

# MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS \$1 PER YEAR

Thirty-Third Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 9, 1916

Number 1690

## TO THE OLD EARTH

Here's to the old Earth, and here's to all that's in her,  
To the soil of her, and the toil of her, and the valiant souls that win her;  
To the hope she holds, and the gift she grants, her hazards and her prizes,  
To the face of her, and the grace of her, and all of her surprises.

Here's to her mighty dawns, with rose and golden splendor;  
To the heights of her, and the nights of her, her springs and their surrender;  
Her storms and her frozen seas, and the mystic stars above her,  
The fear of her, and the cheer of her, and all the brave that love her.

Here's to her valleys warm, with their little homes to cherish;  
The gleam of her, and the dream of her, and the loves that flower and perish;  
To her cities rich and gray, with their stern life-chorus ringing,  
The noise of her, and the joys of her, and the sighs beneath the singing.

Here's to her endless youth, her deaths and her reviving;  
The soul of her, and the goal of her, that keeps her ever striving;  
Her little smiling flowers, and her comforting grass and clover,  
And the rest of her on the breast of her when striving days are over.

Here's to the old Earth, with all her countless chances;  
The heart of her, and the art of her, her frowns and tender glances;  
With all her dear familiar ways that held us from the starting;  
Long might to her! And good night to her, when the hour is struck for parting.

*Marion Couthouy Smith.*

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

# Piper's Pure Ice Cream

is so far ahead of all others it's lonesome

**Piper Ice Cream Co.**

All inquiries receive prompt attention

Kalamazoo, Michigan



# RESCENT FLOUR

"Mother's Delight"

"Makes Bread White and Faces Bright"

VOIGT MILLING CO., GRAND RAPIDS, MICH.



"The End of Fire Waste"

COMPLETE APPROVED

## Automatic Sprinkler Systems

Installed by

**Phoenix Sprinkler & Heating Co.**

Grand Rapids, Mich.  
115 Campau Ave.

Estimates Free  
Detroit, Mich.  
909 Hammond Bldg.

## Pere Marquette Railroad Co.

DUDLEY E. WATERS, PAUL H. KING, Receivers

### FACTORY SITES

AND

### Locations for Industrial Enterprises in Michigan

The Pere Marquette Railroad runs through a territory peculiarly adapted by Accessibility excellent Shipping Facilities. Healthful Climate and Good Conditions for Home Life, for the LOCATION OF INDUSTRIAL ENTERPRISES.

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

Address

**GEORGE C. CONN,**

Freight Traffic Manager,  
Detroit, Michigan



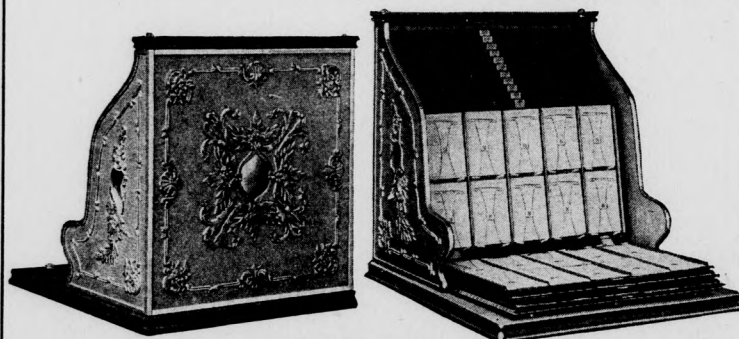
Eat Plenty of Bread

It's Good for You

The Best Bread is made with

# Fleischmann's Yeast

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



WRITE TO-DAY

For a Limited Time Only

**SPECIAL INTRODUCTORY PRICES WILL SURPRISE YOU**

The Total Account Register is an expert bookkeeper that makes no errors. Watches your business all day long and demands no salary. It debits and credits each transaction at the very time it occurs—and is ever ready to give you totals any moment required.

In appearance it resembles a cash register. Is made of solid bronze metal with mahogany base and top—handsomely designed and beautifully finished. An ornament to any store—a safe-guard and money-saving necessity to the successful conduct of a retail business.

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

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

**STAR PAPER COMPANY**

Salesbook and Store System Dept.

405-7-9 East Main Street

Kalamazoo, Michigan

Exclusive Territory for Live Salesmen in Michigan



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 9, 1916

Number 1690

## SPECIAL FEATURES.

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

## WAR FOR ITS OWN SAKE.

From time to time there appear in print arguments in favor of war for its own sake. All that have come to the attention of the Tradesman—and they are many—can be reduced to one; that war is a good thing because of the virtues produced in the survivors.

This really means that thousands or millions must be slain and other thousands or millions maimed, indescribable misery and destruction wrought, in order that fortitude and self-denial may be stirred up in those left alive and whole. This seems hardly fair; too one-sided, in fact. The living have all the gain, the dead the loss, and yet the dead have done the work and given their all. Some of the dead may have gained glory, which means the approving memory of the living, but they know nothing of it, for they have lost life itself to get it.

There is no denying that fortitude and self-denial are necessary to the progress, and probably to the survival, of the human race. It is quite possible that in the past the only way to save the souls and bodies of part of the population was to destroy the rest in war, the most wasteful form of the struggle of the fittest to survive. In the process of destroying each other the hardy and valiant had the best chance of surviving, and their example was a powerful stimulus to the next generations, and their progeny was likely to be hardy and valiant, too; but this was before the age of war by machinery.

Have we not come to a stage of development when the essential qualities referred to can be nurtured and brought to their maturity without the destruction of other lives? Are not the brave and enduring the most likely to perish in war's abattoir? Must their lives always be the price paid to make the right impression on the minds of those left behind? Is there no other way? Surely this one savors too much of the human sacrifices to appease savage gods whose deity could only be conciliated by blood and tears. Can men be made virtuous and virile only by shedding the blood of other men, by the killing of other virtuous and virile?

It is often stated as a sort of axiom that needs no proof, that will silence any argument, that no one can change human nature. But is not human nature continually changing and being changed. Is not education a means not merely of instilling knowledge into the mind of man, but of teaching him to control his impulses? Is not every child a potential savage as well as a potential civilized man or woman, and could it not be made into a savage by another kind of education? Are not courage and hardihood of mind or body largely matters of education? Have not entire male populations in Europe been made into soldiers by training only? Who, for instance, doubts the valor and efficiency of the Dutch and Swiss armies, although none of them have ever fought?

The qualities of a soldier do not greatly differ from those of any one who fights well in the battle of life, and it seems an insult to the spirit of man to say that it is so endeared to sloth and materialism that it can only be aroused to action and self-denial by the shock of war; and no task so great and worthy and reasonable is before our educators, psychologists and ourselves as that of showing men and women how to become brave without killing and self-controlled without the vicarious atonement of the lives of others.

