded Wheat Company**  
Niagara Falls, N. Y.



#### Michigan Poultry, Butter and Egg Association.

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

#### Michigan Egg Dealers Recommend Loss-off Buying.

Prof. Linton, of the Michigan Agricultural College who has been active in promoting the loss-off system in buying eggs has gathered a few experiences and opinions from shippers in this State, some of which are reproduced without reference to names:

"It is the only way to buy for all concerned. I only wish we could get everyone at it. Then it would be so much easier."

"Some of my customers who had from fifty to sixty hens received from \$17 to \$18 above the market price during the summer, where they took good care of their eggs. Eighty per cent. of my customers are well pleased with quality buying."

"One of our customers has not sold us an egg for over one year because we would not buy and pay for rotten eggs. Packers come along and buy, case-count, and ask for more eggs. The grocery man will not buy eggs, loss-off, nor sell loss-off when packers come right along and buy the goods, case-count, and use this method as a leverage to obtain, business. The packers, when buying eggs from other shippers, talk quality very strongly. At times they send out quotations, fresh, case-count. When they get eggs from independent shippers they candle eggs and remit on loss-off basis. The same day they will receive shipments from some little groceryman who has creamed out all the largest and clean eggs, and then they will sell this kind at retail. Packers will take eggs, small, dirty and checked, from these parties, pay full prices, case-count, and come right back for more. For above reason it is impossible to buy eggs on loss-off basis from storekeepers in this vicinity. We candle all our eggs and are satisfied with results. We know what kind of a product we are selling. Nothing would please me more than to see everybody in the country buy eggs loss-off. The result will not be seen until the State Food Department enforces the laws on the packers and small country as well as city storekeepers for buying or selling rotten eggs."

"We think your department could do something along the line of inducing farmers to produce pure breeds. You know the East pays a

premium for white eggs and also for brown eggs, but all of the shades between are not wanted; therefore, we advocate breeds that will lay deep brown eggs or else dead white eggs."

"In other states they are obtaining better quality of eggs than we are here in Michigan. States where a few years ago it was hard to sell their eggs now find a ready market, and it's all been brought about by buying eggs on a quality basis and educating the farmers to produce better eggs."

"We certainly feel justified in buying on the quality basis and shall continue to work the deal harder this season than before. The greatest trouble we have to contend with is our competitors who are not working that way and buy everything as long as it has a shell on, but we feel that, on the whole, quality basis is the only way to work, and it simply makes us pay that much more for the good stock, so that the country dealer will get just as much from us as, if not more than, he would from the jobber that purchased them straight, and a good many times the country dealer will not take the pains to work this out as he should, and mark the cases or eggs so that he can come back to the farmer for a dozen or two of bad eggs in a case. While the method we have been working on has not been very profitable every season, the dealer that has the best eggs will sell to us, as he knows he can get more for his eggs, and the dealer who has poor stock will naturally sell them to the man that buys them straight."

"We started buying on a quality basis June 1, 1912. That year, however, we had very little success in Michigan as too many of our competitors still stuck to the old method. For this season, during the summer and fall of 1912 we were practically forced to buy three-fourths of our supplies of fresh eggs in other states. We were able at that time to buy candled eggs from these places that were of much better value than Michigan current receipts. We, of course, did receive some small shipments of eggs on a quality basis, but as these came from dealers who bought at mark, the returns were not always satisfactory. We started buying again on the same basis about June 1st, 1913, and during that season had much better results than during the previous one. Last summer we bought practically 75 per cent. of our eggs in Michigan and found them of much better value compared with those from other states than they were the previous

year. During the summer time we bought almost everything on a quality basis, although we did buy a few current receipts from Michigan car-load shippers. In our judgment, the quality of eggs through this State has been much improved since the campaign started for quality basis buying. Although last summer was probably the hottest on record, we had less dead loss per case than in previous years. The amount of blood rings contained in the eggs was surprisingly small considering the heat they went through. In our judgment, farmers are producing better eggs and they are being handled in a better manner all around. Even though there are a great many buyers who are not buying strictly on a quality basis, everybody connected

#### 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

Mail us samples BROWN SWEDISH, RED KIDNEY, MARROWFAT or WHITE PEA BEANS you may wish to sell.

Both Phones 1217 MOSELEY BROTHERS Grand Rapids, Mich.

#### Watson-Higgins Milling Co.

Merchant Millers

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.

## We Buy PACKING STOCK BUTTER

Wire or write for Prices

OETJEN BUTTER CO.

339 Washington St., New York

## The Vinkemulder Company

Jobbers and Shippers of  
Everything in

## Fruits and Produce

Grand Rapids, Mich.

## MACAULEY SAID

Those inventions which have abridged distance have done the most for civilization.

## USE THE BELL

And patronize the service that has done most to abridge distance.

## AT ONCE

Your personality is miles away.

Every Bell Telephone is  
a long distance station.



## Our Entire Line of GROCERY BAGS BEAR THIS MARK OF QUALITY

Our Improved Square, self-opening, Grocery and Sugar Bags are the standards of quality.



Every bag full size and uniform strength.  
Write for jobbing price list.

THE CLEVELAND-AKRON BAG CO., CLEVELAND



with this business has come to understand that the eggs have to be reasonably good or they will bring a pretty low price. We have continued buying on a quality basis all through the winter, although we have started this week to buy current receipts, as the quality of the eggs coming now is quite uniform. As soon as the weather gets warm, however, we intend to go back strictly to a quality basis and under no circumstances would we consent to go back to the old system of doing business. This method is profitable and satisfactory to us because we know that on every shipment we can make a fair margin, and that we can pay a man who has good stock a good price, and we do not care for the other kind. It is a benefit to the careful, conscientious producer but probably a detriment to the careless, dishonest one. The farmer who has been in the habit of taking incubator eggs and those from stolen nests and selling them for good money probably does not get any benefit from this system. It is a benefit for the consumer in a general way, because anything that eradicates waste and conserves the food supply is naturally a benefit to the consumer. It is a benefit in a particular manner because it has a tendency to get the eggs from the farm to the consumer in a much shorter space of time than previously. He is, therefore, able to get a better product at least for no higher cost than before."

Wedlock is truly a combination lock.

#### Are Grocers Losing Out to Specialists?

Is the grocer's failure to understand the value of quick turn-over and his adherence to old selling methods, gradually turning his business over to the peddlers, one line after another? Such is the claim of W. E. Long, a Chicago writer who has just issued a series of "Ginger Talks" to grocers, in an endeavor to arouse them to some method for correcting the peddler inroads on their business. Four of these talks have come to this office, accompanied by a letter in which Mr. Long says:

"For several years past certain lines of quick turn-over goods have been slipping away from the grocer. It has been largely his fault that they got away from him. Other people have taken these lines and specialized in them and have made enormous profits out of them. The same opportunity was offered the grocer, but through neglect and a failure to understand all that these quick turn-over lines meant to him, he permitted the opportunity that knocked at his door to pass him by. It looks now as though the time may come when he will lose the bread business, and he not only fails to heed the warning, but utterly fails to appreciate how profitable this business is to him, and how he can make use of it to fight the chain store and the big downtown stores.

"First, the grocer permitted the milk and cream business to get away from him, and right there lost an op-

portunity for a profitable business and a daily contact with his customers. Butter is fast following milk and cream. The large creamery concerns are already selling a vast amount of butter direct to the consumer off their milk wagons. Fruit and vegetable wagons, owned by large concerns, as well as by small hucksters, are gradually taking this line away from the grocer. Tea and coffee concerns are building up profitable routes in any number of cities throughout the country, and now the bread business is headed that way.

"In quite a number of cities—Washington, Cleveland, Los Angeles, Buffalo, Troy, Albany and several smaller cities—the retail baker, who sells direct to the consumer off a wagon, is commencing to be a formidable competitor of the grocer for this unusually profitable and desirable bread business. One large retail bakery in Los Angeles runs 125 wagons, and it is estimated that their business amounts annually to from \$400,000 to \$500,000. This means that from \$80,000 to \$100,000 is annually diverted from the grocer's cash till to the baker's coffers in this one city by this one baking concern. The grocers of Los Angeles are not only losing this profit, but they are also losing the opportunity to make other sales through the loss of daily contact with their customers that this bread business offers.

"The housewife who buys from a retail wagon is far more susceptible to the chain store and the big downtown store than is the woman who

buys her bread daily from the neighborhood grocer. We feel that this is a subject well worth considering."

#### The Younger Generation.

Our young people in their habits and tastes cherish and crave and admire health with a devotion unparalleled since the days of the Greeks. The call of the fields and of the wild, the inoculation of early childhood with the fever of athletics, and the enormous distinction obtained by strength, agility and pluck—even the unprecedented candor of literature and conversation concerning sex, parenthood, eugenics and feminism—all these signs of the time, although they may involve new risks, unquestionably free young people in large degree from the introspection, sentimentalism, morbid conscientiousness, prudishness and prurience, which have afflicted earlier generations. Fearlessness, self-confidence, even audacity, issue from this healthiness. Nothing is too personal to be mentioned; nothing too startling to be welcomed; nothing too sacred to be criticized. The most repelling of traits is sickliness, either of body or of mind. Strong doctrine, naked truth, undisguised convictions, are marks of the cult of healthiness, and the resultant type of youth is one which cannot be observed without admiration.—Francis Greenwood Peabody in Atlantic Monthly.

Let us take advantage of our opportunities lest we become an opportunity for others.

## ASK YOUR JOBBER FOR Hart Brand Canned Foods HIGHEST QUALITY

Our products are packed at five plants in Michigan, in the finest fruit and vegetable belts in the Union, grown on lands close to the various plants; packed fresh from the fields and orchards, under highest sanitary conditions. Flavor, Texture, Color Superior.

### Quality Guaranteed

The HART BRANDS are Trade Winners and Trade Makers

Vegetables:—Peas, Corn, Succotash, Stringless Beans, Pork and Beans, Pumpkin, Red Kidney Beans, Spinach, Beets.

Fruits:—Cherries, Strawberries, Red Raspberries, Black Raspberries, Plums, Pears, Peaches.

## W. R. ROACH & CO., HART, MICH.

Factories at

HART, KENT CITY, LEXINGTON, EDMORE, SCOTTVILLE.

## MEN OF MARK.

**F. H. Thurston, the Pioneer Central Lake Merchant.**

Francis H. Thurston was born Dec. 21, 1833, at Lancaster, Massachusetts. His parents were Hon. John Gates Thurston, also born at Lancaster, and Harriet Lee, daughter of Seth Lee, Esq., and Anna Patrick Lee, of Barre, Massachusetts. He was educated at Lancaster academy and Leicester academy, besides the ordinary common schools, but was not noted as a scholar. His father was a merchant, having begun business in 1817, and he had four children, two sons and two daughters, one of the latter, Josephine, having died in infancy. Francis was the youngest and, when about 14, entered his father's store as a clerk. In the spring of 1852 his father sold out the merchandise business and rented his store to his brother, Wilder S. Thurston.

In 1853 the town of Lancaster held the bi-centennial celebration in commemoration of the two hundredth anniversary of its incorporation. F. H. Thurston took part in this and, dressed as an Indian, rode along the line of the procession, from the great dining tent in South Lancaster to the old brick church in Lancaster Center, about a mile. In September, 1853, he went as clerk into the dry goods store of Chamberlin, Barnard & Company, at Worcester, Massachusetts. Fifty years later, in 1903, he attended the two hundred and fiftieth anniversary of the incorporation of the old town, by invitation of the town committee, and, having neglected to bring the proper ticket, was admitted to the church ceremonies on the admission ticket of fifty years before. He also visited the store of Chamberlin, Barnard & Company, at Worcester and the Leicester academy, where fifty-six years before he went to school. Of all the clerks and partners he had known at the store, but one remained, Otis Putnam, then proprietor, but there was nothing left to remind him of the place as he had known it.

In 1855 he went to Illinois, took up a pre-emption west of Loda, and returned to Lancaster, having meanwhile voted for John C. Fremont for President. His eyes, never very strong, had shown signs of weakness on the prairies. He went into business in the old store of his father, with him and another man as partners. It was not long before his eyes gave out, the optic nerve being seriously affected and after a time he was compelled to give no thought of again engaging in the merchandise business.

In 1863 he married Miss Elizabeth A. Crandall, daughter of David S. Crandall, of Paxton, Illinois, and after various experiences, went in 1870 to Northern Wisconsin, where he entered some land and for three winters worked at the business of scaling pine logs. Of these he at first knew nothing, but during his winter at the business he was the only scaler on the Oconto river who scaled for all the companies at so much per thousand feet, or who had ever been so employed.

In the spring of 1873 one of the large mill companies, Holt & Balcom, for whom he had done much work at scaling logs, offered him a position in their store as head clerk. He accepted and remained with this firm six years. In the fall of 1878 he visited the Grand Traverse country, at that time little more than a wilderness, in order, if possible, to find a climate somewhat milder than that of Northern Wisconsin. He passed up and down the lakes, and visited, among other places, the spot where now stands the village of Bellaire. The town was at that time represented by a one-sided shanty and a puncheon bridge. After looking about he bought some land at Central Lake, then a little hamlet of half a dozen houses. In the spring of 1879 he went there with his family and

ness. For many years the firm has been known as Thurston & Company.

Mr. Thurston has no taste or aptitude for mercantile pursuits, his preference being literary and scientific. His course was determined by circumstances and if this sketch contains a lesson for the rising generation, it may, perhaps, be that any handicap, however great, may be overcome by determination and that no advantages, however great, can compensate the want of honesty, integrity and application.

Tarpon Springs, Florida, Jan. 25—At the request of my son, George Lee Thurston, I wrote, many years ago, the above autobiography to be published in a volume devoted to sketches of the lives of men of more or less prominence in Michigan affairs. It was so published, and, I



F. H. Thurston.

thereafter made the place his home.

At first, with another man, he embarked in merchandise and lumbering, but soon bought out his partner, dropped the lumbering and continued in merchandise alone. His career since that time is fairly well known. All goods were then hauled in by teams, and as East Jordan and Bellaire began to grow the business at Central Lake was materially lessened. He was often urged to remove his business to one or the other of these places, but steadily declined, and for years went through what were pretty hard times. He gave money and effort toward building the Chicago & West Michigan Railway, and had at length the satisfaction of seeing Central Lake begin to grow. His late son, George Lee Thurston, was long associated with him in the busi-

ness, without change. I am now asked to complete this report.

It may be as well to say here that I became engaged to my present wife, Miss Elizabeth A. Crandall, during the same year (1856) in which I cast my vote for John C. Fremont as President. An old friend who voted as I did, and at the same time, said to me a few years ago that he doubted if Fremont would have made a good President, to which I replied that in this I agreed with him, but that I was, nevertheless, always glad that I had not voted for James Buchanan.

In 1858-9, I constructed the first canvas canoe I ever saw or heard of. I built it over my father's carriage house and almost without looking at it. It did me good service until long after when it was stolen

from me. In company with my friend, S. W. Hathaway—at present a prominent lawyer of Boston—and in the summer of 1859 I cruised down the Nashua and Merrimack Rivers to Newburyport, on the sea. In the summer of 1860 I took this canoe to the head waters of the Merrimack. I had already offered to release Miss Crandall from our engagement, but she refused. During this engagement, we did not meet for about six years, but we were married at last. She is still with me—we have long passed the period of our golden wedding and she is the best asset I have ever had.

I tramped through the White Hills and the Franconia and other mountains, cruised on the upper Merrimack, and on Squam and Winnepesaukee Lakes during the summer and fall and found the condition of my eyes improving. I then went back to Lancaster and, after a time, to Illinois, whence I went to Wisconsin, where I spent six years as head clerk for Holt & Balcom. Thence I went to Northern Michigan. It was then a new country, but I tried to make the best of untoward circumstances. My son, George, was with me for a time, but later went to the office of the Mancelona Herald to learn the trade of a printer. He always liked that calling—and his taste for newspaper work may have been influenced by the fact that his maternal grandfather had for many years published the Lockport Courier, in Western New York. We had, while in Oconto, given him the best school facilities that we could and had tried to teach him temperance and to be scrupulously and sternly honest. His mother had lost by an early death her only daughter, many years before, and I think that her gentle companionship did much toward moulding his after life. He left the printing business after a while, and came to help me in the store. He did not say so, but I think that it was largely because he thought that I needed his help. Not long after this, I was grievously wronged by a man whom I had known and trusted for thirty years and only my good credit saved me from going to the wall. Like some of the best men I have known, this man was ruined by speculation. George soon became a partner and remained so up to the time of his death. He wrote for the Michigan Tradesman and other papers for perhaps twenty-five years. He took over the editorship and management of the Central Lake Torch and to give him more time, we took in another partner, Fred Mohrmann, the brother of his wife. His death came not long afterward, caused I think, by working too hard. Meanwhile, I had gone South for the winters and had passed some years in Southern California, where I built a house on the island of Santa Catalina. I later sold this place and came to Florida, in order to be nearer my children. They are both now dead. Yet if I had not made this change, I could not have reached my son before his death. I have now three living grandchildren, all of whom are, I think, well situated.



George was always a good son—I think that there have been few better. As to money, I am not aware that any of my family have amassed great wealth. Yet wealth may be too expensive. And I am here reminded of the reply of an old Irishman at Green Bay City, who has engaged in sweeping the sidewalk in front of the house of a very mean man who had just died. He was asked by another man of the same sort how much the deceased had left, and replied: "He left ivery d— cint of it, sor."

F. H. Thurston.

#### Power of Concentration.

Of all the factors which enter into the work of salesmanship, none is more potent or more valuable than the power of concentration. Of all the punishments which have ever been devised to give pain to man, perhaps that of the constant dropping of a drop of water is the worst. A drop of water dropping on the head of a victim constantly and incessantly will so wreck his nerves, so upset his reason that no agony in all the world becomes so intense.

The sun's rays, whose genial warmth brings comfort in the springtime, if concentrated through the medium of a powerful glass, will melt the hardest steel. The psychology of advertising is the science of constantly repeating, constantly impressing the sub-conscious mind with the one thought, the one thing, the one picture, until the sub-conscious mind will give back to the conscious mind the suggestions it has so often received.

The student who reads and reads incessantly along some particular line becomes an expert in that line of education. The individual thinking along the line of money until it absorbs his entire thought becomes a miser. Intensity of thought may be carried to the point of injury, but without it no great achievement can be made.

The brightest man, who scatters his thoughts in studying any subject, will never master that subject. Some of the most promising men have failed because they scatter. German organization has succeeded because each particular department has the responsibility of specializing or concentrating on their particular work, these united being federated into one great plan of organization.

A gentleman who made a reputation and wealth by being a successful closer in land sales recently told me the story of the sale by him of a section of land (the section number being 27). Through all the conversation pertaining to the advantages of purchase, my friend kept ever recurring to Section 27. This constant concentration of his customer's mind on this particular number sold the land.

With the power of concentration we must have the ability to use the power properly and intelligently. In cutting steel or granite there must be other elements besides the concentration of hardness in the tools used. There must first be good material to concentrate; such material must be properly refined: There must be perfect cohesion of its molecules: It must not be brittle or crumbly: It must be able to stand a blow or shock and rebound without injury: It

must be able to stand heat or friction without exploding. In a word—quality, judgment and temperament are all necessary allies in the use of the power of concentration.

The thousand little brooks from a thousand hills concentrated make a mighty force that will overturn any obstacle, and so it is in the line of salesmanship. It requires brains, but brains are not all; it requires power of analysis, but this is not all; but these together, used at the proper time and place and converged to given focus, produce the results that build buildings and railroads, overcome the obstacles of nature, and make commerce and education. I know of nothing that should be continually hammered into the growing boy and girl, or the young business man so much as the value of constant unremitting concentration.