The conceding by the defendant of all the Government's contentions, in the civil suit against the National Cash Register Co., under the Anti-Trust law, marks an important victory for the Department of Justice. The evidence against the company, in the matter of unfair competition, was of a kind which will make the voluntary surrender of the defendants a precedent of value and is likely to put a stop to such practices of the sort as may have existed on the part of other companies. This phase of the matter is not affected by the Government's consent to dismiss the criminal suit against the directors. In that suit, a jury in the Federal District Court had returned a verdict of guilty, which was set aside by the Appellate Court on more or less technical grounds, but which was being brought again. The Government's action in withdrawing that suit is significant in the same way as the failure of the jury to convict the New Haven directors under the criminal clause of the Anti-Trust law. The accumulating instances of this nature go to prove the fact, of which most thoughtful people were convinced beforehand, that the inflicting of prison sentences for violation of a law, on whose scope and meaning even the courts did not agree at the time the act was committed, is repugnant to the American sense of justice.

## Manufacturing Matters.

Traverse City—William Wolgast has engaged in the cigar manufacturing business.

Battle Creek—The A-B Stove Co. has increased its capital stock from \$350,000 to \$410,000.

Detroit—The Crittall Casement Co. has changed its name to the Crittall Window Co.

Detroit—The Kelsey Wheel Co. has increased its capitalization from \$1,000,000 to \$1,500,000.

Delray—The Detroit Sulphite Pulp & Paper Co. has increased its capital stock from \$800,000 to \$1,500,000.

Calcite—The Michigan Limestone & Chemical Co. has increased its capital stock from \$2,500,000 to \$4,500,000.

Detroit—The Detroit Engineering Products Co. has decreased its common stock from \$60,000 to \$45,000 and \$15,000 preferred stock provided for.

Manistique—The Thomas Berry Chemical Co. has been organized with a capitalization of \$100,000. It has commenced the erection of its plant.

Kalamazoo—The Dunkley Co. has been reorganized with a capitalization of \$300,000 and changed its name to the Michigan Canning & Machinery Co.

Detroit—The Delta Brick & Tile Co. has been organized with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and paid in in cash.

Detroit—The Alpine Apron Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed, \$100 paid in in cash and \$2,900 paid in in property.

Jackson—The Michigan Concrete Products Co. has been incorporated with an authorized capital stock of \$50,000, all of which amount has been subscribed, \$2,000 paid in in cash and \$48,000 paid in in property.

Saginaw—The Wizard Auto-Parts Manufacturing Co. has been organized with an authorized capital stock of \$30,000, all of which amount has been subscribed, \$20 paid in in cash and \$29,980 paid in in property.

Detroit—The Famous Oil Co. has engaged in the manufacture of polishes, oils and greases with an authorized capitalization of \$10,000, of which amount \$5,000 has been subscribed, \$50 paid in in cash and \$950 paid in in property.

Detroit—The Roedding Signal Tail Light Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed, \$2,250 paid in in cash and \$5,500 paid in in property.

Detroit—The Michigan Box Co. has been organized to manufacture boxes and other receptacles with an authorized capitalization of \$60,000, of which amount \$30,000 has been subscribed and \$6,000 paid in in cash.

Flint—A new company has been organized under the style of the Anderson Manufacturing Co., to manufacture gelatine and food products with an authorized capitalization of \$6,000, all of which has been subscribed and \$1,000 paid in in cash.

Detroit—The Esco Manufacturing Co., Inc., has been organized to manufacture locking devices and accessories with an authorized capital stock of \$100,000, of which amount \$60,300 has been subscribed, \$1,000 paid in in cash and \$54,000 paid in in property.

The one large permanent memorial of the Panama-Pacific Exposition, according to present plans, is to be the Palace of Fine Arts—by common verdict the best product of architect and sculptor. It is to be hoped that it can be kept in better preservation than has been the "Field Columbia Museum" in Chicago. But arrangements have also been made to retain here a number of the foreign exhibits, and to reconstruct on other sites the buildings in which they have been shown. The University of California is to receive the Japanese office building. San Francisco is to have the building of Siam, made entirely of Siamese wood; the statuary and paintings of the French, the Greek, and the Argentine and Bolivian buildings; the Chinese and Hawaiian buildings, and nearly all the horticultural exhibits. The Commercial Museum of Philadelphia and the Field Museum of Chicago also profit by several donations; and some Western city is to receive from Japan the substantial reproduction of the Kinkaku Temple. In the quick dismantling of great expositions there seems a regrettable waste. San Francisco, like Chicago, Buffalo, Portland, and other cities, will remind the visitor that books are not entirely closed on the last day.

A hearing on jellies, jams and marmalades and their ingredients will be held by the Joint Committee on Definitions and Standards at the Bureau of Chemistry, Washington, March 9. At this hearing the trade and all interested parties will be given an opportunity to present their views as to what should constitute a proper definition or standard for jellies, jams and marmalades. The Committee will be glad to receive and consider written communications on the subject. Those who do not desire to attend the hearing in person may submit their views in writing any time before or during the hearing.

People need know nothing as long as they don't know they know nothing, for once they know they know nothing they get to know something.

Love has so many components. It is like beads threaded on the string of trust—break that and all the beads are scattered.

## DETROIT DETONATIONS.

## Cogent Criticisms From Michigan's Metropolis.

Detroit, Feb. 7.—Learn one thing each week about Detroit: Detroit-made lithographs can be found in show windows and on food stuffs in all parts of the world.

It is reported that certain parties in Michigan are soliciting advertising for what they claim to be a new railway guide for Michigan, Ohio and Indiana, to be published under the sanction of the United Commercial Travelers. The writer can discover no official of the organization in Detroit who can give any information about the supposed new project, nor has any of them heard of it, officially or otherwise. Enquiries have been sent to the Supreme Council headquarters and, until a response is received, it might be well for would-be advertisers to wait before signing any contracts or paying out any money. While the enterprise may be a legitimate one, it hardly seems plausible, as the organization would hardly care to jeopardize the funds entrusted to it in any business that at best is a risky and uncalled for undertaking. In the matter of railway guides the State of Michigan is already well taken care of.

"Soldiers in trenches hungry for religion," reads the caption in a Sunday paper. As if the Lord hasn't troubles enough with their Masters. J. B. Henrion, President of the Mentor Mills, Mentor, Ohio, who was shot in his office by an unknown person three weeks ago, died on Jan. 30 from the wounds. Mr. Henrion, a former Detroiter, was well known throughout the State, having at one time traveled on the road, the last years of his residence in Detroit acting as department manager for A. Krolik & Co.

E. S. Cheney, well known representative for the Jewell Belting Co., of Hartford, Conn., left this week for a trip to the company's factory, where he will remain for a few days.

Pierce G. Smith, assistant sales manager of the American Malleable Co., with factories in Lancaster, N. Y., and Owosso, Mich., has opened offices at 1607 Kresge building. The company manufactures malleable castings for the automobile trade.

The banks of Detroit show a much greater total savings per capita than Grand Rapids. On the other hand, there are many more pleasures that a person can procure for a small amount in Detroit, and anyway most of the homes in Grand Rapids are built of wood. Who wants to take a frame house with him when he dies?

Thomas R. Swasey, for a number of years with Newcomb, Endicott & Co., has resigned to become superintendent of one of the subdivisions controlled by the realty firm of McCormick & Lawrence, Free Press building.

The news of the death of Charles F. W. Hansen, Ludington druggist, in Chicago last week, has been received with regret by his friends in this city. Mr. Hansen was one of Ludington's young business men and since beginning business a few years ago he has been very successful. His geniality won him many friends and especially among the traveling men was he well thought of.

An addition is being built to the plant of the General Aluminum & Brass Manufacturing Co., corner of Boulevard and St. Aubin avenue.

Fred Miller, department manager for the L. H. Field Co. department store, at Jackson, was in Detroit on a business trip last week.

When H. F. Heldenbrand took over the ancient Hodges House, at Pontiac, Jan. 7, he performed a regular Alladin-and-his-wonderful-lamp stunt in the transformation he made in the old hostelry. Mr. Heldenbrand, better known as "Hildy," formerly conducted the Whitney House, at Ann

Arbor, and has won the friendship of the traveling public with whom he has come in contact. The Hodges, which has been thoroughly remodeled, has been renamed the Kenwood. There are seventy-five rooms, all refitted with new beds and furniture and all containing running water. Thirty-six of the rooms have private bath and, what will prove of more interest to the traveling fraternity, is that the price of these rooms will be but \$1. A newly-remodeled dining room has a seating capacity of 100, while a cafeteria will take care of the "hurry" business. With the Kenwood as it is fitted out to-day, the necessity of spending the night in Detroit in order to have a good bed to sleep in is now eliminated.

Charles Wright, who renounced the road about a year ago to engage in the retail dry goods business at 1791 Grand River avenue, has evidently met with the success predicted by his friends. He has added twenty feet to the rear of his store to facilitate the handling of his growing business. Mr. Wright now conducts one of the most complete dry goods stores in that section of the city.

There seems to be a direct connection between President Wilson and Ex-President Roosevelt. Every time Wilson speaks Roosevelt blows up.

George B. Forrester, of Forrester & Morden, general merchants of Deckerville, was a Detroit business visitor last week.



Herbert D. Murray.

Herbert D. Murray was born in Detroit and is very proud of that fact. To be a resident of Detroit, to Herb's way of thinking, is a distinction in itself, but to claim nativity in that flourishing city is a double distinction. It was Sept. 21, 1876, when he first saw the light of day. He lived an uneventful life until he reached the age of 6 years, when he applied for admission to the neighborhood seat of learning. Stories gathered from his father showed Herbert's life from then on became considerably eventful, which may or may not account for some of Pa Murray's present day wrinkles—not many, nor caused by age, but wrinkles nevertheless. During his school days Herbert, because of his great size, strength and agility, became famous in the city as a foot ball player. He continued to play with the D. A. C., one of the most famous teams that the city can boast of, for several years after his school days ceased. He still continues to follow the gridiron games closely. His first position after leaving school was secured with Strong, Lee & Co., at that time in the dry goods jobbing business. When that firm liquidated in 1903, together with several of the employes of the firm, Herbert went over to Burnham, Stoepel & Co. He had not been with this firm long before he was promoted to a road position. In 1904 Mr. Murray and Miss Clara Harshaw, daughter of ex-State

Senator Harshaw and former Mayor of Alpena, were united in marriage. The union proved a happy one. Herbert continued on the road for Burnham, Stoepel & Co. until three years ago, resigning to accept a similar position with A. Krolik & Co. He remained with this firm for two years and left them last July to join the staff of the advertising novelty firm of Guy Brewster Cady. He is an active member of Detroit Council and has passed through all the chairs of that Council. He is conceded to be one of the best informed members of U. C. Tism in the city. His friends can be counted in large numbers and will be found in all parts of the State. He came by his salesmanship ability naturally, his father, John A. Murray, being one of the best known traveling men in the State. Herbert is a great lover of music and seldom fails to hear every musician of note that comes to the city. His hustling ability, instead of retrograding, increases as time rolls on. If there is any doubt in your mind about his activity and oratorical powers, try to evade him when he has something to sell you.

Mrs. Henry Thornhill, in the dry goods business in Milford, was in Detroit last week on a business trip.

With the usual slush which accompanies the spring thaw will be that written by poets.

The Detroit Decorating Supply Co. is building an addition to their place of business at 810 Fourteenth avenue.

George A. Burns, for the past ten years teller in the savings department of the Wayne County and Home Savings Bank, has resigned to accept a position with the real estate firm of William Hillger, 2587 Jefferson avenue.

The Woodward Market Co., Fairview, opened another market at Marlborough and Jefferson avenues last week. Charles J. Kohn will have charge of both stores.

Great excitement was caused in this country when it was found that a submarine showed up safely at a Southern port a few days ago.

C. M. Traub, who with his brother, the late Jacob Traub, established the Traub Brothers jewelry business in 1850, has announced that he will retire from business and the store at Woodward avenue and Congress street will be occupied by Cunningham's drug store as

soon as the jewelry stock can be disposed of by special sales, the first held by the firm in its sixty-five years of business.

If President Wilson desires the support of the country, why not hire Bryan to stump the country against him?

C. K. Heidelberg, who recently took over the business of the Oxford Mercantile Co., is a veteran traveler, having represented a Boston dry goods house for some time. Before going to Oxford Mr. Heidelberg sold his interest in the general store of Littleton & Heidelberg, of Bad Axe, to his partner. Harry Rhyff, of Pontiac, is associated with Mr. Heidelberg and will act as trimmer in conjunction with his other duties about the store.

F. J. Dusenbury, general merchant of Utica, was in Detroit last week on business.

The Studebaker Club, composed of members of the factory and sales organizations of the Studebaker Corporation, celebrated the first anniversary of the organization with a dinner, followed by a dancing party, last Saturday night. J. R. Sullivan is President of the club.

No wonder the President is strong for preparedness. His hand is liable to an attack of writer's cramp.

George Fecteau, proprietor of the George & Henry stores at 81-85 Michigan and 61-63 Gratiot avenues, has started to remodel the interior of the stores. The present fixtures will be replaced by others of the newest type.

W. H. Humphrey has withdrawn from the stock and bond firm of Wells, Humphrey, Nicol & Ford and will carry on a similar business under the firm name of W. H. Humphrey & Co., with offices in the Penobscot building.

What Detroit needs is a newspaper that is immune from street carfts.

William F. Genicke, for over twenty years connected with Traub Brothers as jewelry salesman, was taken by death last Wednesday after an illness of only one week. Mr. Genicke was one of the best known jewelry salesman in the city and he leaves hosts of friends to mourn his loss.