#### Small Stores Should Sell for Cash.

It would be much better for the small city or town store to sell for cash only, for this would eliminate a source of loss through bad debts which always plays an important part in the losses of a retailer no matter what his line may be.

Furthermore, in confining his business to cash sales, he is not only able to take advantage of the best cash discount there is on his merchandise and at the very bottom price, but this would enable him to offer it to his customers below the prices of his competitor who very often loses his cash and trade discount by selling on credit. Moreover, assuming that the business is at least fairly profitable and by taking the cash in over the counter each day, bills can be paid promptly, a good credit is established, and salesmen from wholesale houses having such a store in their territory, find it convenient to visit such a store first, and place at the disposal of such a customer, the crisp, new, salable and fashionable merchandise.

If a merchant has the cash at his command, there are untold bargains which come within his grasp, simply because he has the money.

There is no worry of losing a customer through "dunning" him to pay, nor through possible loss through inability on the part of the customer to settle.

From the standpoint of the storekeeper, it would seem to me, most advantageous to sell for cash, but the angle of the question which interests me most, is the advantage which comes to the customer, the townspeople, and the community in general, from the necessity of paying for what they buy when they buy it. The all-absorbing question of the day "The High Cost of Living" would be at least partially answered if it was made less easy and convenient for people in small cities and towns, particularly, to buy indiscriminately because they do not have to lay down the cash, but can pay at some future time, or not at all.

If one who makes a purchase were to hesitate, and turn the matter over in his mind before satisfying a mere whim, or even what he thinks is a

necessary demand, if he were compelled in each case to pay for the purchase, there would be less foolish buying and less hard times.

It is the extreme ease with which we are able to buy here and there on credit that runs up the excessive cost of living.

Geo. H. Williams.

#### An Idea From Mystery Stories.

Everyone is familiar with the contests frequently conducted by popular magazines and newspapers, where the last installment of a mystery story is left for the readers to write and a prize is offered for the best production.

Working along this same line, a certain dry goods merchant contracted for a large space in the local paper, and wrote a portion of an advertisement on a certain make of men's overcoats. He

stopped apparently right in the middle of the text, and, following, in big letters, came the announcement that one of these coats would be given to the person who finished this advertisement in the most creditable manner.

A large number participated in the contest, with the result that the dealer secured a lot of good advertising matter, and at the same time, got people to learn the special merits of this particular overcoat more thoroughly than would have otherwise been possible.



## Grand Rapids Store Fixture Co.

No. 7 Ionia Ave. N. W.

Grand Rapids, Mich.

### New and Used Store and Office Fixtures

for every kind of business

We Pay Highest Cash Price for Fixtures

We will take your Old Fixtures in Trade

# CHEESE

We have a fair supply of  
special makes

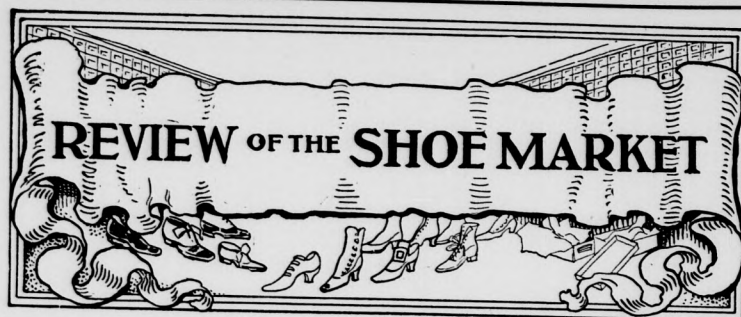
The last season was particularly  
favorable for the making  
of good cheese

We have the famous Herkimer  
Co. New York Cheese in the yellow  
and white September make. They  
are tasty and just right cut. Cost a  
little more, but worth it.

## JUDSON GROCER CO.

The Pure Foods House

GRAND RAPIDS, MICHIGAN



#### Art in Shoes and Their Comparative Value.

In the hurry and bustle of merchandising we neglect to remember that besides turning over our stock rapidly, there is another phase of our business that is just as admirable and just as worthy of our attention, and that is the shoe itself.

#### Building a Shoe Is an Art.

To the casual observer a shoe does not look like a work of art; yet we who have designed a shoe, who have watched that shoe grow out of the shapeless pieces of leather into the perfectly formed and finished product, know that it must be a work of art because we realize the expert skill and knowledge necessary for its production. The fault lies not in the shoe, but rather in those who do not understand thoroughly the meaning of the word. This beauty, perhaps, is seen more in the custom shoe. I will, therefore, confine my remarks to the hand-made shoe, and later, by practical demonstration, try to show you wherein this beauty lies.

As in all other arts, the artist has a certain definite goal to reach—that goal is perfection. It is the shoemaker's task to build a shoe so perfectly that it will stand the closest scrutiny. Let us review, for a moment, the examination his shoe goes under.

The first thing we do to this shoe is to give it a cursory survey, turning it over in our hands and feeling for imperfections in a general way. After this superficial examination, we grasp the top part of the shoe with one hand and the heel with the other and straighten out the upper. This is done in order to see whether there is a perfect alignment between the front and back seam; also, to see if there are present any unnecessary wrinkles, which are sure signs of either poor material or poor lasting.

If we are satisfied, we pass to the vamp, examine the quality of the leather, the shape of the toe and the way the toe cap sits on the vamp. The shoe is then inverted, a finger moves over the sole and the character of the bottom is noticed. The eye then passes to the shank, then to the heel, and the line between the heel and the heel seat is carefully studied. Should the heel be improperly set, we would discover it at once. After this, the finger moves instinctively around the edge of the sole and a sensitive finger can tell whether the shoemaker has used a well cut iron or not.

Next, the shoe is placed on a flat surface, and we observe where the

sole strikes, and whether the heel has the correct pitch. The shoe is now opened and a hand is inserted, the lining, top facing and insole are all examined, and especially the area at the throat.

If the shoe passes these tests successfully, we do not hesitate to proclaim it a product of the first order. The shoemaker who made it knows his business and is a craftsman of rare merit in these days. The shoemaker knows when he is building the shoe that it will be subjected to the closest examination and is, therefore, more than careful to make his shoe as near perfect and beautiful as possible. It is not because of this rigid censorship, but because of his conscientiousness and love of his work that makes the shoe industry an art.

As in the other arts, the aim is to please and a shoe that is well fitted, well lasted, and well finished, must please, for it incorporates in its construction all the patience, the thoroughness, the thought, the experience, the skill, the intelligence, and above all, the love for one's work that is required in the production of any masterpiece.

The thing I think that appeals to us most outside the perfection of execution is the fact that the custom shoe stands above and aloof and smacks of a certain individualism that bespeaks the maker. No two men fit the same, last the same, or finish the same. This gives that character that is so noticeable in a comparison between a "custom" shoe and a "team" shoe.

The reason for this lies in the fact that the machine is lifeless, it is a soulless mechanism that does not care about, and is not interested in, the object it produces; but the shoemaker is interested in, and does care about his shoe—each shoe means something to him; he is proud of it; it is a creation of his own brain; and it is this touch of personality entering into the shoe that makes it distinctive and artistic.

The artistic side of a shoe is relatively constant, but its value is not. Value has many interpretations, but we shall only concern ourselves with the one which we understand in the trade as price. Value we will understand to mean the amount the shoe will bring. Now, this value is ever waxing or waning, and is caused by so many different things that we shall touch only the more salient ones.

The greatest factor in determining the value, or price, the shoe will bring depends on the demand that is made for it. This is a favorite

**REGARDLESS** of the constantly advancing prices of raw materials used in the manufacture of shoes, we have all along insisted that the same **QUALITY** be put into our product. When you buy

## Bertsch and H. B. Hard Pan Shoes

to-day you buy shoes that have in them the same high standard of quality that has always characterized our lines.

There has been no deviation from this principle in the past and there will be no deviation in the future. Regardless of the price of raw material **THE QUALITY OF OUR SHOES WILL NEVER BE SHADED.**

During the last few months advances in material have been so marked that were we to buy all material at to-day's prices every shoe we make would cost more than the present selling price to produce.

Nevertheless our prices have not changed much, and we are not going to raise a shoe as long as we have a foot of leather left to make it from. They will only go up when it becomes a question of self preservation. We will not take advantage of market considerations to obtain an advanced price.

**THEY WEAR LIKE IRON**

### Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear  
Grand Rapids, Michigan

#### Mr. Shoeman:—

Are you going to be happy this year?

You are if you depend on

## Hood Rubbers

Hood's "Bullseye" Extra Special

Hood's "Pacer" Red Rubbers

Hood's "Standard Hood" the measuring stick for all rubbers

Hood's "Old Colony" Second Quality  
(equal to many so-called "Firsts")

Hood's "Dixie" at a price (but they wear)

All these and others

Rubbers for every need

### Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids



law of the economist and as we shall endeavor to show, a law which is capable of bending, if not breaking. In a general sense, however, demand does make the price, but when we think of the custom shoe we hesitate to accept this dictum as final, for we know that although demand does increase value, the absence of demand does not necessarily decrease it.

For an example, compare a "custom" shoe with a "machine" made shoe. The demand for the latter greatly exceeds that of the former, nevertheless the relative values are obvious. This is accounted for by the fact that entering into the custom shoe are two other important factors—namely, intrinsic worth and workmanship. The first is too familiar to you all to need any further explanation, and the second we have already dealt with at considerable length but there are a few points still to be emphasized. To be sure, the "tean" made shoe has good material and good workmanship, but to a relative degree.

In the custom shoe as much of the construction as is practicable is done by hand. The leathers for the uppers and soles are all cut by hand. The lasting, the working of the box, cutters and heels are also all done by hand. Each step in the operation is done by hand and by one man, and this man is just as careful in one phase of the construction as in any.

With the machine shoe, this is not so—several men handle the same shoe and their main concern is speed. "When speed knocks at the door, beauty goes out the window." Therefore, the workmanship and the intrinsic worth of the machine made shoe cannot be as high as the shoe turned out by one man. Hence, our conclusion must be, that demand increases value only when we speak of terms of volume, and value, when considered from the standpoint of the individual shoe depending upon intrinsic worth and workmanship. The result is the custom shoe fits better, wears better, looks better than a factory shoe—and it ought to; it has required more labor, more time, and it is infinitely harder to handle.

But do not let my enthusiasm for the custom shoe be mistaken. The custom shoe is a work of art and a masterpiece of shoemaking, but just as much as it surpasses the machine made shoe in beauty, service and fit, it falls below it in practicability. It takes a man a whole day to put on a pair of bottoms on a custom shoe, in fact, four pairs a week is the average for any man to make. Where would we be if it took the individual attention of one man a whole day to put on a pair of soles on all the shoes made? Half the world would go barefooted and no one could possibly own more than one or two pairs of shoes at the most.

We see, therefore, that each has its value. It is a question of relativity rather than comparison, and although we may favor the one, existing conditions make us adopt the other.

John Slater.

#### Boomlets From Bay City.

Bay City, Feb. 1.—The Poles of Bay City and vicinity held a big celebration at Pulaski hall Sunday night to commemorate the fifty-third anniversary of the uprising of the Polish people against the Russian government.

The Young Women's Christian Association is putting the finishing touches of its new \$75,000 building and has arranged a programme for the opening next month. The building is three stories high and 100 feet square.

That the people in Bay county are law abiding is shown by the records that there are at the present time only twelve prisoners in the county jail, and two of these are from Midland county. There have never been so few arrests as during this winter.

John B. Gurley, who conducts a general store at Maltby, Ogemaw county, has been appointed Postmaster to succeed Tobias J. Mudgett, removed.

The grocery store of Charles A. Kelly was damaged by fire early Sunday morning. The stock was ruined. The loss on stock and buildings is placed at \$7,000, fully insured.

A Boosters' Club was organized at Beaverton, Gladwin county, Monday night for the purpose of boosting the town and advertising the splendid opportunities in Beaverton and the surrounding territory. J. C. McCabe, Secretary of the Bay City Board of Commerce, with other Bay City boosters, are to be asked to attend their next regular meeting.

Charles Scott Campbell, Caro, dealer in agricultural implements, has filed a petition in bankruptcy in the local Federal court. Liabilities amount to \$4,550.21, while the assets amount to \$6,970.01.

Glen Harris, who for several years has worked the city trade for the Hammond-Standish Co., has resigned his position and accepted a similar position with the Bay City Beef Co.

At a meeting of the McKinley Club, which was held Jan. 26, C. R. Wells was elected President to fill the vacancy caused by the death of E. B. Foss, who was killed in an automobile accident in November. A. H. McMillan was elected Secretary. The annual banquet will be held Feb. 14. Speakers of National reputation will be secured for the occasion.

C. C. Concon, who has been in the employ of the Hammond-Standish Co. for twenty-five years as head book-keeper, has resigned. He has accepted a position with H. E. Tremaine in the Cobalt district and will soon leave for that place.

The Board of Commerce has secured another industry for Bay City. The Hough Electric Pipe Organ Co. has decided to locate here and has secured property for its factory. It will also manufacture phonographs.

W. T. Ballamy.

#### Farewell Dinner By Cashier Mills.

Montague, Feb. 1.—E. P. Mills, Cashier of the Farmers' State Bank, entertained at a four course dinner at the White Lake Inn, Montague, Friday evening, Jan. 28. The dining room was beautifully decorated in red and pink carnations, with ferns in the background very artistically arranged. Plates were laid for thirty and at 8 o'clock the guests entered the dining room. Music was furnished by home talent and J. Vanderwerp, of Muskegon, officiated as toastmaster. The guests all responded readily. Joseph A. Tuell, Jr., stockholder of the Bank, gave a very interesting talk. Mr. Mills leaves in a short time with his family for Lansing. He will resign his position as Cashier of the Farmers' State Bank to accept a similar position at Lansing. We regret very much the loss of Mr. Mills and wish him well in his new field.

Carner & Hayes.

But the romance of an elopement soon evaporates if the wife has to take in washing to support the husband.



## Rouge Rex Shoes

Made for the  
Man Who Works

Profitable alike for dealer and wearer.

Made especially for hard service from leather we ourselves have tanned with this kind of service in view.

They sell easily to the man who wants GOOD shoes, and they sell repeatedly to those who have once worn them.

This is your chance to get the agency in your town for the coming prosperous years. Drop us a card requesting our salesman to call with samples.

## Hirth-Krause Company

Hide to Shoe  
Tanners and Shoe Manufacturers  
Grand Rapids, Mich.

## R. K. L. Seamless Shoe for Boys

NO SEAMS—NO RIPS



Our Boys' Shoes stand the abuse and hard knocks of every day wear. This line of **ALL SOLID BOYS' SHOES** will help increase your spring sales and build up a steady business on boys' shoes.

### ALL SIZES IN STOCK

No. 8391—Boys' ..... sizes 2½ to 5½

No. 8394—Youths' ..... sizes 12½ to 2

No. 8895—Little Gents' ..... sizes 8½ to 12

## Rindge, Kalmbach, Logie Company

"Makers of Shoes that Wear"

Grand Rapids, Mich.



### Conditions Give Merchants Deliverance From Special Sales.

The special sales kind of merchandising has been overdone.

Scarcely a merchant can be found who will take exception to this statement.

The special sale—at first applied as a helpful stimulus to trade at certain seasons when demands do not develop naturally, has been abused until it has become a mania—in which business is done only by a continuous round of "sales."

In this round of "sales" the reputation and the wiser policy of many a hitherto honest business house have been ruthlessly sacrificed, until the public, which once believed advertising, now looks askance at the announcements of even the most conservative of the stores.

In this mania of special sales, consumers have been assiduously educated to think first of price;—quality, style, all those considerations that make for lasting satisfaction, have been passed by in the mad effort to attract by extreme lowness of price on every bit of merchandise offered for sale.

Progressive merchants have long realized the need of getting merchandising back on a better, more substantial and more profitable basis than the last few years have shown. Some have gone determinedly to work to find a way to do this and to follow it, while others have followed the course of least resistance because they could see nothing else to do.

Now—quite without any effort made by any of them—a way is opened to all merchants;—an opportunity to do away with the lying, cheating, unmoral, unprofitable special sale style of merchandising is opened to any merchant who will take advantage of it. How many will see the opportunity and grasp it?

The opportunity to do away with the fake special springs from the wonderful prosperity of this country. The American people are so prosperous that they can afford to buy merchandise of reputation in place of the trash which has been dragged forth to masquerade as "bargains" in the special sales.

And this prosperity of the people not only has presented this opportunity to put the soft pedal on the sale class of merchandising, but it has also done much to compel merchants to accept this opportunity—for it has practically cleared the markets of the country of the odds and ends of goods which formerly have been purchased to make a sale.

Certain stores consider it unnecessary therefore to hold their rummage and other sales this season.

What is the use of forcing the situation? What need is there to strain to continue the special sales mania by still further tainting such logical store events as the clearance sales with a lot of cheapened trash especially faked to take the place of the odds and ends of stock that many stores at this season have found it worth while to offer—at less than regular prices?

Why not go honestly before the public and tell them that trade has been so good that stocks are clean, and that there will be no need of special sales as in other years?

Tell the public plainly that business has been so good that the store has nothing to offer but fresh, new merchandise at regular prices and that the American people are so well off that they can afford to buy that type of goods and by doing so increase the prosperity of their own industries. Think what a wholesome effect that would have on the public—and you can afford to do that, for business is good and will continue to improve.

Here—in the wonderful new conditions that exist in the United States—is an almost miraculous deliverance from the special sales vampire which has fattened on the blood of so many mercantile reputations and has made the retail business a matter of choosing between a thin living and a course of mendacious misrepresentation.

To-day there is practically no merchandise for honest special sales and there is little or no need in the average store for holding special sales.

Every shrewd merchant will view his clean stocks with satisfaction and will tell himself and his buyers that his store is going to merchandise hereafter on a new basis—a basis in which the guiding policy will be a firm conviction that for every dollar's worth of honest merchandise produced in this country, there is waiting an honest dollar of the consumer's money—waiting, yes and eager.

The special sales idea, at best, is practically the same as saying to the public:—"You haven't the money, the appreciation nor the inclination to pay the full worth of this merchandise, but perhaps now that it is a bit shopworn and the season is nearly over you'll find it possible to pay half price for it."

Perhaps it once was necessary to merchandise this way. Whether it was necessary or not, the special sales idea has been overdone and has pull-

ed so many honest names through the mud that most merchants would like to see it eliminated, except so far as a few periodical sales of genuine character are concerned.

Here, then is the opportunity. Americans are prosperous. They can afford to buy what they need and by paying honest prices for honest goods they will develop and increase their own prosperity.

Don't kick against the pricks, Mr. Merchant. You have followed the path of least resistance in falling into the rut of special sales. Now get out of that rut in the same way. Conditions are such that to do away with the great number of special sales and bring all your advertising and merchandising talent to bear upon

the desirability of new fresh merchandise is much the easiest way.

Don't fight to continue what you have all along recognized as one of the evils of your business.

This is the opportunity. Seize it and do away with the dishonest "special sale."—Women's Wear.

Don't parade your troubles before the unsympathetic world. Bury them as a dog does old bones, and growl if any one tries to dig them up.

We Make a Specialty of  
**Trimmed and Tailored Hats**  
For the Dry Goods Dep't  
\$12.00 to \$36.00 dozen  
**KIMMEL MILLINERY CO.**  
Grand Rapids, Mich.

## Spring Underwear

We are showing a complete line of Men's, Ladies' and Children's Underwear in one and two piece garments at prices that are absolutely right.