E. W. Carman, former advertising manager for the Saxon Motor Co., has been appointed sales and advertising manager for the Wetmore-Quinn Co.

Thomas J. Doyle, Detroit distributor for Dodge Brothers motor cars, will

## "Michigan's Leading Insurance Company"

Forty-Eighth Annual Statement

## of The Michigan Mutual Life Insurance Company

FOR YEAR ENDING DECEMBER 31st, 1915

Assets	
Cash in Banks - - - - -	\$ 335,662.99
First Mortgage Liens on Real Estate - - - - -	9,682,466.29
Real Estate (Home Office Building) - - - - -	100,000.00
Loans to Policy-Holders, secured by Reserves - - - - -	1,932,248.52
Bonds, cash value - - - - -	25,000.00
Loans on Collateral - - - - -	14,000.00
Interest and Rents due and accrued - - - - -	165,445.31
Net Outstanding and Deferred Premiums, secured by Reserves - - - - -	136,537.62
<b>Total Assets - - - - -</b>	<b>\$12,391,360.73</b>
Liabilities	
Reserve Fund (including disability benefits) - - - - -	\$11,099,117.49
Premiums, Interest and Rents, paid in advance - - - - -	36,702.62
Installment Policies not yet due - - - - -	35,514.63
Other Policy Claims - - - - -	73,342.75
Accrued Salaries, Taxes and Expenses - - - - -	33,707.24
Surplus - - - - -	1,112,976.00
<b>Total Liabilities - - - - -</b>	<b>\$12,391,360.73</b>

The Michigan Mutual Has Some Lucrative Field Positions Open for Men of Integrity and Ability

O. R. LOOKER, President

A. F. MOORE, Secretary

T. F. GIDDINGS, Superintendent of Agencies

move from his present quarters at 264 Jefferson avenue to 850 Woodward avenue, the former location of the Standard Auto Co.

Mrs. A. L. Donovan, Miss Agnes Hagan, Miss Belle Gray and D. L. Austin, department managers for D. J. Healy & Co., are in the East in the interests of the firm.

Waste paper is blamed for the Ottawa fire, according to some reports. Well, the Germans never did care for a "scrap of paper."

Millinery to the value of over \$1,500 was stolen from the Crowley, Milner & Co. store last Friday night. The burglars climbed to the second floor of a new addition nearing completion and pried open a window leading to the millinery department of the old building.

J. E. Blum, Kercheval avenue grocer, was seriously injured last week when a wagon in which he was riding was upset, pinning him beneath it. He was taken to the hospital and is now reported out of danger.

The jewelry store of G. E. Miller, 64 Grand River avenue, was broken into early Sunday morning and jewelry valued at \$4,000 and \$250 in cash taken.

The war zone, for the Greeks, is evidently safer than the Greek settlement in Detroit. Another one was murdered Sunday night.

Roumania's population is about to receive a minus mark.

Detroit Council held a successful card party at its hall last Saturday night. Entertainment was furnished by members and friends of the Council.

It wouldn't be so bad if a fellow's funds wouldn't become correspondingly low with the coal pile.

England made a blunder in the Dardanelles campaign.

Austria made the greatest blunder when she started the war.

James M. Goldstein.

A tug is the only animal that always has its tows behind.

**Jaunty Jottings From Jackson.**

Jackson, Feb. 7.—Jackson merchants are commencing to advertise spring goods.

Tabernacle meetings open on the fair grounds Sunday, Feb. 13.

The Jackson Grocer Co., Brown, Davis & Warner and the W. R. Spencer Grocery Co. all report a big increase in business for the year 1915. This proves that Jackson is recognized more and more as a distributing point for Michigan, Ohio and Indiana.

Mayor Sparks, upon finding himself eligible to membership in the U. C. T., lost no time in filling out an application. He will soon be in.

Charles K. White, of the Meade-White Co., clothiers, will have charge of the charity ball to be given soon in this city.

W. G. Pickell has now secured fifteen applications for Jackson Council. Class day next Saturday.

W. D. Murphy, Supreme Secretary, Walter S. Lawton, Grand Counselor, and many other Grand officers and visiting members will be in attendance at the big round-up of Jackson Council next Saturday afternoon and evening.

Like the seasons, the Lusitania case comes and goes.

Many of Jackson's most prominent and successful wholesalers and manufacturers belong to the U. C. T. Oscar F. Schmid, President of the Schmid Chemical Co., is a member and will respond to a toast at our annual banquet next Saturday evening.

John Harris, manager of the grocery department for the H. H. Fenn Co., of Chelsea, is getting in big company as a checker player.

Roy Bouldrey, of Bouldrey & Tucker, Concord, was in the Jackson market last Thursday.

H. M. Brown, the Albion grocer, does love the violin. He attended the

Mischa Elman concert in our city Feb. 3.

Applying the principle of preparedness to business, all business men should take a first-class trade journal For the Middle West the Michigan Tradesman is the live wire and will keep your commercial spirit keen and fresh.

J. O. Gilbert, manufacturer and proprietor of Gilbert's chocolates, is a stickler for quality. He knows the business thoroughly. He has no fear of his competitor putting out a better class of goods than he does. His goods go to the best dealers in the best cities far and near and so it is, "The world takes what Jackson makes." He also is a U. C. T. Spurgeon.

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

Buffalo, Feb. 8.—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, 30@31c; storage candled 22c.

Poultry (live)—Chicks per lb. 16@18c; cox, 12@13c; fowls, 16@18c; ducks, 19@21c; geese, 15@16c; turkeys, 18@22c.

Poultry (dressed)—Chicks, 18@21c; fowls, 17@19c; ducks, 17@18c; geese, 15@17c; turkeys, 22@25c.

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

Potatoes—\$1.10@1.20 per bu. Rea & Witzig.

**Fourteen Cents on the Dollar.**

Gerrit Roesink, who was made trustee in the matter of A. J. Roesink, grocer at Walker Station, makes the following final report to the creditors whose claims aggregate \$3,000:

Sold stock for \$800.  
Exemption, \$250.  
Paid mortgage on horse, \$50.  
Paid trustee, \$80.  
Balance on hand, \$420, being exactly 14 per cent. on the \$3,000 indebtedness.

**A Perplexing Question.**

A Cornell professor and his wife were entertaining at dinner a few weeks ago, relates Harper's Bazaar. In the midst of the gaiety at table a child's voice was heard coming from the floor above. "Mother!" he cried. "What is it, Archie?" she asked. "There's only clean towels in the bathroom. Shall I start one?"