If you have not already bought your Underwear it will be to your benefit to look over our line before placing orders.

### Paul Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Mich.

## "Ha-Ka-Rac" Knit Goods

The Complete Line That Will Help You Boost  
Your Knit Goods Business

**WE MAKE** this assertion, not because of our enthusiasm over our products, but because time has proven to our customers and to us that "Ha-Ka-Rac" Knit Goods meet every requirement of service, style and price.

For over twenty years our knit gloves and mittens have been leaders in their field. And the same care is exercised in the making of our other knit products—the sweater coats, caps and knit goods novelties.

### Send For Samples

We'll be pleased to send you samples of "Ha-Ka-Rac" Knit Products, and let you see for yourself, at "first hand," the advantages that these goods possess, for you as "quick turn-over" merchandise, for your customers as superior, yet reasonably priced knit garments.

There is no charge if you are not convinced.

AND TO-DAY IS A GOOD TIME TO ORDER

**Perry Glove and Mitten Co.**  
PERRY, MICHIGAN



## Training Behind the Counter for Bigger Salesmanship.

Written for the Tradesman.

Salesmanship is the biggest single factor in modern business.

Selling ability—the fine art of making the other fellow willing to buy the thing you are anxious to sell—plays a tremendous part in modern business.

Capital invested in an industrial plant becomes profitable only insofar as the problems of production and distribution are successfully worked out. But distribution is only another term for salesmanship. So we can see at a glance that salesmanship is essential in all manner of manufacturing enterprises.

In all kinds of commercial institutions, from the largest wholesale establishment down to the smallest one-man shop, salesmanship is an inevitable factor, and upon it the successful on-going of the enterprise depends.

It isn't profitable to compare salesmanship and capital, but each is the complement of the other. In business both are essential.

Selling ability, therefore, is rightly esteemed an asset; and fortunate is the man who possesses it. Wise also is he who possessing it in a limited degree, applies himself to the task of increasing it by study, practice, observation and reflection.

If younger people connected with our business institutions throughout the country could be made to realize the tremendous possibilities of forceful salesmanship—opportunities for rapid promotion, increased pay and the higher rewards of service—they would be much more eager to improve their present opportunities.

I recently saw a statement from the pen of a big business man to the effect that it is from behind the retail counter that most of the best salesmen in the world get their start.

### Waiting for Opportunities.

And yet there are thousands of young people behind retail counters in this country who are waiting for opportunities, and dreaming about the time when they shall come into the big job with more pay.

And yet anybody who has done service behind the counter knows that retail stores and shops are full of opportunities, if only the salespeople could see them. Beyond the service accorded to customers, almost always there is the possibility of a better service; and everywhere there are large sources of trade unrecognized and undeveloped.

Somebody suggests that something might have been done to placate an irate customer, and the retort is forthcoming, "O, you can't please everybody!"

Perhaps there is an element of truth in the statement. Some people are hard to please—obstinate, arbitrary and unreasonable, and all that. But this very fact calls for more ability and effort on the part of the salesforce. If everybody were easy to please—and put up with everything—then it wouldn't require any great effort on the part of the clerk to please the public.

But all people aren't that way; and

that's precisely the reason good service makes a hit with the people. It is a policy maintained in spite of difficulties; it's a quality acquired at the cost of effort. And it's the invariable rule that things of value in this world get their value precisely because of effort and difficulties and sacrifices encountered in securing them.

Successful selling is the kind of selling that produces pleased customers, and you don't have to go out of your own store to acquire the art of pleasing your customers. If you can't please the people you now sell to, you couldn't please any other class of trade.

And when it comes to putting over new ideas, plans and schemes for acquiring trade and building a bigger and better business, why can't you do a little something in this line from your present position behind the counter?

### Initiative Counts Anywhere.

Big salesmen are men of initiative. They develop selling plans and schemes of their own.

Business is a big game in which the fellow who uses his head invariably wins out.

To what extent are you using your head in your store? Are you acquiring the art of thinking for yourself, and acting upon your own initiative?

If not, why not? Perhaps you are minded to say, "Well, that isn't what I'm paid for."

This is a mooted question; but granted that you are right. If it isn't what you are paid for, you'll get paid for doing it just the same. I mean in this way: it'll make you a more valuable man to your house; and if your employer hasn't got brains enough to see it, or justice enough to reward you for it, some other fellow will happen along presently who'll see a big bargain in you, and you'll get a chance to go with a new concern at a bigger salary.

Anything over and above your stipulated duties—any spontaneous and original efforts of your own to promote the sale of merchandise in your store—isn't wasted effort, and don't you think it for a moment. Even assuming that it doesn't bring you any immediate rewards in the way of increased pay, it is fine preparatory work, education and discipline.

In the matter of initiative it is undoubtedly true that little things are big things. First steps lead to other and more pronounced stages of advancement. The clerk who is learning to act on his own initiative—who is cultivating an eye to see opportunities for pushing out the business in new lines and rounding up classes of trade in the community that the store hasn't been catering to before—is surely on the right track. These are the sort of boys that stand in line for promotion.

### Three Elements of Salesmanship.

I have endeavored to show you in this article that salesmanship is vital to modern business; that it is a recognized asset; and that the men who have it in large measure are the fellows

who are pulling down the big salaries.

But did you ever stop to think that there are just three elements in salesmanship of every sort from the least to the greatest? The merchandise sold, the man who sells it, and the people who buy it.

Now you have all three right there in your own store. You have the merchandise: it may be high-grade, medium-priced, or inexpensive; it may be furniture and housefurnishings, hardware, jewelry, shoes, dry goods, notions, confections, groceries, or what not; but anyhow it's just merchandise—things that people buy because they have some conceivable use for it. And you are the salesman. And the people to whom you sell are the customers who come into your store from time to time.

Now there's a whole lot that might be said about merchandise, and at least one good-sized volume might be written on customers, their follies and foibles, and all that sort of thing. But the most important element in this trio of essential features is the salesman—you.

Do you realize that the whole proposition is up to you? That the store policy, the store atmosphere, and the store's effectiveness all depend upon you—a living personality between the merchandise to be sold and the people who buy it? Here is where you have a chance to shine, if you will to shine. And remember that things that shine in this world are things that pull attention.

Chas. L. Philips.

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.

Bell Phone 860

Citz. Phone 2713

### Lynch Bros.

#### Special Sale Conductors

Expert Advertising—Expert Merchandising

28 So. Ionia Ave. Grand Rapids, Mich.

## 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



## Overalls For the Painter and Paper Hanger

The season will soon be here when garments of this kind begin to sell and market conditions are such that it pays to anticipate what the demand will be. We will be pleased to book your order.

### Grand Rapids Dry Goods Co.

20-22 Commerce Ave.

Exclusively Wholesale

Grand Rapids, Mich.

## AUTOMOBILES AND ACCESSORIES

### Country to Use Trucks Valued at \$120,000,000.

The year 1916 opens with greater promise for the motor truck business than any previous year in the history of the business. At the beginning of 1912 there were only 20,000 motor trucks in the United States. To-day there are 200,000.

In 1916 at least 75,000 motor trucks, valued at \$120,000,000, will be bought and placed in service in the United States if America does not become involved in the European war. The old established truck factories are working overtime to keep up with their orders. Parts makers are working night and day and are simply unable to supply the present demand.

War orders are no longer the god-send of a year ago. American business is absorbing most of the present output, and those concerns that do not do their truck shopping early will be sadly left when every one is pressing for deliveries in the spring.

In the motor truck market there is a greater range of models and prices than there is in the pleasure car field. Besides the conventional rear wheel driven types there are front and four wheel drive models, as well as the six wheel semitractor and trailer.

Motor wagons from 350 to 500 pounds capacity sell at from \$300 to \$750. In the 1,000 pound class prices range from \$550 to \$1,100. The 1,500 pound models show a price variation of \$840 to \$2,100. A one ton truck can be bought at any price from \$870 to \$2,450. The one and one-half ton truck varies in price from \$1,450 to \$3,000. In the two ton class one can choose between \$1,475 and \$3,000. Among trucks of greater load capacity prices range all the way up to \$5,800.

A review of the motor truck manufacturers shows 221 makers of gasoline trucks, twenty-four electric wagon concerns, and two making steam trucks. Between them they list no fewer than 462 different models—407 gasoline, fifty-three electric, and two steam.

A significant sign that the vogue of the motor truck is country-wide is the fact that these manufacturers are located in thirty-one different states, ranging from Massachusetts to Texas in the East and South, from New York to Minnesota in the North, and including Washington, Oregon, and California in the extreme West.

Michigan leads with forty-one truck makers, New York is a close second with thirty-seven, while Ohio with thirty-one, Pennsylvania with twenty-five, Illinois with twenty,

Massachusetts with thirteen, Indiana with twelve and Wisconsin with eleven also cut a respectable figure in the list.

There are several outstanding features in the motor truck offerings for 1916. The most striking are the cleanliness in design, the general reduction in price of the lower-priced models, the prevalence of the worm-drive machine, and the great advances being made by the internal-gear and four-wheel-drive trucks.

Experience has proved beyond a doubt that a satisfactory and economical truck can be built without radius and troque rods, now that the problems of spring suspension are better understood. Few makers, except in trucks of special design and application, have dared to place the motor anywhere but in front under the conventional hood or bonnet.

And in obedience to the demand of the majority of purchasers of motor trucks—those who desire a machine of less than one ton load capacity—prices have been reduced to meet the pocketbook of the average small business man who needs a motor wagon but does not care to pay more than \$1,000 for one.

The statistics of final-drive types are extremely interesting. In the gasoline type—which means over 95 per cent. of the trucks to be sold this year—there are 202 worm-drive models (including one four-wheel-drive), 115 using chain drive, fifty with internal gear (including ten four-wheel-drive models), twenty-nine with bevel gear (including five four-wheel-drives), twenty four-wheel-drive and a few of other types.

These figures, however, are apt to be misleading if one does not consider the total production of each class, for it seems probable at this writing that the internal gear drive truck will far outnumber all other types except the worm-drive model, and there is an outside chance it may finish the year in the lead.

Electric truck makers still prefer the double side chain drive, there being thirty-two models of this type as against ten spur-gear drives and eleven of all other types combined.

Motor truck buyers, however, are paying less attention to the engineering details of the machine than they are to the economy derived in the particular kind of service for which the truck is intended.

The class, history and commercial standing of the manufacturer, the accessibility of the parts of the truck for adjustment and repair, the interchangeability of the various units of construction and the ability of the truck to

deliver the goods the maximum number of working days under all kinds of road and weather conditions—this is the kind of information which the really well informed buyer demands before he invests in a motor truck.

When the lessons of the European war are finally tabulated, not the least will be the part played by the motor truck. The dependence upon gasoline traction will not only be emphasized as never before, but the question of design will come up for radical revision.

The soldier in the field does not want a truck that needs to be partly torn down to adjust the motor, clutch, brakes, or to repair the final drive mechanism. An army needs food, ammunition and supplies, even when the roads are covered with snow or hub deep in sand or mud. Soldiers have to march on hills as well as on the plains, in the winter as well as in summer.

And so it is with the merchant who has to move goods. Business cannot be dependent upon the vagaries of the weather or the condition of the roads.

Henry Farrington.

### Speed Not the Only Essential.

"Speed," says Harry Stutz, the man who brought the world's championship to America, "is not the prime essential of a race car. Its prime essential is stamina, and no car can have too much stamina. Speed is a matter of valve lift, carburetion, and gear ratio. It is not a difficult thing to obtain. There were many cars to whom the Stutz showed its rear axle which could have distanced the Stutz on short brushes in earlier days but short brushes do not win world's championships; that is the work of stamina.

"Any motor car in the hands of anybody should have the power to accelerate quickly, as a safety factor if for no other reason. This, in a way, I suppose might be called speed. I should say also that a man or woman is much more secure in a car which is agile and quick than in a car of the old sluggish type. There are times when a quick getaway means security, and there are times when slowness spells mishap.

"The average driver will never drive a car faster than the road or street conditions warrant, no matter how fast his mount may be. So, what harm can there be in putting

enough scientifically distributed power into a chassis? We all like to know that the car we are driving is capable of briskness if the need ever arises. It is a sort of preparedness feature that ought to be built into every car—purely as a precaution."

### Nothing Wasted.

"Well, Bobby," said the minister to the small son of one of his deacons, "what is the news?"

"Popper's got a new set of false teeth."

"Indeed," said the minister, restraining a desire to laugh, "and what will he do with the old set?"

"Oh, I suppose," replied Bobby, "they'll cut 'em down and make me wear 'em."



## EVEREADY FLASHLIGHTS

The superiority of EVEREADY Flashlights is proved by the remarkable popularity which they have won.

About 80% of all the flashlights sold in this country are Eveready's. Last year over 18,000,000 EVEREADY Flashlights, Tungsten Batteries and Mazda Lamps were sold. This year sales are still better.

All EVEREADY'S are fully guaranteed. It's a great line for you to handle. Let us tell you more about it.



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



### Gabby Gleanings From Grand Rapids.

Grand Rapids Jan. 31—Still more facts about Grand Rapids:

Grand Rapids is one of the biggest printing centers in the United States.

Grand Rapids has the largest number of open air schools for its size of any city in the United States.

Grand Rapids is the largest producer in the world of gypsum products.

Grand Rapids has a National reputation for the beauty of its lawns.

Grand Rapids has the second greatest percentage of home owners of any of the large cities of the United States.

Now what about our low wages, Jimmy?

The eighth of the series of twelve parties was held Saturday evening and was attended by one of the largest crowds of the season. From the looks of the smiling countenances of our worthy dance committee, the party was some success. About a hundred were in attendance and to the rhythmic strains of Tuller's orchestra some forty-five couples cantered to the latest strains. If the remaining four parties are attended as well as this last party was, the dance committee will be on Easy street and with a surplus to turn in the general funds of the Council. So be up and doing worthy counselors, and get your shoulders to the wheel for making the next four parties a grander success than any that have preceded.

The ways and means committee has turned over to the patrol of the Kings Guards of the Bagmen the February social festivities. After very careful consideration, intermingled with health yet friendly arguments on several propositions, the happy idea was unanimously adopted to hold an oriental costume party. This party is not to be a fancy costume affair, but each prince and princess is to wear some dress idea harmonizing with the oriental color or costume. There are several very inexpensive ideas which, if carried out, will be very appropriate. It might be well for the ladies to get in touch with each other and frame up the different ideas to be carried out.

The meeting of Absal Guild will be called to order at 2:30 Saturday afternoon, Feb. 12, in the Council rooms and a good class of novitiates will be shown the way to the palace of the king. At 8 o'clock a sumptuous banquet will be spread in the Council rooms and the eats committee promise something that will both satisfy and please every one in attendance. Charles Perkins, chairman of the committee, swears by all that is good and holy that it will be a hope-to-die banquet and not a sandwich lunch. All Bagmen who possibly can should attend this meeting and evening's entertainment. Come one, come all and bring your Fez.

A policeman can get credit even if he is on the beat.

One of the strangest things in life is that a man never meets his affinity until after he is married.

Dave Drummond, the genial saddlery man for the Brown & Sehler Co., reports the Pentwater branch badly infected with the la grippe germ. He says it necessitated his help in some of the stores during the rush hours. There is no doubt in our minds but what Dave is a past master in the art of handling the retail trade.

John J. Dooley reports that he traveled the past week with another drug man and an undertaker's supply man, which in our minds makes some combination. It is very rare that you see drug men carrying an antidote in the shape of an undertaker's supply man.

Ask a member of Grand Rapids Council about the Oakland six.

The furniture season closed Feb. 1 with an attendance of over 1,500 out-of-town buyers. In point of registration, Ohio ranked first, Michigan second, Indiana third and Illinois fourth.

There were registrations from Ontario and Nova Scotia, which goes to prove that the Grand Rapids market is well known and appreciated by foreign buyers, as well as buyers in our own states.

Dr. A. E. Stickley, physician and druggist at Mesick, has moved into his new building, which he has just completed. This will give him an up-to-date drug store with offices and consultation rooms in connection.

Saloon men in the Northern section of the State are complaining of poor business, which is caused either by New Year's resolutions or the extremely bad weather of late.

We are glad to learn that the G. R. & I. is not going to discontinue their night train from Grand Rapids to Mackinaw, as this train is very essential to the boys in making their Northern territory. Don't bite the hand that is feeding you.

The Grand Rapids Leather Novelty Co. has been incorporated to manufacture leather findings and novelties. W. J. Pratt is President of the concern.

The Compo Stone Co. has plans draw up for a three-story steel and concrete structure, 41 x 94 feet. The factory will be located at Fuller Junction.

George W. Loucks has purchased the Celrite grocery store, at 971 Cherry street, and will conduct it in connection with his dry goods store at 973 Cherry street.

W. H. Anderson is hustling to raise funds to ensure the installation of boulevard lights from Campau Square to the river on Pearl street.

The Crathmore Hotel opened its remodeled dining room yesterday for Sunday dinner and served its patrons with a fine turkey dinner for 50 cents. Louie Mertens is sure some hotel man and is rapidly coming to the front. He at present has fifty rooms with bath for the small sum of \$1. Can you beat it?

Only twenty-six of his children saw W. D. Davis, 94, marry Mrs. Anna Mason, 39, in Plymouth, N. C. Seven of the children couldn't come to the wedding. Must be he is a friend of Teddy's.

You may dodge reckless automobile drivers, escape travel accidents, avoid sprains and broken bones, but some day the undertaker is going to get you.

The State creamery men and ice cream makers will hold a convention at Kalamazoo the second week in February.

The Elks will give a minstrel show at Powers Theater in the near future. The proceeds of this show will be used to defray the expense of the Elks band on their trip to the Soo convention in June.

R. J. Ellwanger returned Sunday morning from Detroit, where he attended a salesmen's meeting conducted by his firm.

Wilbur S. Burns, member of Grand Rapids Council and holding the title of Past Grand Counselor, has embarked in the soap business for himself. Wilbur was connected with Gowens & Sons, of Buffalo, N. Y., for a period of eighteen years as their State representative and during that time established a thriving business. He has launched his efforts in his own behalf and for his own gain. His popular brands of soap are Bobby Burns, Lucky Strike and Wilbur S. Burns family soap. It might be well for the U. C. T. ladies to bear Wilbur's products in mind when they are purchasing cleansing material for their home use. Grand Rapids Council unites in wishing brother Burns every success in his new venture.

Where was Sparks from Electric City last week?

An electric eel does not use a meter.

Some men would rather lose a friend than the best of an argument.

What this country really needs is a few more people who are willing

to practice after they get through preaching.

Grand Rapids Council unites in sending its heartfelt sympathy to brother L. M. Steward in his recent bereavement in the loss of his father.

S. J. Seeley, of Elk Rapids, has been confined to his home for the past two weeks with lagrippe.

C. L. Varney, of Manistee, proprietor of a plumbing and heating establishment, is back on the job after a three weeks' siege of the old reliable.

George W. Wilson, of 625 Lorraine building, is able to be out again after being confined to his home for some time with the regular malady.

Wade E. Sackner, who broke his arm cranking his machine, is improving nicely.

Fred Buck, who passed through a serious illness of typhoid fever, was back among the live ones Saturday evening at our dance.

W. E. Mellinger, of 456 Crescent street, is confined to his home with a serious illness, the nature of which we were unable to learn.

Grand Counselor W. S. Lawton returned from Detroit Friday evening and has since been on the sick list.

Howard Rutka is reported as having attempted to store up some coal in one of his eyes, the result of which necessitated an operation on that member to remove some fine portions of the black diamond which penetrated the membranous covering. He is reported as recovering nicely from his painful experience.