**Quotations on Local Stocks and Bonds.**

Public Utilities.		Bid	Asked
*Am. Light & Trac. Co., Com.	380	385	
*Am. Light & Trac. Co., Pfd.	113	116	
Am. Public Utilities, Com.	45	47	
Am. Public Utilities, Pfd.	74½	76	
*Com'w'th Pr. Ry. & Lt., Com.	61	63	
*Com'w'th Pr. Ry. & Lt., Pfd.	85	87	
Pacific Gas & Elec., Com.	59½	62	
Tennessee Ry., Lt. & Pr., Com.	9½	11½	
Tennessee Ry., Lt. & Pr., Pfd.	44	48	
United Light & Rys., Com.	43	46	
United Light & Rys., 1st Pfd.	72½	75	
Com'w'th 6% 5 year bond	102½	103½	
Michigan Railway Notes	100½	101½	
Citizens Telephone	73	77	
Michigan Sugar	94	97	
Holland St. Louis Sugar	8¼	9	
Holland St. Louis Sugar Pfd.	10½	11½	
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.	137	142
Globe Knitting Works, Pfd.	98	100
G. R. Brewing Co.	80	95
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 9, 1916.

**STANDARD PRODUCTS ALWAYS SELL**

DANDELION BRAND BUTTER COLOR is a standard product. For more than a quarter century it has been given the preference by financially successful butter makers.

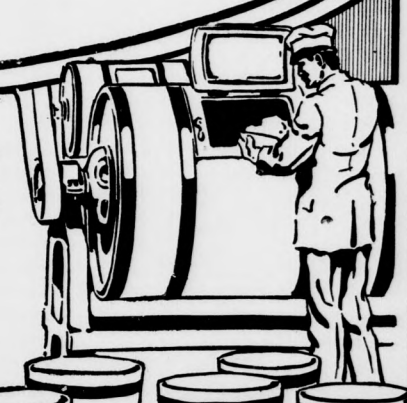
**DANDELION BRAND BUTTER COLOR**

Your customers expect you to carry standard products. Don't fail them and force them to buy from your competitors.

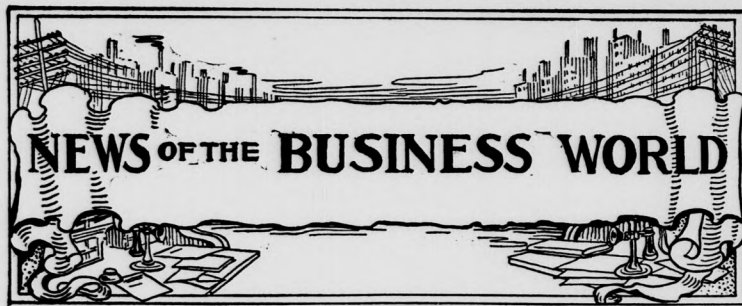


We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS, STATE AND NATIONAL.

**WELLS & RICHARDSON CO.**  
BURLINGTON, VERMONT  
And 200 Mountain St., Montreal, Canada



**Dandelion Brand Butter Color**  
The color with  the golden shade



### Movements of Merchants.

Caro—J. W. Mees has opened a restaurant in the Northrup building.

Otsego—Chris T. N. & Co. succeed Nick Blass in the grocery business.

Portland—H. H. Whitman succeeds E. E. Sanborn in the bakery business. Manistee—Mrs. Louis Tibbets has opened a restaurant in the Larson building.

Hastings—John A. Mead succeeds Mrs. J. M. Engelhardt in the grocery business.

Laingsburg—R. B. Montgomery has opened a bazaar store in the Hicks building.

Alma—Frank Willet will open a grocery store in the Bartley building about March 1.

Niles—S. Barmore has closed his drug store and stored his stock and fixtures, temporarily.

Detroit—The Talbot Irwin Co. has changed its name to the Talbot Lumber & Coal Co.

Laingsburg—Mr. Cantwell, of Chesaning, succeeds Mrs. M. J. Byam in the grocery business.

Allegan—Rodney Scott, grocer, died at his home Feb. 4 as the result of a long siege of the grip.

Ypsilanti—H. A. Davis is closing out his grocery stock and will engage in some other line of trade.

Otsego—Clyde Strong, recently of White Pigeon, has opened a jewelry store in the Pierce building.

Evert—Mrs. L. Loudon has sold her bakery to John Blanken, of Grand Rapids, who has taken possession.

Constantine—Fred Knapp has sold his stock of furniture to Bert A. Dickerson, who has taken possession.

Edmore—J. H. Gibbs has sold his flour mill, elevator and electric light plant to W. C. Clark, of Pontiac.

St. Johns—Nick Pappas has purchased the St. Johns Candy Works of Christ Cooles and has taken possession.

Shepherd—F. E. Hafer is closing out his bakery and grocery stock and will retire from business, owing to ill health.

Pierson—W. L. Harvey has sold his grain elevator to Charles Sawtell and A. F. Petrie, who have taken possession.

Albion—E. M. Barr, grocer on East Cass street, has sold his stock to the former owner, Ernest W. Griffin, who has taken possession.

Holland—The A. Klaver bankrupt stock of general merchandise has been sold to Otto J. Cohan, who is closing it out at special sale.

Kalamazoo—The Bentley Shoe Co., of Battle Creek, has leased a store at 110 East Main street and will occupy it about Feb. 12 with a stock of shoes under the management of Mr. Herrick, of Detroit.

Hastings—Carl E. Waring, formerly engaged in the elevator business at Portage Center, will shortly engage in the grocery business here.

Lansing—The Gately Co., of Saginaw, conducting many department stores throughout the State, will open a branch store here about March 1.

Kalamazoo—F. C. Dutt has purchased the H. V. Smith grocery stock and will continue the business at the same location, 749 West Main street.

Hastings—Abraham and Louis Mitchell have opened a confectionery store on State street under the style of the New York Confectionery store.

Mt. Pleasant—Nickels, Mertz & Co., conducting a chain of bazaar stores at Saginaw, Cadillac and Ludington, will open a similar store here April 1.

Evert—The Postal Hardware Co. has sold its store building, stock and fixtures to Adrian DeWindt, recently of Grand Rapids, who has taken possession.

Owosso—Fire, attributed to defective wiring, damaged the store building and stock of the F. W. Woolworth Co. to the extent of about \$9,000, Feb. 7.

Onaway—Joseph Warnock has removed his stock of general merchandise from Harbor Springs to this place, where he will continue the business.

Custer—J. B. DeLing, who conducts a general store about seven miles south of Custer, lost his store building and stock by fire Feb. 2.

Jackson—Thieves entered the Frank Bates grocery store, at 219 North Jackson street, Feb. 3, and carried away some stock and the contents of the cash register.

Vestaburg—W. B. Fox, who purchased the John N. Hiller stock of general merchandise, has removed it to Breckenridge and consolidated it with his own.

Red Jacket—M. Weiss, who conducts a general store on North Fifth street, will open a women's and men's furnishing goods store as a branch store about Feb. 15.

Bangor—R. A. Buyce has sold a half interest in his fruit and produce stock to Floyd Locker and the business will be continued under the style of Buyce & Locker.

Fremont—Joseph S. Gerber has sold his interest in the Farmers Feed & Elevator Co. to Frank Bradway and the business will be continued under the same style.