A meeting of all Bagmen committees will be held Saturday afternoon Feb. 5, at 2:30 at the Council rooms. All committee members are requested to be present.

Don't forget those annual banquet tickets.

Don't forget that next Saturday evening is the regular meeting of Grand Rapids Council. Big doings will see you there.

L. V. Pilkington.

### Quaker Oats Using More Cotton Bags.

The Quaker Oats Company has notified the Southern Wholesale Grocers' Association that, as a result of the agitation by the grocers in favor of using cotton bagging on food products as a step in increasing the output of Southern cotton, it has since last fall been materially adding cotton bagging to its container material.

"Since that time actual figures show that we are using on an average over 500,000 cotton sacks per month, which equals 20,000 cotton sacks each working day, or over 6,000,000 cotton sacks per year," says the company.

"There is certainly something in this propaganda of yours. If you can influence the other manufacturers of the country as you have influenced us, it will prove a big thing—we are inclined to think it has already proven a big thing."

The Pyrolin Products Sales Co. has been incorporated with an authorized capital stock of \$19,000 common and \$1,000 preferred, of which amounts \$9,900 common and \$100 preferred has been subscribed and \$1,900 common and \$100 preferred paid in in cash.

The Clipper Belt Lacer Co. has increased its capital stock from \$100,000 to \$200,000.

### GRAND RAPIDS OIL CO.

Jobber of  
Illuminating and Lubricating  
Oils and Gasoline  
GRAND RAPIDS, MICHIGAN

## United Motor Trucks

United Motor Trucks are trucks made in Michigan from standardized, individually guaranteed units.

Therefore, what you may not know about the name United you do know by experience or hearsay about the component parts.

If there is no United dealer in your community there is an opportunity for a highly profitable connection. Write, wire or come down and see us.

**United Motor Company**  
**Grand Rapids, Mich.**



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. Thompson, Jackson.  
Next Grand Council Meeting—Traverse  
City, June 2 and 3, 1916.

#### Pickings Picked Up in the Windy City.

Chicago, Feb. 2—Chicago is back to normal again—same old grind. Cause—the auto show is a thing of the past.

One of the most novel displays during auto show week was held in the main dining room of the Auditorium Hotel, on Michigan avenue. This room was beautifully decorated and on display were four high priced cars of foreign and American make. Admittance by invitation only.

J. L. Ross, of Detroit, builder of the Ross Eight automobile, manufactured in Detroit, pulled a scoop on other car-builders during auto week by having the only car on display in the writing room of the La Salle Hotel. G. S. Patterson, sales manager, with the assistance of W. C. Hull, salesman, who formerly was with the American Cigar Co., of Detroit, were kept busy explaining the good points of this car to hundreds of people, and judging from the list of prospects, Detroit will go down in history as the home of one more successful automobile company.

A miracle: Miss Minnie Werner, a stenographer, 23 years of age, fell from the sixteenth story window of the Transportation building in Chicago, a distance 200 feet, into an automobile truck. She is still living. This is one more argument in favor of the automobile.

Jack Dietrich, Secretary-Treasurer, of the G. J. Johnson Cigar Co., Grand Rapids, stopped off in Chicago on his way to Peoria, Ill. Mr. Dietrich is well pleased with business outlook all over the country. He says his corporation has shipped more Dutch Masters out so far this year than during any corresponding period in the history of the institution.

S. R. Chope, of Detroit, was in Chicago last week, looking over the tall buildings.

William McClintock, proprietor of the Saratoga Hotel barber shop and Turkish bath rooms, also a sixteen-chair day and night shop at 7 South Clark street, returned from Grand Rapids, where he went on a combination business and pleasure trip. Mr. McClintock is a Michigan product, born on a farm just out of Hastings, moving from there to Ionia, where he was in business. From there he came to Chicago. He owns a very beautiful summer home on White Lake. Is a very successful business man in Chicago and extends

the welcome feeling to all Michigan travelers.

H. R. Parks, 2525 North Kimball avenue one of Carlson Bros.' popular salesmen, has made quite a hit of late with his trade, trying to imitate Charlie Chaplin. Even a mustache sometimes helps to get the business.

Just once over gets the business for the Tradesman. William H. Strand received a sample copy of the Tradesman and immediately mailed the writer a dollar for subscription.

Card Garrison, Vice-President of the Banner Cigar Manufacturing Co., Detroit, was looking over business in Chicago the past week.

Billy Grov, manager of the Downey House, Lansing, spent a few days in Chicago last week, taking in the auto show and looking over the hotels for new ideas. Billy said Chicago is no place for a farmer. "Back to Lansing for me," remarked Billy, as he hired a taxi to take him to the station.

Emil Tisch, President of the Tisch Cigar Box Co., and Vice-President and manager of the Tisch Auto Supply Co., of Grand Rapids, spent last week in the city, closing up a few good contracts and speaks very highly of the outlook for the coming year.

Glen Henschel and wife of Kalamazoo, are making the Morrison Hotel their home for a few weeks. Mr. Henschel is the Western representative of the Lo-Vis Company, Inc., of New Haven, Conn.

H. McPherson, formerly owner of a cigar store at 1453 Michigan avenue, has closed his store and accepted a position as chief clerk of the cigar stand in the Saratoga Hotel under the ownership of Frank Bawden. We wish him luck.

G. J. Johnson, President of the G. J. Johnson Cigar Co., Grand Rapids, had a week end with a few friends in Chicago the past week. In the party with Mr. Johnson were G. D. Haan, a druggist of Holland, Alderman and Mrs. G. W. Welch, of Grand Rapids; Mr. and Mrs. W. G. McDonald. The party spent a very enjoyable Sunday, taking in a couple of fine lectures. Returning home Monday morning, very well pleased with their trip.

C. W. Reattoir.

#### Wafted Down From Grand Traverse Bay.

Traverse City, Feb. 1—James Christofferson, of Manistee, formerly with Boss Oven Co., is now covering this part of the State for the Excelsior Stove & Manufacturing Co., instead of the Quincy Stove & Furnace Co., as mentioned in an earlier issue of the Tradesman.

D. E. Sawyer, of Detroit, is now covering this territory for the Hanselman Candy Co., of Kalamazoo. This territory was formerly covered by the late Everett Smith.

W. F. Murphy had the misfortune to slip on the icy walk and break one of the commandments. As there is no compensation for a breakage of this kind, he will continue his work.

The many friends of C. C. Fosmire, the candy man at Cadillac, will be pleased to learn that he has not discontinued the jobbing business, as has been reported, but is in better shape than ever to fill the wants of his many customers. Mr. Fosmire

has discontinued carrying a stock of goods at Cadillac and will make all shipments direct from the factories. As it is a hard matter for a jobber in a small town to keep a full stock and keep it fresh and up to the standard demanded by the class of trade he sells, Mr. Fosmire has decided to make this change. Under his new arrangement his customers are assured of prompt shipments and of clean and fresh candies at all times.

Harry Hurley, our Secretary, has devised a new scheme to show his appreciation to his devoted wife. Knowing she wished to attend the theater Thursday night, he wrote her a nice loving letter telling her how lonesome he was in Manistee. He enclosed a check and told her to go to the show and have a good time. Then he put it in one of his business envelopes without addressing it. When the Commercial Milling Co., at Detroit, received the letter it immediately mailed it to Mrs. Hurley, and Friday, while she was reading the city paper giving a glowing account of the show, the mail man delivered the long-looked-for letter. As Harry is a near neighbor, we will not attempt to tell just what Mrs. Hurley said, but Harry will be more careful next time.

The rain and sleet falling on the trees and freezing last Thursday caused thousands of dollars of damage to fruit trees in the vicinity of Petoskey. Many thousand trees have all the large limbs broken off and only the trunks left standing. Shade trees and shrubbery in the parks at Petoskey and many other cities are nearly ruined. The telephone and electric light companies have also suffered heavily, nearly 150 poles being broken down between Brutus and Alanson.

Grover Maple was called to Fremont, Ohio, on account of the illness of his little daughter, Dorothy, who is visiting with her mother at her grandparents.

Nathan Graham has joined the forces of the Grand Traverse Auto Co. and will have charge of the local agents in this territory.

The Grand Rapids & Indiana Railroad is certainly bidding for the trade in the North part of the State and will surely have the goodwill of the traveling public and the residents of the Petoskey division. It has discontinued trains Nos. 2 and 3, so the people living South of Petoskey and the people of Petoskey who want to go North and back the same day will have to start the day before. If a traveling man gets an order at 1:30 in the afternoon on Friday, his house in Grand Rapids will get the order Monday morning. Some service!

Snow has completely left Northern Michigan, which is putting an awful crimp in business. Over 200 teams are idle within a short distance of Traverse City. Nearly 20,000,000 feet of logs are on skids around Alanson, one firm having 9,000,000 feet on skids on a one-trip haul. Every one is praying for snow. F. W. Wilson.

#### Annual Meeting of Butter and Egg Men.

Saginaw, Feb. 2—Arrangements have been made to hold the annual convention of the Michigan Butter & Egg Association in Detroit at Hotel Statler, Tuesday, Feb. 29. A fine programme is being prepared, with banquet and special entertainment in the evening, which will give the boys plenty of time to take the train for the Indiana convention. If they see fit they can attend the Ohio convention on Monday and get into Detroit for our convention on Tuesday morning. Rooms may be secured at the Statler from \$1.50 up.

D. A. Bentley, Sec'y.

Before a wise girl attempts to manage a husband she first acquires the art of managing a kitchen.

#### A Large Fraternity.

"Yes," said the principal of the young ladies' seminary to the proud parent, "you ought to be very happy, my dear sir, to be the father of so large a family, all the members of which appear to be devoted to one another."

"Large family! Devoted!" gasped the old gentleman in amazement. "What on earth do you mean, ma'am?"

"Why, yes, indeed," said the principal, beaming through her glasses. "No fewer than eleven of Edith's brothers have been here this term to take her out, and she tells me she expects the tall one with the blue eyes again to-morrow."

### 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

**MERTENS**

Rates \$1.00  
With Shower \$1.25  
Meals 50c

WIRE FOR  
RESERVATION  
A Hotel to which a man  
may send his family

### 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



### Battle Creek Merchants Victimized by Crook.

Battle Creek, Feb. 2.—Over twenty Battle Creek business men are wondering what has become of a certain big "cotton grower" who has been receiving unlimited credit from them during the past six or eight months and who owes over \$1,200 as a result. The principal in one of the most interesting and clever little escapades yet surrounding the careers of local merchants is J. C. Parker, who registers from Mar's Bluff, South Carolina.

The situation was a delicate one, but was handled with consummate skill by the amiable Mr. Parker. Monday night, when he quietly had his trunks carted to the Michigan Central station for a journey, he evidently had had a premonition that an embarrassing incident might occur—at any rate, he was fully prepared for it.

Two of his creditors, C. C. Thoma and Guy Crane, were informed quietly that Parker was leaving the city. They immediately got out writs of attachment, and five minutes before Parker's train arrived, Constables Henry Lucas and Frank Furner appeared on the scene and took possession of his property. The two bills totaled exactly \$128, and after paying the amount and costs from his pocket, Parker persuaded the officers to let him go, stating he would be back Wednesday and settle the remainder of his indebtedness. He has yet to put in an appearance.

Coincidental to the fact that his possessions were attached at the station, the management of the Sanitarium took charge of his trunks for a few hours. He uttered a promissory note for his bill at the institution, amounting to over \$700.

Following in the footsteps of the disclosures of Parker's and his wife's operations while they were registered as guests at the Sanitarium, came another problem for local business men who trusted him, to figure out.

Thursday afternoon several of the merchants received telephone calls purporting to come from the Sanitarium, stating that they might, upon calling at Prosecuting Attorney Kirschman's office receive checks for the amounts which Parker owed them. This proved to be a hoax, pure and simple, but the solution of the enigma is as far off as ever.

Mr. and Mrs. Parker's operations here are said to have been as clever as anything of its kind staged here in many years. The former purchased clothes, hats and wearing apparel at the various business places, while his wife did likewise. They cultivated the friendship of many prominent Battle Creek people and immediately became well known.

Manager Marks, of the Union clothing store, is said to have been the first victim. Parker purchased two suits of clothes, the local business man believing that, inasmuch as his patron was a guest at the Sanitarium, he could afford to give him credit without even as much as an agreement. Mr. Bretz, the tailor, is said to have been the next merchant to fall before the operations of the distinguished looking Southerner, who secured a suit there, also one at the Butcher shop. Just before the holidays, in company with his wife, Parker purchased almost \$200 worth of Christmas presents, all of which were charged to his accounts. The C. C. Thoma and Porter Mayo jewelry stores are said to have been victimized for large amounts at this time.

Mrs. Parker was fully as competent at the game as her husband. She purchased gowns, hats, gloves and articles of all kinds, never failing to receive the desired credit when she gave her address as the Sanitarium. The Sanitarium management, suspecting that it might be losing money by allowing Mr. and Mrs. Parker so much credit, after they had been at the institution for a couple of months

without making a payment, wired Parker's banker. Word came back that their guest was O. K., and the matter dropped there.

One incident displaying the clever manner in which Mr. Parker made and kept his friends, is shown by the fact that he continuously would drop into the various business establishments and chat with the manager or owners, as the case might be. One merchant, whose name is withheld for personal reasons, and who was victimized the easiest by the smooth Carolinian, played host to Mr. and Mrs. Parker at an elaborate Christmas dinner party.

However, in spite of all of Parker's alleged clever manipulations, there were numerous proprietors of local establishments who politely refused him credit on the strength of his references. Parker is accredited with using a great portion of diplomacy, as shown by the fact that when once refused, he never pressed a store management to grant him the favors he sought.

Some of the local business establishments said to have been victimized by Mr. and Mrs. Parker are C. C. Thoma, the Butcher shop, Kapp Clothing Co., Robinson's, Holly Heiman, Arcade millinery, Porter J. Mayo, Bretz the tailor, Bolster's, Guy Crane, Strickland clothing store and the Union clothing store.

Monday, when questioned by Constables Lucas and Furner after he, in company with his wife, were ready to leave Battle Creek, Parker stated that he was going to Toledo, while Mrs. Parker was going through to their home in Mar's Bluff. Parker stated that he would be back inside of two days. He took with him a handsome Western saddle he purchased from Guy Crane and for which the latter had his trunks attached.

Parker was liked for his honest manner and was either clever or eccentric. He always carried a bottle of milk and when asked the reason stated that physicians told him he must have a certain amount of this liquid at regular intervals. He even said that when going back to the Sanitarium from the business district he always had a bottle of milk hidden in McCamly Park, where it was easily accessible. However, the Sanitarium officials did not have him classed as a patient.

### Chirpings From the Crickets.

Battle Creek, Feb. 1.—"Herb" Bullen, acting P. S. C. of Auto City Council and Capital City correspondent of the Michigan Tradesman, also loyal sub-publicity man for a certain H. F., of Detroit, was a dinner eater at Bangor last Thursday. All of us who know Mr. Bullen know he earned his dinner that day. He talked Bates tractors, U. C. Tism, ford cars and read the Tradesman.

The salesman took a look at one of the boys last Saturday who had just came in off the road and who has had troubles which have dragged him down and said, "Don't be afraid to eat regular and take time to eat a good one. You know a 10 cent meal makes a 10 cent salesman." How true that remark rings. A man who goes up against hard competition each day and fights to hold his own business and get some other fellow's has to have something aboard besides love of family, confidence, coffee and sinkers.

John H. Schumacher and S. T. Deam spent Friday at the plant of T. Gottmann & Sons, Chicago. These two gentlemen represent this concern in Michigan.

In my letter last week the name of Elmer E. Mills read Elmer E. Wiles or thereabout. I was probably thinking of Elmer's curly locks and put a curl on the M. Anyway Elmer is where I said he was and is going to give Cronk and myself an order some day.

Ray S. Teal is learning the Taylor

Made way with Fenton J. Cronk in our town.

Everything that happens happens for the best. If the milkman had been on time maybe you would have had sour cream for your coffee. As it was, you cut out your coffee. Millions are spent each year trying to make you do that same thing. "There is a reason."

Harry Hunt was in Battle Creek over Sunday. Has five Indiana counties for Toledo Scale Co. Headquarters at South Bend. Feels good and looks the part.

The Interurban Hotel, at Niles, is a good place to stop. John and his boys sure cook some eatable dishes. Neat clean rooms. Friendly treatment. Charley Moore and I never pass.

Things that never happen: A child born on Feb. 29 celebrating his birthday each year.

Taxes less than you thought they would be.

The mileage of a second-hand car underestimated.

A blind want advertisement that is what you thought it was.

A classified want advertisement that was as attractive as it read.

Participation that was as good as anticipation.

Thirty days a subscriber and never read the Tradesman. Guy Pfander.

### Credit System Will Not Work Hardship.

Lansing, Feb. 2.—"To correct any erroneous impression relative to the Lansing Grocers and Meat Dealers' Association credit system, I would say that this system is not intended to work a hardship on any honest person."

This is the gist of the reply President John Affeldt has made to numbers of persons who have enquired into the workings of the new system. "The system," said President Affeldt, "is an equitable one and a plan that is entirely fair to both debtor and creditor. There are several varieties of debtors. There is the genuine dead beat, who will pay no bill unless forced to by legal processes. Then we have the debtor who is slow, the person who may have the money in his pocket and who intends to pay all his legitimate obligations, but who likes to feel his money a long time before he applies it to his obligations."

"These two types are the ones the system aims to rate and to keep track of so that merchants may know with whom they have to deal and the exact possibilities of ultimate payment. Then we have the honest patron who is unable to pay temporarily on account of sickness or other misfortune which he cannot prevent. Many of this type of patrons, you will find, have a first class rating, in fact, many of them have a credit equal to the person who pays cash. Such persons in ninety-nine cases out of one hundred are given all the credit and assistance the merchant can afford. We have some such cases rated first class that have not been able to pay up for months."

"Nevertheless the intent is there and they will pay when they are in a position to do so. It would be unfair in members of the Association not to assist such patrons, and the aim of the credit system is to take into consideration such cases and concede every possible leniency because they are deserving. But the genuine dead beat and we have a number of them listed, will not be given any consideration. Merchants will be given such rating when the intentional delinquent asks for credit. It is then up to the merchant to take a chance if he deems it advisable."

"I think this explanation covers the situation relative to our credit system and I am sure any fair-minded person will note the justness of the plan in its entirety. Because a patron is rated is no reason why the best of feeling should not obtain between him and the dealer. All dealers of

any importance are rated by the commercial agencies. His rating is something that gives him a standing; it indicates his business ability, his financial resources and his capability. And a merchant with a good rating is proud of it. Why, then, should not the individual be proud of a good rating with his merchant?"

The Association's credit system has now 30,000 ratings and the list will grow, it is said, during 1916. The ratings, it is explained, include outsiders as well as Lansing residents.

### Brief History of Trading Stamp Controversy.

The Legislature of Michigan in 1911 enacted a law prohibiting the use of trading stamps in Michigan. The statute is known as Act No. 244, Public Acts of 1911. It was introduced March 26, passed and approved May 1 and took effect Aug. 1, 1911.

The first action brought under the statute originated in Wayne county, where suit was started against the Sperry & Hutchinson Co. to enforce the law. Instead of meeting the issue in man fashion, the Sperry & Hutchinson Co. sought to obtain unfair advantage by going before the United States Circuit Court of Appeals at Cincinnati and endeavoring to secure an injunction prohibiting the Attorney General from enforcing the law. That tribunal threw the trading stamp people out of court. The total cost of contesting this case, which amounted to \$700, was contributed by Charles Trankla, of the Boston Store, Grand Rapids.

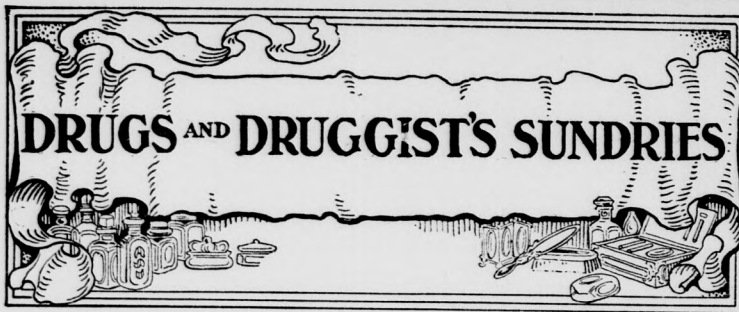
The outcome of the original case brought in Wayne county was the defeat of the Sperry & Hutchinson Co., but in taking an appeal to the Supreme Court the attorneys of the Sperry & Hutchinson Co. introduced so many technical points having no bearing on the main issue that Roger Wykes, who was then Acting Attorney General, deemed it wise to drop the Detroit case altogether and begin a new quo warranto proceeding in the Supreme Court having for its object the ousting of the Sperry & Hutchinson Co. from the State. On the retirement of Mr. Wykes and the succession of Grant Fellows as Attorney General, the latter held that the expense of conducting this litigation should be borne by the merchants of Michigan, although he gave Mr. Wykes permission to conduct the case in the name of the People of Michigan. Final arguments in the case were submitted by the attorneys of both parties two weeks ago and a decision is looked for within the next two months.

Few cases brought for adjudication in the Supreme Court have been contested more stubbornly than this case. Only a few days ago the attorneys for the Wurzburg Dry Goods Co., of Grand Rapids, and Taylor, Wolfenden & Co. filed a supplementary brief in the case, which, of course, was answered by Wykes, Dilley & Averill, who are entrusted by the merchants of Michigan with the work of sustaining the law and making it effective.

People of strong character make many enemies, but that doesn't necessarily imply that a man who has many enemies possesses a strong character.

And some of the worst cry-babies are more than 21 years of age.





**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.

#### Taxing Cleanliness.

The Democratic majority of the Ways and Means Committee of the House have proposed to solve the revenue problem, so far as it stands at present, by the extension for one year of the existing emergency stamp tax law which accordingly has been done. It is even proposed to extend it to include ready made medicines, etc.; however, this increased taxation will probably not be decided upon until after the military and naval committee of Congress have decided upon the proposed increase in the preparedness plan.

The tax has been a burden to manufacturers and it is not surprising that they have protested strongly against it. Because of its renewal and the probability that it will be made permanent it is likely that nearly all manufacturers will pass it on to the retailer. As most retailers are forced to meet cut-rate competition an increase of the price to the public is out of the question.

While motor cars and other luxuries have so far been exempt from the war tax it seems decidedly unfair to make tooth paste and other toilet articles used for personal hygiene pay this tax. Our sapient law givers declare these are luxuries. But is tooth paste a luxury? Are the numerous inhabitants of our fair land who industriously polish their molars twice or thrice daily simply victims of luxurious habits or are they consistent friends of "preparedness," guarding as they do, their system from invasion by microbic enemies at one of the chief danger points.

It should be remembered whenever the subject of the tax on toilet articles comes up again, as it will sooner or later, that the Nation which once refused to pay a tax on tea is not yet entirely converted to the automobile or Henry Fordism.

#### Keeping Frost Off Windows.

At this time of year there is apt to be a good deal of trouble about the windows frosting up, especially in the colder localities. A window

covered on the inside with frost has the same effect as a window with the curtain down, as far as its advertising value is concerned. A strenuous effort should be made to keep the glass clear. Ventilation will usually get rid of the frosting if the window is enclosed. Bore holes through the bottom of the sash to let the cold air come in and through the top of the window enclosure to let the warm air out. This will have the effect of keeping the air next the glass inside more nearly the temperature of that outside, and there will be little or no precipitation of moisture. Sometimes steam pipes are run around the glass to keep it warm enough to dry off the moisture. This requires, however, a great deal of heat in very cold weather. Rubbing the glass with a cloth saturated with alcohol or denatured alcohol will sometimes keep the moisture off for a while, but the operation has to be repeated quite frequently, and of course it does not afford a means of getting rid of the frost that is likely to cover the windows during the night. One dealer has found it successful in the case of not very large enclosed windows to fill a couple of jardinières with unslaked lime, putting artificial plants in them to make their presence less conspicuous. This lime absorbs the moisture from the air and leaves none to form upon the window glass.

#### The Early Use of Sarsaparilla.

Sarsaparilla entered into the old balsamum polychrestum of the London Pharmacopoeia, along with guaiacum and balsam of Peru, but it was speedily dropped "as affording nothing to the main intention." Decoctum sarsaparillae became official in 1788, apparently at the instance of Sir William Fordyce and a few other enthusiastic believers in its virtue in venereal complaints. The compound decoction, founded on the famous Lisbon diet drink, but without the antimony, was introduced at the same time. Fuller had long before published a formula for a simple decoction flavored with raisins and Spanish juice, but he had no great faith in it, and only gave it in compliance with common practice. Soon afterwards a simple decoction was introduced into the London Hospital Dispensary. At that time the mealy variety seems to have been in most common use with us. Alleyne, however, says of all the varieties known that probably "they have got into esteem only, as many other things have done of very little worth, by their bearing a good price and being brought a great way."

#### To Remove Acid Stains From Marble.

If the stain was made by nitric acid or any of the nitro compounds like picric acid, and the stain has penetrated to any depth it may be necessary to repolish the marble. This may be accomplished, according to Henley's Twentieth Century Book of Recipes, by rubbing it first with sand, beginning with a moderately coarse grained article and changing this twice to finer kind, after which tripoli or pumice is used. The final polish is given by the so-called putty powder (stannous binoxide). A plate of iron is generally used in applying the coarse sand; with the fine sand a leaden plate is used, and the pumice is employed in the form of a smooth surface piece of convenient size. For the final polishing coarse linen or bagging is used, wedged tightly into an iron planing tool. During all applications water is allowed to trickle over the face of the stone.

In the way of superficial cleansing agents which may be effective in the removal of acid stains of unknown character, a paste of equal parts of dried sodium carbonate, powdered pumice and chalk made into a paste with two parts of water and one part of glycerin is suggested. A paste of newly slaked lime brushed uniformly over the stain and allowed to remain for two to three days before washing it off is sometimes useful. Labarraque's solution, or Javelle water, applied a drop or two at a time and rinsed off with water is also recommended. Oxgall made into a paste with a saturated solution of sodium carbonate is one of the compounds that is occasionally advised, but we do not know on what grounds the oxgall is used unless it be in support of the sentiment that oxgall is an universal cleansing agent.

#### The Successful Clerk Service.

The clerk was discouraged. An elderly lady had just walked out of the store.

"That woman comes here every afternoon," the clerk complained. "She takes up more of my time than I can really afford to give her. When she first came here I began by humoring her. I've had to keep it up. The question that bothers me now is whether these extra services we extend to people really pay."

"You bet they do," the clerk's friend replied. "Remember this: the person who putters around a shop, talking a whole lot and gossiping with everyone that comes in, follows the same habits outside. These people are a big source of loss or gain. That woman is probably the best word-of-mouth advertiser you've got."

This advice was good. Unless he violates a settled policy of his store, no clerk can afford to give less service than the customer asks. If he does, he'll be doing himself and his employer an injury.

A woman may enter a store to buy a 10-cent package of Diamond Dye. She may take up fifteen minutes of a clerk's time finding just the right shade. The clerk would be foolish to attempt to sell the woman something that was not exactly right.

Next week the same woman may re-enter the store and leave three or four profitable prescriptions.

#### Foot Tablets.

A foot tablet that is said to be quite efficacious is made according to the following:

Exsiccated Alum .....	25 parts
Tannic Acid .....	10 parts
Powdered Orris .....	10 parts
Salicylic Acid .....	5 parts
Boric Acid .....	50 parts
Oil of Lavender, q. s. to perfume.	

Mix the powders thoroughly and incorporate the oil of lavender. Then granulate the powder, using mucilage of acacia to form into large tablets weighing about thirty grains each.

The tablets are intended to be dissolved in warm water.

Those are salad days in which the good old long green is plentiful.

## What Others Think of Us

The Rexall Store, Lowell, Mich.  
 You have certainly struck the right idea on Calendars. Since my first year's distribution of them, my customers insist on having your Calendar, and I often get orders for them from people who have moved elsewhere, who say they "cannot get along without it and do not care for any other kind." I never could see any object in paying for a Calendar advertising someone else's business when I can buy yours—a better Calendar for about the same money and advertise my own business.

Very respectfully,  
 D. G. LOOK.

If we have interested you to the extent that you desire a sample we shall be glad to forward same upon request without charge to you.

**Grand Rapids Calendar Co.**  
 Grand Rapids, Mich.

## 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*

"Makes the bone and muscle  
 That makes you want to hustle."