Munising—E. F. Drury, who served the McDougall Mercantile Co. eight years as manager of the grocery department and three years as general manager of the company, has resigned and removed to Detroit where he has taken the management of the Community Groceries, a chain of twenty-one grocery stores.

Sparta—Frank Rinehart has sold a half interest in his grocery and shoe stock to George King and the business will be continued under the style of Rinehart & King.

Battle Creek—C. F. Hicks, druggist, will open a general store on North McCamly street about March 1 in connection with his drug store opposite the interurban depot.

Henderson—Peter Delamater has sold his general merchandise stock to F. Lahmann and L. Telfer, who will continue the business under the style of Lahmann & Telfer.

Flint—Serenio Case, recently of Allegan, is erecting a store building which he will occupy with a stock of paint, varnish, oil and builders' hardware and supplies about May 1.

Pontiac—Paul A. Leidy and Leigh Lynch, of Jackson, have formed a copartnership and purchased the Pontiac Drop Forge Co. plant and will continue the business.

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

Detroit—The United Department Store has been incorporated with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed and paid in in cash.

Alma—The Sawkins Piano Co. has taken over the stock of music and musical instruments of S. L. Bennett and will continue the business under the style of the Victrola store.

Kalkaska—John L. Glenan has closed out his stock of general merchandise and removed to Cadillac, where he purchased the Goldman bankrupt stock which was sold at public auction.

Detroit—Dennen's Book Shop has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed, \$7,500 paid in in cash and \$17,500 paid in in property.

New Era—J. DeKruyter & Co., dealers in dry goods and groceries, have dissolved partnership and the business will be continued by James DeKruyter, who has taken over the interest of his partners.

Detroit—The M. A. La Fond & Co. has engaged in the wholesale and retail cigar business with an authorized capital stock of \$50,000, of which amount \$45,000 has been subscribed and paid in in property.

Houghton—L. H. Atkin has sold a half interest in his drug stock to Abel Olson, who has clerked in the store for the past nine years and the business will be continued under the style of Atkin & Olson.

Holland—Louis DeKraker has taken over the interest of the DeKoster estate in the DeKraker & DeKoster meat market, on River avenue, and will continue the business under his own name.

Allegan—Court & Serrine, wholesale dealers in poultry, butter and eggs, have dissolved partnership and the business will be continued by Perry Serrine under the style of the Perry Serrine Co.

Central Lake—The Central Lake Construction Co. has been incorporated with an authorized capital stock of \$2,000, of which amount \$1,000 has been sub-

scribed, \$20 paid in in cash and \$980 paid in in property.

Walkerville—E. W. Bromley and L. B. Herold have formed a copartnership and purchased the Henry B. Benton meat stock and store fixtures and will continue the business under the style of Bromley & Herold.

Cadillac—Dick Marcus has sold his stock of meats and general merchandise to W. L. Stinson and V. H. Given, formerly of Grand Rapids, and the business will be continued under the style of the Harristown Supply House.

Empire—H. H. Gruber, undertaker at Traverse City, has purchased the stock and undertaking equipment of the C. B. Ackerman estate and will continue the business under the management of R. L. Clow, recently of Williamsburg.

Davisburg—Stiles Bros., who have conducted a bean and grain elevator here for the past thirteen years, have dissolved partnership and the business will be continued by F. S. Stiles, who has taken over the interest of his brothers.

Detroit—The Heinold & Schnoor Co. has been organized to engage in the men's wearing apparel and ladies' furnishings business with an authorized capital stock of \$4,000, of which amount \$3,000 has been subscribed and paid in in cash.

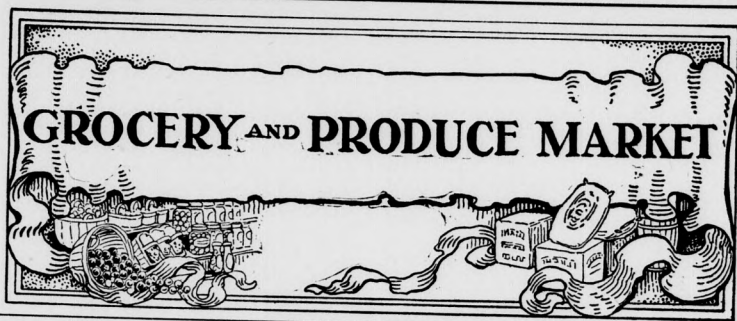
Portland—Edward M. Fineis has sold his interest in the men's furnishing goods, clothing and shoe stock of Lehman & Fineis, to Walter H. Heavenrich, of Detroit, and the business will be continued under the style of L. C. Lehman & Co.

Owosso—Lyon & Pond, who have conducted a dry goods store here for more than twenty-three years, have dissolved partnership, H. D. Lyon taking over the interest of Mr. Pond and admitting to partnership his son, Harold. The business will be continued under the style of Lyon & Son.

Marquette—Ormsbee & Atkins, who have conducted a clothing and men's furnishing goods store here for the past thirty years, have sold their stock to Stern & Field, who conduct four other stores. The business will be conducted under the management of Sigmund Stern, with no change in the firm name.

Beaverton—The Beaverton Co-Operative Produce Co. recently organized, expects to commence buying cream and produce about Feb. 15 under the management of W. H. Force. The company is now on a good footing to begin business, having sold eighty shares of its stock, with about forty more shares subscribed for. This gives the company a nice line of patrons among their own members and insures the success of the enterprise.

Saginaw—The Melze-Alderton Shoe Co., for the last fifteen years located at 131-135 North Franklin street, has purchased the Symons building, on the northeast corner of Tuscola street and Washington avenue, and will move into its new quarters at once. The building, which is a four story brick structure, has a frontage of sixty feet on Washington avenue and 120 feet on Tuscola street. It is of modern construction and ideal for use as a wholesale house, having been originally intended for that purpose. It was first occupied by Symons Bros. & Co. and later by the Valley Drug Co.



### 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 market is  $\frac{1}{2}$ c higher on creamery and the market is strong at the advance. Local dealers quote fancy creamery at  $30\frac{1}{2}$ c in tubs and  $31\frac{1}{2}$ c 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—\$5 per sack containing 100.

Cranberries—Late Howes are in steady demand at \$9.50 per bbl.

Cucumbers—\$1.75 per dozen for Southern hot house.

Eggs—The market on fresh is 1c lower, and with a lowering tendency. Local handlers pay 25c 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,  $7\frac{1}{2}$ c.

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—15c per lb. for hot house leaf, \$2.50 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,  $16\frac{1}{2}$ c for California; 15c for Naples; \$2 per bu. for Shellbark hickory nuts and \$1.75 for large.

Onions—The market is steady 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.

Parsnips—75c per bu.

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

Pop Corn—\$1.75 per bu. for ear,  $4\frac{1}{2}$  per lb. for shelled.