**Grand Rapids**  
 BREWING CO.  
 For Sale by all Wholesale Druggists









6	7	8	9	10	11
Sugar Fingers ..... 12 Sugar Crimp ..... 10 Vanilla Wafers ..... 20  Butter N B C Square ..... Boxes Seymour Round ..... 7  Soda Premium Sodas ..... 8 Saratoga Flakes ..... 13 Saltines ..... 13  Oyster Dandy, Oysters ..... 7 N B C Oysters Square ..... 7 Shell ..... 8  Sugar Wafer Specialties Adora ..... 1 00 Nabisco ..... 1 00 Nabisco ..... 1 75 Festino ..... 1 50 Festino ..... 2 50 Lorna Doone ..... 1 00 Anola ..... 1 00 Champagne Wafers ..... 2 50  Above quotations of National Biscuit Co., subject to change without notice.  CREAM TARTAR Barrels or Drums ..... 45 Boxes ..... 46 Square Cans ..... 49 Fancy Caddies ..... 54  DRIED FRUITS Apples Evapor'd Choice blk @ 09 Evapor'd Fancy pkg. California ..... 9 1/2 @ 10 1/2 Citron ..... 16 1/2 Corsican ..... 16 1/2 Currants Imported, 1 lb. pkg. 12 Imported, bulk ..... 11 1/2 Peaches Mulrs—Choice, 25lb. .... 6 1/2 Mulrs—Fancy, 25lb. .... 7 1/2 Fancy, Peeled, 25lb. .... 12  Peel Lemon, American ..... 13 1/2 Orange, American ..... 13 1/2  Raisins Cluster, 20 cartons ..... 2 25 Loose Muscatels, 4 Cr. 8 1/2 Loose Muscatels, 3 Cr. 8 1/2 L. M. Seeded, 1 lb. 8 1/2 @ 9  California Prunes 30-100 25lb. boxes @ 7 1/2 90-90 25lb. boxes @ 8 1/2 10-80 25lb. boxes @ 9 1/2 50-70 25lb. boxes @ 10 50-60 25lb. boxes @ 10 1/2 40-50 25lb. boxes @ 11  EVAPORATED MILK Red Band Brand Baby ..... 2 40 Tall ..... 3 50 5 case lots, 5c less; 10 case lots, 10c less.  FARINACEOUS GOODS Beans California Limas ..... 6 1/2 Med. Hand Picked ..... 3 75 Brown Holland ..... 3 20  Farina 25 1 lb. packages ..... 1 60 Bulk, per 100 lb. .... 4 50 Original Holland Rusk Packed 12 rolls to container 3 containers (40) rolls 3 20  Hominy Pearl, 100 lb. sack ..... 2 50 Maccaroni and Vermicelli Domestic, 10 lb. box ..... 60 Imported, 25 lb. box ..... 3 50  Pearl Barley Chester ..... 3 40 Portage ..... 4 75  Peas Green Wisconsin bu. 3 25 Split lb. .... 6 1/2  Sago East India ..... 7 German, sacks ..... 7 German, broken pkg.  Tapioca Flake, 100 lb. sacks ..... 7 Pearl, 100 lb. sacks ..... 7 Pearl, 36 pkgs. .... 2 25 Minute, 2 qts., per doz. 1 25  FISHING TACKLE 1/4 to 1 in. .... 6 1 1/2 to 2 in. .... 7 1 1/2 to 2 in. .... 9 1 1/2 to 2 in. .... 11 1 in. .... 15 1 in. .... 20  Cotton Lines No. 1, 10 feet ..... 5 No. 2, 15 feet ..... 7 No. 3, 15 feet ..... 9 No. 4, 15 feet ..... 10 No. 5, 15 feet ..... 11 No. 6, 15 feet ..... 12 No. 7, 15 feet ..... 13 No. 8, 15 feet ..... 15 No. 9, 15 feet ..... 20  Linen Lines Small ..... 20 Medium ..... 26 Large ..... 34  Poles Bamboo, 14 ft., per doz. 55 Bamboo, 16 ft., per doz. 60 Bamboo, 18 ft., per doz. 80	FLAVORING EXTRACTS Jennings D C Brand Pure Vanilla No. 1, 1/4 oz. .... 85 No. 2, 1/4 oz. .... 1 20 No. 4, 2 1/2 oz. .... 2 25 No. 3, 2 1/2 oz. Taper 2 00 2 oz. Flat ..... 2 00  Terpeness Pure Lemon No. 1, 1/4 oz. Panel ..... 75 No. 2, 1/4 oz. Panel 1 13 No. 4, 2 1/2 oz. Panel 2 00 No. 3, 2 1/2 oz. Taper 1 75 2 oz. Flat ..... 1 75  FLOUR AND FEED Grand Rapids Grain & Milling Co. Winter Wheat Purity Patent ..... 6 75 Fancy Spring ..... 7 70 Wizard Graham ..... 6 50 Wizard, Gran. Meal ..... 4 80 Wizard Buckw't cwt. 3 50 Rye ..... 6 00  Valley City Milling Co. Lily White ..... 7 25 Light Loaf ..... 6 85 Graham ..... 3 00 Granena Health ..... 3 10 Gran. Meal ..... 2 35 Bolted Meal ..... 2 25  Voigt Milling Co. Voigt's Crescent ..... 7 25 Voigt's Royal ..... 7 65 Voigt's Flour ..... 7 25 Voigt's Hygienic Graham ..... 6 10 Watson-Higgins Milling Co. Perfection ..... 7 10 Tip Top Flour ..... 6 60 Golden Sheaf Flour ..... 6 90 Kern's Success ..... 7 40 Marshall Best Flour 7 20  Worden Grocer Co. Quaker, paper ..... 6 50 Quaker, cloth ..... 6 60  Kansas Hard Wheat Voigt Milling Co. Calla Lily ..... 7 50  Worden Grocer Co. American Eagle, 1/2 s 7 00 American Eagle, 1/4 s 6 90 American Eagle, 1/8 s 6 80  Spring Wheat Roy Baker Mazeppa ..... 6 10 Golden Horn bakers ..... 7 00 Wisconsin Rye ..... 5 70 Bohemian Rye ..... 6 10  Judson Grocer Co. Ceresota, 1/2 s ..... 8 30 Ceresota, 1/4 s ..... 8 20 Ceresota, 1/8 s ..... 8 10  Voigt Milling Co. Columbian ..... 7 50  Worden Grocer Co. Wingold, 1/2 s cloth ..... 7 70 Wingold, 1/4 s cloth ..... 7 60 Wingold, 1/8 s cloth ..... 7 30 Wingold, 1/2 s paper ..... 7 50 Wingold, 1/4 s paper ..... 7 30  Meal Bolted ..... 4 60 Golden Granulated ..... 4 80  Wheat Red ..... 1 28 White ..... 1 23  Oats Michigan carlots ..... 52 Less than carlots ..... 54  Corn Carlots ..... 80 Less than carlots ..... 82  Hay Carlots ..... 16 00 Less than carlots ..... 18 00  Feed Street Car Feed ..... 32 00 No. 1 Corn & Oat Fd 32 00 Cracked Corn ..... 32 00 Coarse Corn Meal ..... 32 00  FRUIT JARS Mason, pts., per gro. 4 65 Mason, qts., per gro. 5 00 Mason, 1/2 gal. per gro. 7 40 Mason, can tops, gro. 2 25  GELATINE Cox's, 1 doz. large ..... 1 45 Cox's, 1 doz. small ..... 90 Knox's Sparkling, doz. 1 25 Knox's Sparkling, gr. 14 00 Knox's Acid'd doz. .... 1 25 Minute, 2 qts., doz. .... 1 10 Minute, 2 qts., 3 doz. 3 25 Nelson's ..... 1 50 Oxford ..... 75 Plymouth Rock, Phos. 1 25 Plymouth Rock, Plain 90  GRAIN BAGS Broad Gauge ..... 18 Amoskeag ..... 19  Herbs Sage ..... 15 Hops ..... 15 Laurel Leaves ..... 15 Senna Leaves ..... 25  HIDES AND PELTS Hides Green, No. 1 ..... 15 Green, No. 2 ..... 14 Cured, No. 1 ..... 17 Cured, No. 2 ..... 16 Calfskin, green, No. 1 15 Calfskin, green, No. 2 13 1/2 Calfskin, cured, No. 1 17 Calfskin, cured, No. 2 15 1/2  Pelts Old Wool ..... 60 @ 1 25 Lambs ..... 50 @ 1 00 Shearlings ..... 30 @ 75	Tallow No. 1 ..... @ 5 No. 2 ..... @ 4  Wool Unwashed, med. @ 24 Unwashed, fine ..... @ 20  HORSE RADISH Per doz. .... 90  Jelly 5lb. pails, per doz. .... 2 30 15lb. pails, per pail ..... 70 30lb. pails, per pail ..... 1 25  ICE CREAM Piper Ice Cream Co. Brands Bulk, any flavor ..... 60 Extra Fancy, any flavor 65 Brick, Plain ..... 1 00 Brick, Fancy ..... 1 20  JELLY GLASSES 1/4 pt. in bbls., per doz. 15 1/2 pt. in bbls., per doz. 16 8 oz. capped in bbls., per doz. .... 18  MAPLEINE 2 oz. bottles, per doz. 3 00 1 oz. bottles, per doz. 1 75 16 oz. bottles, per dz. 18 00 32 oz. bottles, per dz. 30 00  MINCE MEAT Per case ..... 2 85  MOLASSES New Orleans Fancy Open Kettle ..... 42 Choice ..... 35 Good ..... 27 Stock ..... 23  Half barrels 2c extra Red Hen, No. 2 1/2 ..... 1 75 Red Hen, No. 5 ..... 1 75 Red Hen, No. 10 ..... 1 65  MUSTARD 1/2 lb. 6 lb. box ..... 16  OLIVES Bulk, 1 gal. kegs 1 10 @ 1 20 Bulk, 2 gal. kegs 1 05 @ 1 15 Bulk, 5 gal. kegs 1 00 @ 1 10 Stuffed, 5 oz. .... 90 Stuffed, 8 oz. .... 1 25 Stuffed, 14 oz. .... 2 25 Pitted (not stuffed) ..... 2 25 14 oz. .... 2 25 Manzanilla, 8 oz. .... 90 Lunch, 10 oz. .... 1 35 Lunch, 15 oz. .... 2 25 Queen, Mammoth, 19 oz. .... 4 25 Queen, Mammoth, 28 oz. .... 5 75 Olive Chow, 2 doz. cs. .... 2 25  PEANUT BUTTER Bel-Car-Mo Brand 24 lb. fibre pails ..... 09 1/2 14 lb. fibre pails ..... 10 23 oz. jars, 1 doz. .... 2 30 2 lb. tin pails, 1 doz. 3 00 7 oz. jars, 2 doz. .... 1 80  PETROLEUM PRODUCTS Iron Barrels Perfection ..... 8 Red Crown Gasoline ..... 27 9 Gas Machine Gasoline 27 9 V M & P Naphtha ..... 17 5 Capitol Cylinder ..... 29 9 Atlantic Red Engine 13 9 Summer Black ..... 7 7 Polarine ..... 29 9  PICKLES Medium Barrels, 1,200 count ..... 7 50 Half bbls., 600 count 4 25 5 gallon kegs ..... 1 90  Small Barrels ..... 9 50 Half barrels ..... 5 00 5 gallon kegs ..... 2 25  Gherkins Barrels ..... 13 00 Half barrels ..... 6 25 5 gallon kegs ..... 2 50  Sweet Small Barrels ..... 16 00 Half barrels ..... 8 50 5 gallon kegs ..... 3 20  PIPES Clay, No. 216, per box 1 75 Clay, T. D. full count 60 Cob ..... 90  PLAYING CARDS No. 90, Steamboat ..... 75 No. 15, Rival assorted 1 25 No. 20, Rover, enam'd 1 50 No. 572, Special ..... 1 75 No. 98 Golf, Satin fin. 2 00 No. 808, Bicycle ..... 2 00 No. 632 Tour'n't whist 2 25  POTASH Babbitt's, 2 doz. .... 1 75  PROVISIONS Barbeled Pork Clear Barck ..... 22 00 @ 23 00 Short Cut Clr 20 00 @ 21 00 Bean ..... 15 50 @ 16 00 Brisket, Clear 24 00 @ 25 00 Pig Clear Family ..... 26 00  Dry Salt Meats S P Bellies ..... 14 1/2 @ 15  Lard Pure in tierces 11 1/2 @ 12 Compound Lard 11 @ 11 1/2 80 lb. tubs ..... advance 1/2 60 lb. tubs ..... advance 1/4 50 lb. tubs ..... advance 1/4 20 lb. pails ..... advance 1/2 10 lb. pails ..... advance 1/2 5 lb. pails ..... advance 1 3 lb. pails ..... advance 1	Smoked Meats Hams, 14-16 lb. .... 16 @ 16 1/2 Hams, 16-18 lb. .... 15 1/2 @ 16 Hams, 18-20 lb. .... 17 @ 18 Ham, dried beef sets ..... 29 @ 30 California Hams 11 @ 11 1/2 Picnic Boiled Hams ..... 19 1/2 @ 20 Boiled Hams ..... 25 1/2 @ 26 Minced Ham ..... 12 @ 12 1/2 Bacon ..... 15 @ 25  Sausages Bologna ..... 10 1/2 @ 11 Liver ..... 9 1/2 @ 10 Frankfort ..... 12 @ 12 1/2 Pork ..... 11 @ 12 Veal ..... 11 Tongue ..... 11 Headcheese ..... 10  Beef Boneless ..... 20 00 @ 20 50 Rump, new ..... 24 50 @ 25 00  Pig's Feet 1/4 bbls. .... 1 00 3/4 bbls., 40 lbs. .... 2 00 1/2 bbls. .... 4 25 1 bbl. .... 8 50  Tripe Kits, 15 lbs. .... 90 14 bbls., 40 lbs. .... 1 60 1/2 bbls., 80 lbs. .... 3 00  Casings Hogs, per lb. .... 35 Beef, rounds, set ..... 19 @ 20 Beef, middles, set ..... 85 @ 90 Sheep ..... 1 15 @ 1 35  Uncolored Butterine Solid Dairy ..... 12 1/2 @ 14 1/2 Country Rolls ..... 13 @ 14 1/2  Canned Meats Corned Beef, 2 lb. .... 4 50 Corned Beef, 1 lb. .... 2 40 Roast Beef, 2 lb. .... 4 50 Roast Beef, 1 lb. .... 2 40 Potted Meat, Ham Flavor, 1/2 s ..... 48 Potted Meat, Ham Flavor, 1/2 s ..... 90 Deviled Meat, Ham Flavor, 1/2 s ..... 48 Deviled Meat, Ham Flavor, 1/2 s ..... 90 Potted Tongue, 1/2 s ..... 48 Potted Tongue, 1/2 s ..... 90  RICE Fancy ..... 7 @ 7 1/2 Japan Style ..... 5 @ 5 1/2 Broken ..... 3 1/2 @ 4  ROLLED OATS Rolled Avena, bbls. 6 00 Steel Cut, 100 lb. sks. 3 10 Monarch, bbls. .... 5 75 Monarch, 90 lb. sks. .... 2 88 Quaker, 18 Regular ..... 1 45 Quaker, 20 Family ..... 4 50  SALAD DRESSING Columbia, 1/2 pint ..... 2 25 Columbia 1 pint ..... 4 00 Durkee's, large, 1 doz. 4 50 Durkee's small, 2 doz. 5 25 Snider's large, 1 doz. 2 35 Snider's small, 2 doz. 1 35  SALERATUS Packed 60 lbs. in box Arm and Hammer ..... 3 00 Wyandotte, 100 1/2 s ..... 3 00  SAL SODA Granulated, bbls. .... 1 00 Granulated, 100 lbs. cs. 1 10 Granulated, 36 pkgs. .... 1 25  SALT Common Grades 100 3 lb. sacks ..... 2 60 70 4 lb. sacks ..... 2 40 60 5 lb. sacks ..... 2 40 28 10 lb. sacks ..... 2 25 56 lb. sacks ..... 40 28 lb. sacks ..... 20  Warsaw 56 lb. sacks ..... 26 28 lb. dairy in drill bags 20  Solar Rock 56 lb. sacks ..... 26  Common Granulated, Fine ..... 1 10 Medium, Fine ..... 1 15  SALT FISH Cod Large, whole ..... @ 7 1/2 Small, whole ..... @ 7 Strips or bricks ..... 9 @ 13 Pollock ..... @ 5 1/2  Smoked Salmon Strips ..... 9  Halibut Strips ..... 18 Chunks ..... 19  Holland Herring Y. M. wh. hoop bbls. Y. M. wh. hoop 1/2 bbls. Y. M. wh. hoop kegs Y. M. wh. hoop Milchers  Standard, bbls. Standard, 1/2 bbls. Standard, kegs ..... 95  Trout No. 1, 100 lbs. .... 7 50 No. 1, 40 lbs. .... 2 25 No. 1, 10 lbs. .... 90 No. 1, 2 lbs. .... 75	Mackerel Mess, 100 lbs. .... 15 50 Mess, 40 lbs. .... 6 75 Mess, 10 lbs. .... 1 75 Mess, 8 lbs. .... 1 50 No. 1, 100 lbs. .... 14 50 No. 1, 40 lbs. .... 6 50 No. 1, 10 lbs. .... 1 65  Lake Herring 100 lbs. .... 4 00 40 lbs. .... 2 35 10 lbs. .... 58 8 lbs. .... 54  SEEDS Anise ..... 18 Canary, Smyrna ..... 8 Caraway ..... 18 Cardamon, Malabar 20 Celery ..... 45 Hemp, Russian ..... 6 1/2 Mixed Bird ..... 9 Mustard, white ..... 16 Poppy ..... 30 Rape ..... 10  SHOE BLACKING Handy Box, large 3 dz. 3 50 Handy Box, small ..... 1 25 Bixby's Royal Polish 85 Miller's Crown Polish 85  SNUFF Scotch, in bladders ..... 37 Maccaboy, in jars ..... 43 French Rapple in jars 43  SODA Boxes, English ..... 5 1/2 Kegs, English ..... 4 1/2  SPICES Whole Spices Allspice, Jamaica ..... 9 @ 10 Allspice, lg Garden 11 Cloves, Zanzibar ..... @ 24 Cassia, Canton ..... 14 @ 15 Cassia, 5c pkg. dz. @ 25 Ginger, African ..... @ 9 1/2 Ginger, Cochon ..... @ 14 1/2 Mace, Penang ..... @ 70 Mixed, No. 1 ..... @ 17 Mixed, No. 2 ..... @ 16 Mixed, 5c pkgs. dz. @ 45 Nutmegs, 70-180 ..... @ 30 Nutmegs, 105-110 ..... @ 25 Pepper, Black ..... @ 16 Pepper, White ..... @ 25 Pepper, Cayenne ..... @ 22 Paprika, Hungarian Pure Ground in Bulk Allspice, Jamaica ..... @ 12 Cloves, Zanzibar ..... @ 28 Cassia, Canton ..... @ 22 Ginger, African ..... @ 18 Mace, Penang ..... @ 75 Nutmegs ..... @ 35 Pepper, Black ..... @ 19 Pepper, White ..... @ 32 Pepper, Cayenne ..... @ 25 Paprika, Hungarian ..... @ 45  STARCH Corn Kingsford, 40 lbs. .... 7 1/2 Muzzy, 20 1lb. pkgs. .... 5 1/2 Kingsford Silver Gloss, 40 1lb. .... 7 1/2 Muzzy, 40 1lb. pkgs. .... 5 Gloss Argo, 24 5c pkgs. .... 90 Silver Gloss, 16 3lbs. .... 6 1/2 Silver Gloss, 12 6lbs. 8 1/2  Muzzy 48 1lb. packages ..... 5 16 3lb. packages ..... 4 1/2 12 6lb. packages ..... 6 50lb. boxes ..... 3 1/2  SYRUPS Corn Barrels ..... 28 Half barrels ..... 30 Blue Karo, No. 1 1/2 4 doz. .... 3 45 Blue Karo, No. 2, 2 dz. 1 95 doz. .... 2 35 Blue Karo, No. 5, 1 dz. 2 30 Blue Karo, No. 10, 1/2 doz. .... 2 20 Red Karo, No. 1 1/2 4 doz. .... 3 80 Red Karo, No. 2, 2 dz. 2 30 Red Karo, No. 2 1/2, 2 dz. 2 75 Red Karo, No. 5, 1 dz. 2 70 Red Karo, No. 10 1/2 doz. .... 2 60  Pure Cane Fair ..... 16 Good ..... 20 Choice ..... 25 Folger's Grape Punch Quarts, doz. case ..... 6 00  TABLE SAUCES Halford, large ..... 3 75 Halford, small ..... 2 25  TEA Uncolored Japan Medium ..... 20 @ 25 Choice ..... 28 @ 33 Fancy ..... 36 @ 45 Basket-fired Med'm 38 @ 45 Basket-fired Choice 38 @ 45 No. 1 Nibs ..... 30 @ 32 Siftings, bulk ..... 9 @ 10 Siftings, 1 lb. pkgs. 12 @ 14  Gunpowder Moyune, Medium ..... 28 @ 33 Moyune, Choice ..... 35 @ 40 Moyune, Fancy ..... 50 @ 60 Ping Suey, Medium 25 @ 30 Ping Suey, Choice 35 @ 40 Ping Suey, Fancy ..... 45 @ 50  Young Hyson Choice ..... 28 @ 30 Fancy ..... 45 @ 50	Oleng Formosa, Medium ..... 25 @ 28 Formosa, Choice ..... 32 @ 35 Formosa, Fancy ..... 50 @ 60  English Breakfast Congou, Medium ..... 25 @ 30 Congou, Choice ..... 30 @ 35 Congou, Fancy ..... 40 @ 40 Congou, Ex. Fancy 60 @ 60  Ceylon Pekoe, Medium ..... 28 @ 30 Dr. Pekoe, Choice ..... 30 @ 35 Flowery O. P. Fancy 40 @ 50  TOBACCO Fine Cut Blot ..... 1 45 Bugle, 16 oz. .... 3 84 Bugle, 10c ..... 11 00 Dan Patch, 8 and 16 oz. 32 Dan Patch, 4 oz. .... 11 52 Dan Patch, 2 oz. .... 5 74 Fast Mail, 16 oz. .... 7 80 Hawatha, 16 oz. .... 60 Hawatha, 5c ..... 5 40



## SPECIAL PRICE CURRENT

12

Smoking	
All Leaf, 2 1/2 & 7 oz.	30
BB, 3 1/2 oz.	6 00
BB, 7 oz.	12 00
BB, 14 oz.	24 00
Bagdad, 10c tins	11 52
Badger, 3 oz.	5 04
Badger, 7 oz.	11 52
Banner, 5c	5 76
Banner, 20c	1 60
Banner, 40c	3 20
Belwood, Mixture, 10c	9 4
Big Chief, 2 1/2 oz.	6 00
Big Chief, 16 oz.	30
Bull Durham, 5c	5 85
Bull Durham, 10c	11 52
Bull Durham, 15c	17 28
Bull Durham, 8 oz.	3 60
Bull Durham, 16 oz.	6 72
Buck Horn, 5c	5 76
Buck Horn, 10c	11 52
Briar Pipe, 5c	5 76
Briar Pipe, 10c	11 52
Black Swan, 15c	5 76
Bob White, 5c	6 00
Brotherhood, 5c	6 00
Brotherhood, 10c	11 52
Brotherhood, 16 oz.	5 05
Carnival, 5c	5 70
Carnival, 1/2 oz.	39
Carnival, 16 oz.	40
Cigar Clipg, Johnson	30
Cigar Clipg, Seymour	30
Identity, 3 and 16 oz.	30
Darby Cigar Cuttings	4 50
Continental Cubes, 10c	9 4
Corn Cake, 14 oz.	2 55
Corn Cake, 7 oz.	1 45
Corn Cake, 5c	5 76
Cream, 50c pails	4 70
Cuban Star, 5c foil	5 76
Cuban Star, 16 oz. pls	5 72
Chips, 10c	10 30
Dills Best, 1 1/2 oz.	79
Dills Best, 3 1/2 oz.	77
Dills Best, 16 oz.	73
Dixie Kid, 5c	48
Duke's Mixture, 5c	5 76
Duke's Mixture, 10c	11 52
Duke's Cameo, 5c	5 76
Drum, 5c	5 76
F. F. A., 4 oz.	5 04
F. F. A., 7 oz.	11 52
Fashion, 5c	6 00
Fashion, 16 oz.	5 28
Five Bros., 5c	5 76
Five Bros., 10c	10 53
Five cent cut Plg.	29
F O B 10c	11 52
Four Roses, 10c	96
Full Dress, 1 1/2 oz.	72
Glad Hand, 5c	48
Gold Block, 10c	12 00
Gold Star, 50c pail	4 60
Gail & Ax Navy, 5c	5 76
Growler, 5c	42
Growler, 10c	94
Growler, 20c	1 85
Giant, 5c	5 76
Giant, 40c	3 72
Hand Made, 2 1/2 oz.	50
Hazel Nut, 5c	5 76
Honey Dew, 10c	12 00
Hunting, 5c	38
I X L, 5c	6 10
I X L, in pails	3 90
Just Suits, 5c	6 00
Just Suits, 10c	12 00
Kiln Dried, 25c	2 45
King Bird, 7 oz.	2 16
King Bird, 10c	11 52
King Bird, 5c	5 76
La Turka, 5c	5 76
Little Giant, 1 lb.	28
Lucky Strike, 10c	96
Le Redo, 3 oz.	10 80
Le Redo, 8 & 16 oz.	35
Myrtle Navy, 10c	11 52
Myrtle Navy, 5c	5 76
Maryland Club, 5c	50
Mayflower, 5c	5 76
Mayflower, 10c	96
Mayflower, 20c	1 92
Nigger Hair, 5c	6 00
Nigger Hair, 10c	10 70
Nigger Hair, 5c	5 40
Nigger Head, 10c	10 56
Noon Hour, 5c	48
Old Colony, 1-12 gro.	11 52
Old Mill, 5c	5 76
Old English Crve 1 1/2 oz.	5 76
Old Crop, 5c	5 76
Old Crop, 25c	20
P. S., 8 oz. 30 lb. cs.	19
P. S., 3 oz., per gro.	5 70
Pat Hand, 1 oz.	63
Patterson Seal, 1 1/2 oz.	48
Patterson Seal, 3 oz.	96
Patterson Seal, 16 oz.	5 00
Peerless, 5c	5 76
Peerless, 10c cloth	11 52
Peerless, 10c paper	10 80
Peerless, 20c	2 04
Peerless, 40c	4 08
Plaza, 2 gro. case	5 76
Plow Boy, 5c	5 76
Plow Boy, 10c	11 40
Plow Boy, 14 oz.	4 70
Pedro, 10c	11 93
Pride of Virginia, 1 1/2	77
Pilot, 5c	5 76
Pilot, 14 oz. doz.	2 10
Prince Albert, 5c	48
Prince Albert, 10c	96
Prince Albert, 8 oz.	3 84
Prince Albert, 16 oz.	7 44

13

Queen Quality, 5c	48
Rob Roy, 5c foil	5 76
Rob Roy, 10c gross	10 52
Rob Roy, 25c doz.	2 10
Rob Roy, 50c doz.	4 10
S. & M., 5c gross	5 76
S. & M., 14 oz., doz.	3 20
Soldier Boy, 5c gross	5 76
Soldier Boy, 10c	10 50
Pilot, 7 oz. doz.	1 05
Soldier Boy, 1 lb.	4 75
Sweet Lotus, 5c	5 76
Sweet Lotus, 10c	11 52
Sweet Lotus, per doz.	4 60
Sweet Rose, 2 1/2 oz.	30
Sweet Tip Top, 5c	50
Sweet Tip Top, 10c	1 00
Sweet Tips, 1/2 gro.	10 08
Sun Cured, 10c	98
Summer Time, 5c	5 76
Summer Time, 7 oz.	1 65
Summer Time, 14 oz.	3 50
Standard, 5c foil	5 76
Standard, 10c paper	8 64
Seal N. C. 1 1/2 cut plug	70
Seal N. C. 1 1/2 Gran.	63
Three Feathers, 1 oz.	48
Three Feathers, 10c	11 52
Three Feathers and	
Pipe combination	2 25
Tom & Jerry, 14 oz.	3 60
Tom & Jerry, 7 oz.	1 80
Tom & Jerry, 3 oz.	76
Trout Line, 5c	5 90
Trout Line, 10c	11 00
Turkish, Patrol, 2-9	5 76
Tuxedo, 1 oz. bags	48
Tuxedo, 2 oz. tins	96
Tuxedo, 20c	1 90
Tuxedo, 50c tins	7 45
War Path, 5c	6 00
War Path, 20c	1 60
Wave Line, 3 oz.	40
Wave Line, 16 oz.	40
Way up, 2 1/2 oz.	5 75
Way up, 16 oz. pails	31
Wild Fruit, 5c	5 76
Wild Fruit, 10c	11 52
Yum Yum, 5c	5 76
Yum Yum, 10c	11 52
Yum Yum, 1 lb. doz.	4 80

## TWINE

Cotton 3 ply	23
Cotton 4 ply	23
Jute, 2 ply	14
Hemp, 6 ply	13
Flax, medium	24
Wool, 1 lb. bales	10 1/2

## VINEGAR

White Wine, 40 grain	8 1/2
White Wine, 80 grain	11 1/2
White Wine, 100 grain	13
Oakland Vinegar & Pickle	
Co's Brands	
Highland apple cider	20
Oakland apple cider	16
State Seal sugar	14
Oakland white pickling	10
Packages free.	