Potatoes—The market is not quite so strong, owing to the prevailing cold weather, which interferes with handling and shipping. Country buyers are paying 75c per bu. 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—30c for round hot house.

Squash— $1\frac{1}{2}$ c per lb. for Hubbard.

Strawberries—40c per qt. for Florida.

Sweet Potatoes—\$1.10 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.

### Mr. Bierce Speaks at Eaton Rapids.

Eaton Rapids, Feb. 8.—The annual meeting of the Eaton Rapids Commercial Club was held last evening. Dinner was served by the members of the K. of P. The principal speaker of the evening was Lee H. Bierce, Assistant Secretary of the Grand Rapids Association of Commerce, who spoke on "Community Building." O. R. Bromley, Division Freight Agent of the Michigan Central Railroad, was also in attendance and addressed the meeting.

The election of officers resulted in the re-election of all the present officers as follows: President, James H. Gallery; Vice-President, C. D. Knapp; Treasurer, F. H. DeGolio; Directors for three years, M. P. Bromeling and H. S. Bentley. S. P. Savage is the present Secretary, which position will be filled at the first meeting of the new board of directors. In all probability the present Secretary will be re-appointed for the ensuing year. The treasury contains a balance of \$57.42 and there were fifty-six members enrolled. Several new members were admitted at the meeting.

The Speaker's Bureau of the Grand Rapids Association of Commerce will supply the speakers for the meeting of the business men and clerks of Kendallville, Ind., on the evening of Feb. 16. C. B. Hamilton, of the Brearley-Hamilton Advertising Agency, will speak on the general topic of "Salesmanship" and Lee H. Bierce, Assistant Secretary of the Grand Rapids Association of Commerce, will speak on "Community Building."

The A. T. Van Alstyn Co. has been incorporated to manufacture notions, specialties and other articles within an authorized capital stock of \$100,000 common and \$75,000 preferred, of which amounts \$114,500 has been subscribed and \$112,750 paid in cash.

### The Grocery Market.

Sugar—The market is unchanged, being 6c for Eastern granulated, New York basis, and 5.70c for Michigan beet. The country has provided itself with six to seven weeks' supply of granulated at the lower levels preceding the advance to 6c, and the latter figure is obtained only where urgent need exists for prompt shipment due to the American strike. Withdrawals have been good, suggesting that the consumption keeps up well. There is a steady foreign demand which bulks larger than appears on the surface. Refiners are rather well sold up for March and are asking 5c in bond, although this price might be shaded on a large way. The quantity contracted to be shipped during February, March and April is fully 125,000 tons. The United Kingdom is expected to buy 30,000 tons for March shipment. Judging from reports the advent of peace would bring no outpouring of supplies from countries now bottled up. While little information is coming from the interior of Europe, it is now generally conceded that sugar conditions within the Central European Powers and in Russia have become serious, owing to the fact that transportation facilities are inadequate, that large quantities of sugars have been used for horse provender and the manufacture of alcohol, and from reports recently received from Petrograd via London it is now more than evident that Russia instead of being an exporter in case of sudden peace would actually become an immediate importer. A representative of the Russian government states that the price of sugar in Petrograd was within the past month 16c per pound and little obtainable at this figure, a price which would surely indicate a combination of lack of facilities, speculation on the part of producers or merchants and large inroads into supplies, caused by other uses than human consumption. Of course, one should not lose sight of the fact that practically all of Poland is in the hands of Russia's enemies and the product of not less than fifty factories there located is not presently available to the Russian consumption.

Tea—The feature of the market is still the enquiry for black kinds, particularly India-Ceylons at full prices, reflecting their recent advices from the primary markets. The country which bought well during January is still replenishing stocks in the anticipation that quotations will continue upward. Arrivals, it is figured, will be light and readily absorbed. Undoubtedly the prime factor in the situation is the freight famine and the advance in insurance, which adds to the import cost. With tea costing more than 5c a pound to bring from Calcutta it is not surprising that prices should tend upward here. Some circles are afraid that since tea steamers are in the zone being patrolled by German raiders, further losses may be reported, reducing the available supply.

Coffee—Rio grades are firmer than a week ago on account of a rather substantial advance in freight rates from Brazil. All grades of Rio and

Santos are  $\frac{1}{4}$ c higher than last week. The demand, however, is poor. Milds show no change and fair demand. Java and Mocha grades are unchanged and quiet. Good Javas are very scarce.

Canned Fruits—There has been very little movement for some time. Stocks on spot are in fair supply and prices are low, although held on a firm basis.

Canned Vegetables—Spot stocks of tomatoes are comparatively quiet, but in spite of the lack of a demand there does not seem to be any diminishing in the strength of the tone ruling in all quarters. Prices are held firmly, and there is no possibility of shading quotations for full standard goods. All other lines of canned goods are dull on spot. Buying is confined to small stocks needed for immediate requirements. Peas and corn are firm, showing no inclination to decline from the level held for some time. The dullness of the spot market affects the movement in futures and, in consequence, the brokers report that there is practically no buying being done at the present time for 1916 pack.

Canned Fish—With only a moderate demand in progress for all lines of salmon prices are held firmly, and in several quarters appear to be inclined to advance a trifle. Domestic sardines continue to find a good enquiry, and moderate buying is in progress. Prices are strong, with brokers expecting further advances within a short time.

Dried Fruits—Prunes are dull, without change in price, either in primary or secondary markets. Peaches and apricots are unchanged and in moderate demand. Raisins are moving out every day at unchanged prices. Currants and other dried fruits are quiet without incident.

Rice—New Orleans grades are in active demand and the mills have no accumulation of supplies, so that offerings are firmly held. The planters are getting full prices for rough rice.

Cheese—The market is firm on account of light stocks and prices have advanced about 1c per pound during the week. There is a good consumptive demand, and the entire situation is healthy, with no important change in sight.

Provisions—Everything in smoked meats is dull and unchanged, with a light consumptive demand. Both pure and compound lard are steady and unchanged. Dried beef, barreled pork and canned meats are very dull, without change in price.

Salt Fish—There has been no change in the mackerel situation during the week. Prices are firm and steadily maintained. This applies to Irish mackerel as well as Norway. Cod, hake and haddock are selling fairly at unchanged prices.

George Hefferan, Vice-President of the Michigan Trust Company, is critically ill with pleuro pneumonia. Dr. Herrick, the noted expert of Chicago, was called in consultation yesterday and pronounced the case hopeless.

A. C. Neilson, grocer at West Branch, in renewing his subscription to the Michigan Tradesman, writes, "we must have it to help regulate our business."