## WICKING

No. 0, per gross	35
No. 1, per gross	45
No. 2, per gross	55
No. 3, per gross	80

## WOODENWARE

Baskets	
Bushels	1 00
Bushels, wide band	1 15
Market	40
Splint, large	4 00
Splint, medium	3 59
Splint, small	3 00
Willow, Clothes, large	8 00
Willow, Clothes, small	6 25
Willow, Clothes, me'm	7 25
Butter Plates	
Ovals	
1/4 lb., 250 in crate	35
1/2 lb., 250 in crate	35
1 lb., 250 in crate	40
2 lb., 250 in crate	50
3 lb., 250 in crate	70
5 lb., 250 in crate	90
Wire End	
1 lb., 250 in crate	35
2 lb., 250 in crate	45
3 lb., 250 in crate	55
5 lb., 20 in crate	65
Churns	
Barrel, 5 gal., each	2 40
Barrel, 10 gal., each	2 55
Clothes Pins	
Round Head	
4 1/2 inch, 5 gross	60
Cartons, 20 2 1/2 doz. bxs	65
Egg Crates and Fillers	
Humpty Dumpty, 12 dz.	20
No. 1 complete	40
No. 2, complete	28
Case No. 2, fillers, 15	
sets	1 85
Case, medium, 12 sets	1 15
Faucets	
Cork lined, 3 in.	70
Cork lined, 9 in.	80
Cork lined, 10 in.	90

14

Mop Sticks	
Trojan spring	90
Eclipse patent spring	85
No. 1 common	80
No. 2, pat. brush holder	85
Ideal No. 7	85
12lb. cotton mop heads	1 30
Pails	
10 qt. Galvanized	2 40
12 qt. Galvanized	2 60
14 qt. Galvanized	2 85
Fibre	70
Toothpicks	
Birch, 100 packages	2 00
Ideal	85
Traps	
Mouse, wood, 2 holes	22
Mouse, wood 4 holes	45
10 qt. Galvanized	1 55
12 qt. Galvanized	1 70
14 qt. Galvanized	1 90
Mouse, wood, 5 holes	70
Mouse, tin, 5 holes	65
Rat, wood	80
Rat, spring	75
Tubs	
No. 1 Fibre	16 50
No. 2 Fibre	15 00
No. 3 Fibre	13 50
Large Galvanized	8 25
Medium Galvanized	7 25
Small Galvanized	6 25
Washboards	
Banner, Globe	3 25
Brass, Single	4 75
Glass, Single	3 60
Double Peerless	3 60
Single Peerless	5 90
Northern Queen	4 75
Double Duplex	4 25
Good Enough	4 50
Universal	4 50
Window Cleaners	
12 in.	1 65
14 in.	1 85
16 in.	2 30
Wood Bowls	
13 in. Butter	1 75
15 in. Butter	2 50
17 in. Butter	4 75
19 in. Butter	7 50
WRAPPING PAPER	
Common Straw	2
Fibre Manila, white	3
Fibre Manila, colored	4
No. 1 Manila	4
Cream Manila	3
Butchers' Manila	2 1/2
Wax Butter, short cut	10
Wax Butter, full cut	15
Wax Butter, rolls	12
YEAST CAKE	
Magic, 3 doz.	1 15
Sunlight, 3 doz.	1 00
Sunlight, 1 1/2 doz.	50
Yeast Foam, 3 doz.	1 15
Yeast Foam, 1 1/2 doz.	85
AXLE GREASE	
MICA AXLE GREASE	
1 lb. boxes, per gross	5 70
3 lb. boxes, per gross	22 10
TELFER'S COFFEE	
MADE IN DETROIT USA	
Jamo, 1 lb. tin	31
Eden, 1 lb. tin	27
Belle Isle, 1 lb. pkg.	27
Bismarck, 1 lb. pkg.	24
Vera, 1 lb. pkg.	23
Koran, 1 lb. pkg.	22
Telfer's Quality 25	19
Moson	18
Quality, 20	16
W. J. G. Tea	37
Cherry Blossom Tea	37
Telfer's Ceylon	40
CHARCOAL	
Car lots or local shipments, bulk or sacked in paper or jute. Poultry and stock charcoal.	
M. O. DEWEY CO., Jackson, Mich.	

15

BAKING POWDER  
K. C.

10c, 4 doz. in case	85
15c, 4 doz. in case	1 25
25c, 4 doz. in case	2 00
50c, 2 doz. plain top	4 00
80c, 1 doz. plain top	6 50
10 lb. 1/2 dz., pln top	13 00
All cases sold F. O. B. jobbing point.	
Special Deal No. 1.	
12 doz. 10c, 12 doz. 15c.	
12 doz. 25c	49 20
Barrel Deal No. 2.	
3 doz. each 10, 15 and 25c	32 80
With 4 dozen 10c free.	
3/4 Barrel Deal No. 3.	
6 doz. each, 10, 15 and 25c	24 60
With 3 dozen 10c free.	
Half-Barrel Deal No. 3.	
4 doz. each, 10, 15 and 25c	16 40
With 2 doz. 10c free.	
All barrels sold F. O. B. Chicago.	

## Royal

10c size	90
1/4 lb cans	1 35
6 oz cans	1 90
1/2 lb cans	2 50
3/4 lb cans	3 75
1 lb cans	4 80
3 lb cans	13 00
5 lb cans	21 50

## CIGARS

Johnson Cigar Co.'s Brand	
Dutch Masters Club	70 00
Dutch Masters, Inv.	70 00
Dutch Masters, Pan.	70 00
Dutch Master Grande	68 00
Little Dutch Masters	
(300 lots)	10 00
Gee Jay (300 lots)	10 00
El Portana	33 00
S. C. W.	32 00

Worden Grocer Co. Brands  
Canadian Club

Londres, 50s, wood	35
Londres, 25s tins	35
Londres, 300 lots	10

COFFEE  
OLD MASTER COFFEE

Old Master Coffee	31
San Marto Coffee	

## FITZPATRICK BROTHERS' SOAP CHIPS

White City (Dish Washing)	
Tip Top (Caustic)	
No. 1 Laundry Dry	
Palm Pure Soap Dry	

## FOOTE &amp; JENKS' Killarney (REGISTERED) Ginger Ale

(CONTAINS NO CAPSICUM)

An Agreeable Beverage of the CORRECT Belfast Type.

Supplied to Dealers, Hotels, Clubs and Families in Bottles Having Registered Trade-Mark Crowns

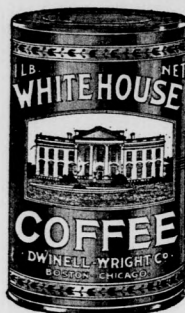
A Partial List of Authorized Bottlers: A. L. JOYCE &amp; SON, Grand Rapids and Traverse City, Mich.; KALAMAZOO BOTTLING CO., Kalamazoo, Mich.; KILLARNEY BOTTLING CO., Jackson, Mich.

## 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

16

Roasted  
Dwinnell-Wright Brands

White House, 1 lb.	
White House, 2 lb.	
Excelsior, Blend, 1 lb.	
Excelsior, Blend, 2 lb.	
Tip Top Bland, 1 lb.	
Royal Blend	
Royal High Grade	
Superior Blend	
Distributed by Judson	
Grocer Co., Grand Rapids;	
Lee & Cady, Detroit; Lee	
& Cady, Kalamazoo; Lee	
& Cady, Saginaw; Bay	
City Grocer Company, Bay	
City; Brown, Davis &	
Warner, Jackson; Gods-	
mark, Durand & Co., Bat-	
tle Creek; Fielbach Co.,	
Toledo.	

Royal Garden Tea, pkgs. 40  
THE BOUR CO.,  
TOLEDO, OHIO.SOAP  
Lautz Bros. & Co.

Acme, 70 bars	3 05
Acme, 100 cakes, 5c sz	3 75
Acorn, 120 cakes	2 40
Cotton Oil, 100 cakes	6 00
Cream Borax, 100 cks	3 90
Circus, 100 cakes 5c sz	3 75



# 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—Stock and fixtures of the G. W. Bangs store, Lowell, Michigan. Enquire Judson Grocer Company.** 812

**No Contract—I don't use any contract. I sell your goods and get the price you want. You can stop the sale any time you wish. I conduct any kind of a sale you want. Write for references and information. W. D. Hamilton, Galesburg, Illinois.** 804

**List your business propositions with us. Also farm and residence property for quick sale. Michigan Real Estate Co., Jackson, Michigan.** 788

**For Sale—Feed store doing a good business on railroad in town of 1,000. Handled 24 cars of feed since last March. Address No. 805, care Tradesman.** 805

**For Sale—Stock of groceries, meats and notions in suburbs of Kalamazoo, doing a good business. Reason for selling have a farm that requires my attention and can not do justice to both. Will bear fullest investigation. Address No. 806, care Michigan Tradesman.** 806

**Business opportunity, best opening in State for furniture and undertaking business. Large farming territory. Box 64, R. F. D. No. 4, Capac, Michigan.** 807

**For Sale—Garage; an AI investment; other business reason for selling. Write or phone, R. J. Glover, Fowlerville, Michigan.** 808

**Auctioneer: Merchandise and real estate auctioneering is my specialty. Magnus Wanger, Hartland, Minnesota.** 809

**Wanted—Three Globe-Wernicke cabinets, style R323, drawers 9 1/2 inches wide, 11 1/2 inches high and 20 1/2 inches deep. Address C. Chandler, 4 Cushing St., Providence, R. I.** 798

**For Sale—Private bank in thriving Northern Michigan town. Capital and surplus \$5,200, doing good business. Reason for selling other interest elsewhere demanding immediate attention. Address No. 799, care Tradesman.** 799

**For Rent—Two-story and basement store building corner Monroe avenue and Dale street, Grand Rapids. Store 22 x 50, heated by furnace. Desirable living rooms overhead. Suitable for grocery or general store. E. J. Bates, 1308 Sigsbee St., Grand Rapids.** 800

**For Sale—\$2,500 stock of dry goods at 65c on the dollar, spot cash. Address No. 801, care Tradesman.** 801

**For Sale—Grocery and market over \$100 per day cash business. Rent \$40, includes seven room flat. Inventory about \$2,500. Half cash. Get busy if you want this. Flint Realty Co., 419 Dryden Bldg., Flint, Michigan.** 802

**For Sale—In Centerville, Michigan, county seat of St. Joseph county, stock groceries and notions \$7,500. Business established 38 years. Modern building 25 x 80; warehouse 20 x 40. Good school, 4 churches, knitting mill, electric light and water works. A going business and a money maker. Am selling out because have been 50 years behind the counter and want a rest. Pay anybody's expenses both ways if don't find as represented. H. J. Hammon, Centerville, St. Joseph County, Michigan.** 803

**A financially responsible party is seeking a hardware business located in the Central States in a city of 3,000 or more. Would invest \$10,000 or more and desires to deal only with principals. It will require a live going business, where tangible evidence will show that condition, to interest him. If you can meet these requirements send full description to Hiram W. Joseph, Allegan, Michigan.** 810

**For Sale—Well established coal, feed and implement business. Address No. 811, care Tradesman.** 811

**Wanted country store stock up to \$2,500. Cash and Mason county land pay for same. Box 57, Gwinn, Mich.** 796

**For Sale—Coffee roasting outfit, comprising four half bag roasters, one cooler and stoner, one complete smoke suction outfit, one granulating coffee mill and one pulverizer. Reason for selling, must have machines of larger capacity. Coffee Ranch, Grand Rapids.** 797

**Excellent location for wall paper and paint store. Living rooms in connection. Low rent. Good opportunity for decorator whose wife could attend store. Write for full particulars. Address "Paper-store," care Tradesman.** 795

**For Sale—Only bakery in town. Fine opportunity. Good location. Right price. Address No. 793, care Tradesman.** 793

**For Sale—Flour and feed mill with buckwheat run. Fine surrounding farming community. Good established trade. Everything good shape. Electric power. For further information enquire Robert Kellogg, Olivet, Michigan.** 794

**For Sale—Well established plumbing and heating business; good paying locality. Object selling, going on farm. Lock Box 209, Bloomington, Ill.** 792

**Sale or Exchange—Improved farm, 120 acres 1 1/2 miles from Hersey, Osceola County, Michigan. Good buildings, well watered, rich soil. Will take as part payment stock merchandise to \$4,000. Templeton & Alsbaugh, Canton, Ohio.** 791

**For Exchange—I will trade general merchandise for a good National cash register, and a good computing scale. A. L. Redman, Olney, Illinois.** 783

**For Sale—A first-class meat, fruit and vegetable market in a good town. Reason for selling, other business. For particulars address No. 784, care Michigan Tradesman.** 784

**Modern Store For Sale—Business of more than \$700 per week, mostly cash. Two large mines running near. Dairy section near coast. Brick building; cheap rent; invoice \$10,000. Owner has other interests. W. M. Lyons, Cambria, California.** 785

**For Sale—120 electric portable boat propellers, highest workmanship and material. Can be applied to any boat in a moment. A good business opportunity for profit. Write Box 203, Menomonie, Wisconsin.** 786

**A land investment of \$15,000; another of \$50,000. Both exceptional opportunities for profit to buyer; part purchase pay deferred if desired. Address Box 203, Menomonie, Wisconsin.** 787

**For Sale—Immediate delivery, one Barnhart log loader. G. W. Campbell, Marlinton, West Virginia.** 779

**For Sale—Clean stock general merchandise. Invoice about \$3,500. Country town near big and rapidly growing summer resort Oakland county. A \$10,000 trade now and can easily be increased. Must sell at once for cash. Good reasons. Address No. 780, care Michigan Tradesman.** 780

**Will sell at once at a sacrifice, my bakery, confectionery, and ice cream parlor; only bakery in town of 1,500. Well worth \$2,000, but \$1,500 takes it. Address Box 554, Ovid, Michigan.** 782

**Stocks Wanted—If you are desirous of selling your stock, tell me about it. I may be able to dispose of it quickly. My service free to both buyer and seller. E. Krusenga, 44-54 Ellsworth Ave., Grand Rapids, Michigan.** 870

**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., Reedburg, Wisconsin.** 963

**Merchandise Sales Conductor. For closing out entirely or reducing stocks, get Flood, Dexter, Michigan.** 18

**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

**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

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

**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

**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

**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—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

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

**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 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

**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

**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.

**Wanted—A No. 1 retail shoe salesman, a general all around man about 30 years old. One that can furnish A No. 1 references. Address F. J. Muffley, Kalamazoo, Michigan.** 789

**Wanted—Man with retail experience to take active interest in one of the best retail propositions in Michigan town of 45,000 population. Conditions are ripe and favorable in every way for an enlargement. Must be the right sort of man as well as money. Write for further particulars. Address No. 781, care Michigan Tradesman.** 781

**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—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

**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

## GRAND RAPIDS SAFE CO.

Agent for the Celebrated YORK MANGANESE BANK SAFE  
Taking an insurance rate of 50c per \$1,000 per year. What is your rate?  
Particulars mailed. Safe experts.  
TRADESMAN BUILDING GRAND RAPIDS, MICHIGAN

## 1916 TANGLEFOOT



Improved Size—Handy Sealed Package  
Retail 5 Double Sheets for 10c  
Ask your Jobber or his Salesman for Particulars

## WHY

Michigan People should use  
Michigan Flour made from  
Michigan Wheat

- 1—It excels all other flours in flavor.
- 2—It excels all other flours in color (whiteness.)
- 3—It excels all other flours for bread making.
- 4—It excels all other flours for pastry making.
- 5—It requires less shortening and sweetening than any other flour.
- 6—It fills every household requirement.
- 7—Michigan merchants should sell, and Michigan people should buy  
Michigan flour made from Michigan wheat for every reason  
that can be advanced from a reciprocity standpoint.

Use Tradesman Coupons



## BANKRUPTCY MATTERS.

## Proceedings in the Western District of Michigan.

Grand Rapids, Jan. 19.—In the matter of John W. Curse, bankrupt, Honor, formerly operating as a real estate broker at that place, the first meeting of creditors was held this date. Claims were allowed. By vote of creditors, James L. Barker, of the Benzie County Bank, Honor, was elected trustee. The affairs of the bankrupt are in very bad shape. No inventory and appraisal has as yet been taken, but the real estate holdings and equities of the bankrupt have been assigned, transferred, etc., and some of them given under circumstances which amount to preferences. It is doubtful if there will be any great amount worked out the general creditors.

Jan. 20.—In the matter of the Matrix Service Co., Grand Rapids, a special hearing was this day held on the trustee's report and petition showing offer for the assets from Henry L. Adzitt, Grand Rapids, in the sum of \$1,550. The sale was confirmed and the trustee directed to complete the same. The trustee has now filed his first report and account showing total receipts from the collection of accounts receivable and sale of assets, \$2,358.72; disbursements for preferred claims and administration expenses on account, \$179.42; and a balance on hand of \$2,179.30. A special meeting of creditors has been called for Feb. 8, at which time the first dividend to creditors will be paid. The liability is about \$5,000, and a dividend total of about 45 per cent. should be paid.

In the matter of Barend Compaan, bankrupt, Grand Rapids, the first meeting of creditors was held this date. It appearing from the bankrupt's schedules and from his examination at the first meeting that there were no assets in the estate not claimed as exempt, it was accordingly ordered that no trustee be appointed. The estate will be closed at the expiration of twenty days.

Jan. 21.—In the matter of the Valley City Candy Co., bankrupt, Grand Rapids, the final meeting of creditors was held this day. Claims were allowed. The final report and account of the trustee, showing total receipts of \$615.31, disbursements of \$10 and a balance on hand of \$605.31, was considered, and the same appearing proper for allowance and there being no objection thereto were approved and allowed. The matter of the sale of the book accounts was held open. The petition of the trustee under trust mortgage was considered and claims aggregating \$269.18 contracted by him as such trustee allowed as preferred claims. Attorney fees were allowed and the matter then held open pending the sale of the accounts. It is doubtful if there will be any dividend for the general creditors.

In the matter of the Holland Manufacturing Co., bankrupt, Holland, the adjourned final meeting of creditors was held this date and the final order for distribution made. The final account of the trustee and supplements thereto, showing total receipts of \$3,083 and additional items of \$50 at the final meeting, total, \$3,133.85; disbursements in conducting the business as a going business and for first dividend of 50 per cent. on preferred labor and other claims, and a balance on hand of \$752.58, and a supplemental disbursement of \$47.25, and addition of interest item of \$10.90, making balance on hand for distribution of \$716.23, was considered and the same appearing proper for allowance, allowed. Certain expenses were ordered paid and a final dividend of 9 per cent. paid to the preferred creditors. No dividend was paid to the general creditors of this bankrupt.

In the matter of Belle M. Soule, operating at Grand Rapids, as the National Specialty Co., the first meeting of creditors was held this date. Claims were allowed. Walter H. Brooks, Grand Rapids, was elected trustee. The meeting adjourned to Feb. 2, for the examination of the bankrupt.

Jan. 24.—In the matter of George W. Roup, bankrupt, Mill Creek, the assets were this day sold to E. D. Collar, Ionia, for \$451 and the sale has been confirmed.

Jan. 25.—In the matter of Claud W. Barry, Harrietta, Wexford county, conducting a general store and private bank at that place, the first meeting of creditors was held this date. Claims were allowed. Alvah D. Crimmins, Mesick, was elected trustee, but has declined to act and a further meeting of the election of the successor trustee has been called for Feb. 2. The bankrupt was sworn and examined by attorneys. The assets consist of a general merchandise stock of about \$2,000; cash on hand about \$1,000 and notes and mortgages aggregating about \$7,500. No appraisal has been made to date.

In the matter of Adrian Klaver, bankrupt, the assets have this day been sold to Otto J. Cohen, Holland, for \$260 and the sale confirmed. The trustee has filed his first report and account showing total receipts to date of \$561.27; disbursements of \$64 and balance on hand of \$497.27, and a special meeting will be called for the purpose of payment of the first dividend to creditors.

Jan. 27.—The Roi-All Fluid Co., Grand Rapids, has this day filed voluntary peti-

tion in bankruptcy, adjudication has been made and the matter referred to Referee Wicks, who has also been appointed as receiver. George S. Norcross is in charge as custodian. The bankrupt shows assets as follows:

Stock in trade ..... \$321.16  
Machinery, tools, furniture and fixtures ..... 279.40  
Deposits in banks ..... 6.84  
Accounts receivable ..... 3,331.41  
Total ..... \$3,938.81

The liabilities are as follows:  
Preferred claims ..... \$ 40.12  
Secured claims ..... 5,000.00  
Unsecured ..... 1,468.69  
The following are scheduled as creditors of the bankrupt:

Preferred.  
City of Grand Rapids, taxes ..... \$ 40.12  
Secured.  
Kent State Bank, Grand Rapids, secured by endorsements of F. R. Miles, C. A. Renwick and estate of Mary R. Renwick ..... \$5,000.00  
Unsecured.

Citizens Tele. Co., Grand Rapids ..... \$ 9.00  
Zevalkink Trans. Co., Grand Rapids ..... 70.71  
Lyon Furn. Agency, Grand Rapids ..... 50.00  
G. R. Ins. Agency, Grand Rapids ..... 14.80  
A. Himes Coal Co., Grand Rapids ..... 26.20  
Tradesman Company, Grand Rapids ..... 3.25  
G. R. Label Co., Grand Rapids ..... 57.00  
Durfee Mfg. Co., Grand Rapids ..... 8.19  
G. C. Dudley, Grand Rapids ..... 27.50  
Merck & Co., New York ..... 123.90  
Colgate & Co., New York ..... 70.63  
Heyden Chemical Co., New York ..... 596.39  
Illinois Glass Works, Chicago ..... 285.87  
Farmand, Williams & Clark, Detroit ..... 37.50  
Champion Chemical Co., Springfield ..... 87.75  
The first meeting of creditors has been called for Feb. 10, at which time creditors may appear, elect a trustee, prove their claims and transact such other business as may properly come before such meeting. Inventory and appraisal will be on file at the first meeting. An offer for the assets is expected.

J. Roch Magnan, Manistee, has filed a voluntary petition in bankruptcy, adjudication made and the matter referred to Referee Wicks. The first meeting of creditors has been called for Feb. 11, 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 reveal assets listed at \$2,217.25 and the liabilities are shown at \$5,815.90.

The following are listed as creditors:  
Secured.  
Charles C. Johnson, Manistee ..... \$650.00  
Unsecured.

I. T. Anderson, Manistee ..... \$ 60.00  
Manistee Co. Savings Bank ..... 245.00  
First National Bank, Manistee ..... 330.00  
Herman Vorpahl, Manistee ..... 175.00  
Eva Bladdeut, Manistee ..... 110.00  
Augusta Zimmerman, Manistee ..... 85.00  
Re. J. B. E. Magnan, Cheboygan ..... 437.50  
A. E. Cota, Manistee ..... 45.02  
A. J. Piotrowski, Manistee ..... 44.50  
R. A. Whillier, Milwaukee ..... 80.85  
Mod. Magnan, Manistee ..... 130.00  
J. Demski, Manistee ..... 150.00  
Christ. Dahl, Manistee ..... 250.00  
Charles Racine, Manistee ..... 100.00  
Mary S. Magnan, Manistee ..... 500.00  
Harvey Gunderson, Manistee ..... 200.00  
C. Zoellner, Manistee ..... 100.00  
Mads. Jensen, Manistee ..... 190.00  
A. W. Magnan, Milwaukee ..... 100.00  
Soren Christofferson, Manistee ..... 31.50  
Dr. E. S. Ellis, Manistee ..... 15.75  
C. Hansen, Manistee ..... 15.75  
J. Jarka, Manistee ..... 25.05  
News Pub. Co., Manistee ..... 38.50  
J. Olk & Co., Manistee ..... 10.00  
R. L. Polk & Co., Detroit ..... 12.00  
G. Pirsig, Parkdale ..... 11.88  
E. E. Wellman, Manistee ..... 9.99  
Dr. C. C. Webb, Manistee ..... 20.00  
Mich. State Tele. Co., Manistee ..... 2.42  
Frank Jarka, Manistee ..... 6.90  
E. Schlegelmich, Manistee ..... 3.25  
Contingent Liability.

Manistee County Savings Bank ..... 255.00  
First National Bank, Manistee ..... 500.00  
George Simski, Manistee ..... 200.00  
First National Bank, Manistee ..... 525.00  
Accommodation Paper.

First National Bank, Manistee ..... \$162.00  
Jan. 28.—Frank R. Miles, Grand Rapids, has filed a voluntary petition in bankruptcy, adjudication has been made and the matter referred to Referee Wicks.

First meeting of creditors is called for Feb. 14, at which time creditors may appear, elect trustee, prove claims and transact such other business as may come before such meeting. There are no assets whatever. The inventory shows an indebtedness of \$12,713.37, distributed as follows:

Secured.  
John Mowatt, Grand Rapids ..... \$ 500.00  
George P. Hummer, Grand Rapids ..... 700.00  
Estate of C. C. Philbrick, Grand Rapids ..... 300.00  
Old National Bank, Grand Rapids ..... 400.00  
Horace W. Hakes, Grand Rapids ..... 2,500.00  
Kent State Bank, Grand Rapids ..... 5,950.00  
Northwestern Life Ins. Co., Milwaukee ..... 322.68  
Fourth National Bank, Grand Rapids ..... 380.00  
Unsecured.

Drs. Dodge & McAllister, Big Rapids ..... \$ 200.00  
Holden & Hardy, Grand Rapids ..... 35.15  
Lewis Electric Co., Grand Rapids ..... 5.65  
H. B. Crawford, Grand Rapids ..... 26.00  
G. A. Crawford, Grand Rapids ..... 40.00

L. A. Roller, Grand Rapids ..... 19.00  
Helmus Bros., Grand Rapids ..... 16.00  
G. R. Electric Co., Grand Rapids ..... 51.45  
T. W. Strahan & Son, Grand Rapids ..... 55.00  
Herpolsheimer Co., Grand Rapids ..... 101.09  
Seigle Co., Grand Rapids ..... 32.40  
Boston Store, Grand Rapids ..... 76.82  
Spring Dry Goods Co., Grand Rapids ..... 6.50  
Friedman Co., Grand Rapids ..... 35.97  
Fletcher Drug Store, Grand Rapids ..... 11.20  
G. N. Miller, Grand Rapids ..... 14.00  
S. A. Morman Co., Grand Rapids ..... 56.87  
Orra Chadwick, Grand Rapids ..... 380.59  
Foster, Stevens Co., Grand Rapids ..... 90.00  
Citizens Tele. Co., Grand Rapids ..... 7.00  
E. E. Winsor, Grand Rapids ..... 60.00  
C. H. Perkins, Grand Rapids ..... 60.00  
Crystal Springs Water Co., Grand Rapids ..... 140.00  
Kent State Bank, Grand Rapids ..... 90.00  
William E. Elliott, Grand Rapids ..... 50.00

Jan. 29.—In the matter of Ebel J. Norden, bankrupt, Grand Rapids, a special meeting of creditors was held this date and a first dividend of 5 per cent. declared and ordered paid.

## Late News From Michigan Banks.

The Zealand State Bank has increased its capital stock from \$35,000 to \$50,000.

The Bank of Riverdale has changed its name to Riverdale State Savings Bank.

The Michigan State Bank of Hamtramck has been incorporated with an authorized capitalization of \$100,000.

The First State Savings Bank of Birmingham has increased its capital stock from \$20,000 to \$40,000.

The Peoples State Bank of Redford has been incorporated with an authorized capital stock of \$25,000.

George Stanton severed his connection with the State Savings Bank of Owosso as Cashier Feb. 1. Mr. Stanton is interested with Collamer & Rust in the Auto Sales Co.

The case of the People vs. H. M. Dearing, wrecker of the Albion National Bank, who is facing a forgery charge, has been adjourned to Feb. 8. The reason for the adjournment was that the Bank's books, which are to be introduced as evidence by the prosecution, have not arrived from Washington.

The Jackson State Savings Bank and Wm. M. Palmer have purchased from B. L. Carlton the property on North Mechanic street, Jackson, immediately adjoining the Bank building. The piece bought has a thirty-five foot front by twenty-two feet in

depth, and as the Bank owns an eleven foot strip in the rear the purchase gives this a value. A one-story addition will be built on this place, connecting by an arch with the Mechanic street stores. Eventually the Bank will be in position to erect on its holdings such a building as the certain growth of the city will warrant, but this is not contemplated at present.

## Status of the Bean Market.

There is little to be said of the bean market at present, as very little buying has been done the past week or two. Wholesale grocers are lack or two. Wholesale grocers are busy with inventory, and there seems to be a lack of demand in all directions.

Receipts from farmers have not been enough to mention recently, on account of bad roads, and elevators are lowering their stocks every day, as most of them are working full capacity.

There is some foreign enquiry for both white and red beans, but it is impossible to secure space on boats to carry beans at a reasonable price.

While there may be a temporary decline, a careful estimate shows at least 60 per cent. of the Michigan crop has been shipped out. Perhaps not more than 10 per cent. is still in the farmers' hands—and eight months to go before we can expect another crop to be harvested.

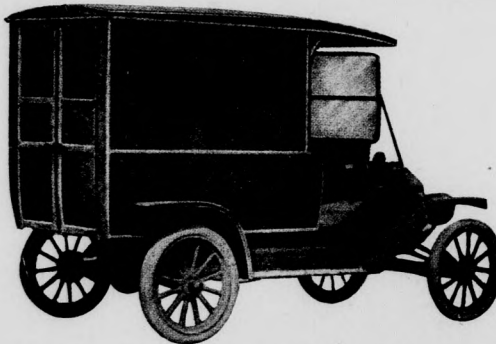
It is a well known fact that stocks of beans are light at distributing points and buyers will eventually be obliged to pay the price if they get the beans. Ernest L. Wellman.

A Kansas man who was recently hypnotized says it made him feel "just like it does when my wife makes up her mind."

Many a man's charity reaches the limit when he dispenses free advice.

## BUSINESS CHANCES.

For Sale—Twenty-acre farm in village of Coopersville, five-room cottage, electric lighted, ample outbuildings, cistern, well of good water, creek in pasture, land in high state of cultivation, seven minutes' walk to postoffice. Reasonable prices, favorable terms. Write or call on S. H. Plummer on premises. 813

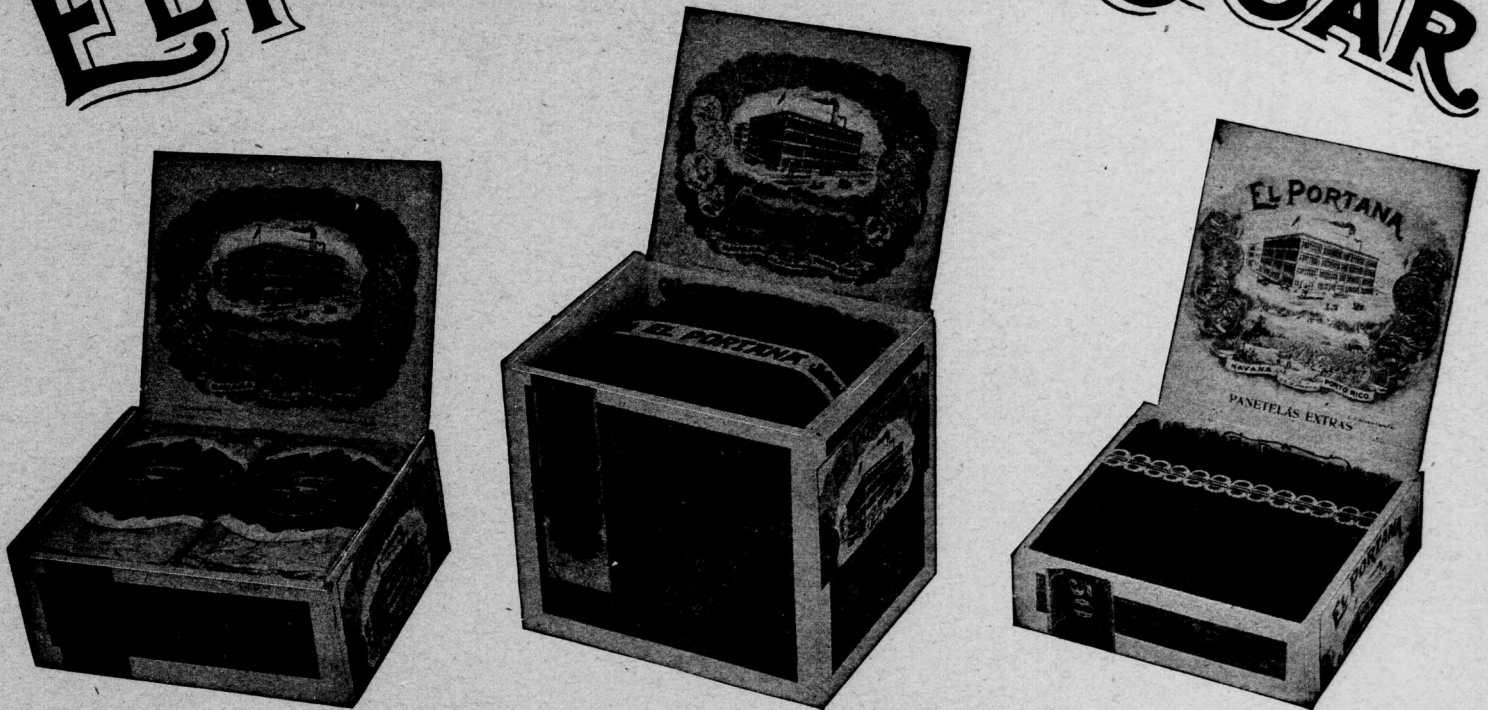


Use an automobile with one of our Commercial Bodies and you will save Time and Money, and give better service to your patrons, which means more business and better profits. We manufacture all kinds of Commercial Bodies for Automobiles, Motor Trucks, Wagons, Drays and R. F. D. If you are interested in improving your delivery system, send for descriptive catalogue.

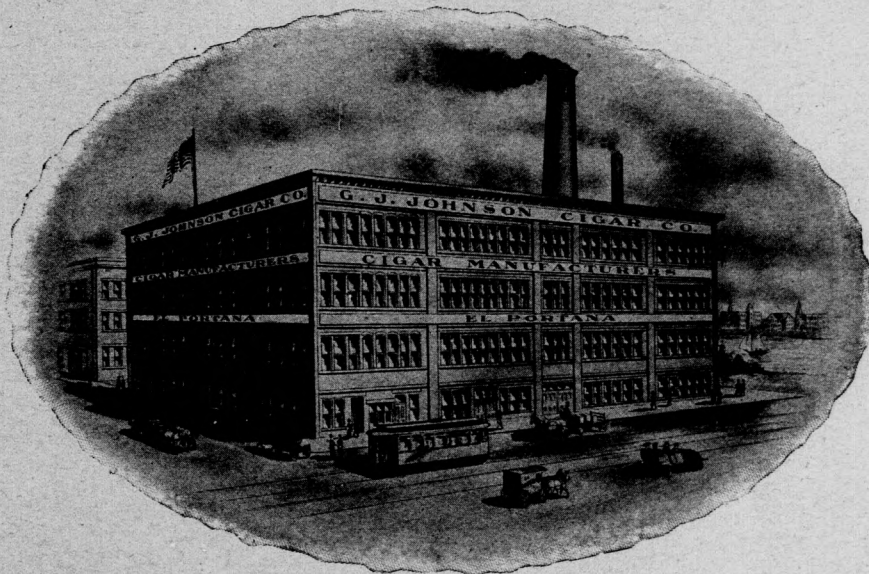
**Graham Auto Body Co.**  
CADILLAC, MICH.



# EL PORTANA 5c CIGAR



"In a  
Class by  
Itself"



Manufactured  
Under  
Sanitary  
Conditions

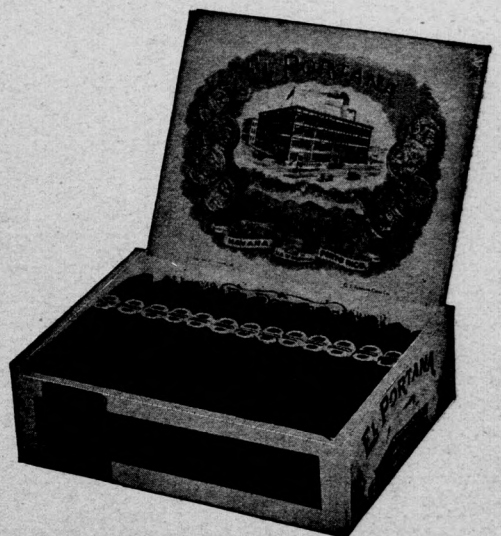
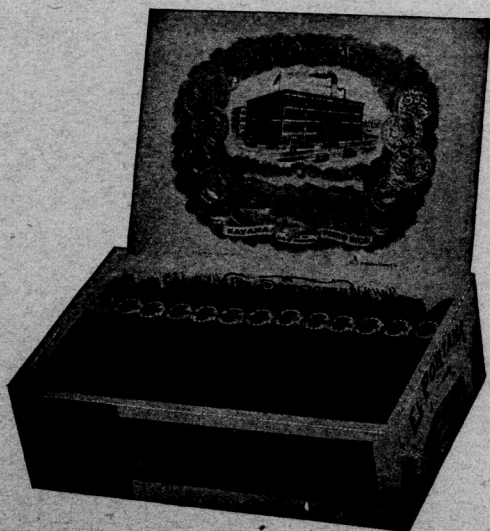
Made in

## Eight Sizes

### G. J. Johnson Cigar Co.

Makers

Grand Rapids, Mich.





### When You Want Something Particularly Nice—

You can always depend upon K C not to disappoint you. The double raise makes doubly certain—nothing is left to "luck." If the batter is a little thin, K C will raise it light feathery and it will be all the better. Jarring the pan around makes no difference—K C sustains the raise until the cake is baked. When there's a birthday or wedding reception, or refreshments for reception to provide, take no chances—

**Use K C**

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### Purity Guaranteed

under all State and National Pure Food Laws. You can pay a higher price, but you cannot get a baking powder that will raise nicer, lighter biscuits, cakes and pastry, or that is any more healthful.

Your money back if K C fails to please you. Try a can at our risk.



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## Truthful Advertising of

# K C BAKING POWDER

is constantly making business for thousands of dealers, who, by selling and recommending K C are gaining the everlasting gratitude of the housewife who appreciates the *better value* to be had in this brand.

**YOU** profit by this advertising, Mr. Grocer, in the larger margin of profit for yourself—and your customer profits in the guaranteed satisfaction you offer. It will pay you—you will get *your* value from this advertising—by recommending K C as the

### "Best At Any Price"



### This Baking Powder Keeps Its Strength

The large can of K C lasts longer than 25 cents worth of other baking powders but no matter how long it takes the user to get to the bottom the last spoonful is guaranteed to give perfect satisfaction. K C raises the nicest, lightest biscuits, cakes and pastry you ever ate, and it is guaranteed pure and wholesome.

For goodness sake, use K C.

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### The Best at Any Price

No other baking powder will raise nicer, lighter biscuits, cakes and pastry, none is more pure and wholesome

**Then Why Pay More?**