### Gabby Gleanings From Grand Rapids.

Grand Rapids, Feb. 7.—Hail! Hail! Most all the gang was there and what happened to the candidates can only be related by themselves. One of the most enthusiastic meetings that Grand Rapids Council has held in many moons was pulled off Saturday night, Feb. 5. Even the candidates entered into the spirit of the evening and, as a result, made the initiation more interesting. Those who were led over rugged heights and across fathomless chasms and into subterranean passages are as follows: C. E. Curtiss, A. T. Fimstod, A. E. Larrabee, J. M. Combs, J. M. Vandermeer, J. W. Leach, N. H. Carley, James Carton, H. B. Phillips and A. P. Edmunds; by transfer, L. S. Lee from Jackson Council; by re-instatement, Clarence Wormnest. The work was put on by Past Counselors, as Saturday night was set aside as a Past Counselors' night. The officers who occupied the chairs did fine and received a rising vote of thanks from the Council. W. S. Burns acted as Senior Counselor; W. B. Holden, Past Counselor; W. K. Wilson, Junior Counselor; W. S. Lawton, Chaplain; Homer Bradfield, Page; John D. Martin, Sentinel. From the turnout and the number of candidates on hand, things begin to look better for the team captains and their teams. It looks as though some one was really working. Even though this was a rousing good meeting, March 4 is expected to have it all over any of the previous meetings. Get together everybody and turn out and give the candidates one uproarously grand reception. Among committees appointed, W. B. Holden, W. S. Burns and J. H. Millar were selected to send a letter of condolence to the widow of H. L. Gregory. Dr. G. W. Ferguson was appointed chaplain and J. M. Vandermeer captain of the degree team. A manager for the 1916 ball team was elected and T. J. Rooney will have the burden of piloting a winning team through the season. As Tom is some nifty player himself, we expect him to surround himself with a capable bunch of players and make a streak of winning wider than Canal street in New Orleans.

Grand Counselor W. S. Lawton will make an official visit to Jackson Council next Saturday, Feb. 12. This is the twenty-second annual meeting and a big get-together meeting is planned, with Supreme and Grand officers in attendance. They report twenty-eight candidates for the ceremonies.

Feb. 12 is planned as a day long to be remembered among the members of Absal Guild, A.M.O.B. From the number of acceptance cards returned there will be one grand big blow out. Nothing is being spared to make this a success and every Bagman should try and be present. A great many surprises are planned and you may even see the Turkish ambassador. The ceremonial session starts at 2:30 p. m. and, as a final, a banquet will be served at 8 p. m. with the Kings Guards in charge. The patrol will be in full uniform and capined by W. N. Burgess, with Lieutenants Harward and De Graff as aides. After the banquet the committee has something up their sleeves that they refuse to divulge, so evidently we have some surprises in store for every turn in the road.

Let us all meet on the plains of Suleman and visit the great ruler and break bread with him Saturday evening at the spread—break bread that comes from the valley of the Tigris.

Will some one please invent a lint-less napkin?

When you see a man standing up to his lanches it is a sign that he has become a victim of the skating craze.

Our attention has been drawn to the fact that commercial men stopping at the Phoenix Hotel, at Edmore, are subject to atrocious conduct on the part of some regular boarders. These annoyances are subjected to the lodgers about 5 a. m. every morn-

ing by some railroad men acting in a boisterous manner for no other reason than that of awakening the entire house. Although railroaders have as respectable a calling as any laboring class, they should bear in mind that they only pay one-half the rate that the commercial man pays and yet get as good as the man who pays twice as much for the same thing. It isn't the price that is in discussion, but quiet hours instead of uncalled for boisterousness. If such things continue, it simply means the dodging of the Phoenix. It is hardly probably that it is necessary for the parties in question to get up as early as they do. There isn't a train out until 9:30, but if it is necessary to get out so early, it behooves them to use just a little bit of good sound sense and have some consideration for some one else.

When you see a person who isn't coughing or sneezing, or both, it is a sign he has just got over the gripe.

R. B. Kellogg, President of the Grand Rapids Supply Co., has returned from a business trip to Detroit, Toledo and Pittsburg. While in Pittsburg he met with the Central Jobbers' Association.

Guy W. Rouse left Saturday evening for Cuba, where he will spend two weeks endeavoring to recuperate from the gripe.

Warren Shaull, wife and little daughter, Katherine, of Charlotte, are spending the winter months in Florida. They are dividing their time between Jacksonville, Tampa and other famous resorts.

Andrew Gaynor, popular Breeds-ville merchant, accompanied by his wife, has left for California and Washington to remain for the winter months.

Former State Senator A. N. Shook, who conducts a general store at Coral together with his wife, have departed for California and other Western points. They expect to be gone a month or six weeks. All the boys who call on Abe wish him and his wife a very pleasant journey.

T. D. Smith, hardware and implement dealer of Scottville, and wife, are spending a few weeks in Florida with Mr. Smith's father.

F. G. Hines, popular druggist of Charlevoix, is spending the winter at St. Petersburg, Fla.

J. H. Bidleman, who conducts the hotel at Scottville, has made some needed improvements, so the old place doesn't look natural. Mr. Bidleman formerly ran a resort hotel at Empire and is wide awake to the needs of the traveling public and should enjoy a nice business from the boys. The hotel will continue under the name of Hunter's Inn, but Hunter is out.

Kent City boasts of more paved streets than any town of its size in the State.

Did any one see their shadow and crawl back?

In his eagerness or haste, John D. Martin cost the Hentschel Hotel 27 cents' worth of milk. John evidently forgot that he was in a regular hotel and, thinking he was in a self serve dairy lunch, made a dive for the cream pitcher, but failed to connect properly and, as a result, the milk left the protection of the pitcher and took to the linen. It might be well for John to ask for what he wants hereafter, as hotels usually have hired waitresses at your service. We'll take a short one, John.

An important discovery was made in Shelby last week. It was discovered, upon looking for a place to "shoot" a game of pool, that a pool room was nix. It is a good thing to be without for the young boys' sake and we venture to say that there are not many villages the size of Shelby which has not from one to half a dozen pool rooms, but outside of that, they are a good place for a peddler who wants to kill a few minutes before retiring.

A. Q. Adams, of White Cloud, who has just completed a fine new store

front, says he is going to install a nickel in the slot machine, so that every peddler may register when he comes into his store.

L. G. Graff, of Fremont, has moved into his fine new garage. Louis has spared no expense in making this one of the most up-to-date garages in the State.

Paul Steketee & Sons have awarded the steel contract for their new building, on Monroe avenue, to the Republic Iron and Steel Co. Work will start March 1.

M. Braudy & Sons are building a brick and steel addition to their store, on Alabama avenue. The new part will be 50 x 80.

Hart expects to sport forty-six boulevard lights in the near future. All punch boards and other devices have been cleaned out and she now is about to take on some big city decorations. Hart is surely progressive.

Clarence E. Folger, who has been associated with the Heyman Co. for the past seven years, has resigned to take charge of the furniture and rug department for the G. E. Hain Co., of Fremont.

A. N. Borton is feeling pretty chirp the last few days. He even smiles in the face of advancing prices. He just grabbed off a \$3,500 order a few days ago. Could we land one, it wouldn't be a smile, but an out loud grin.

Don't you know that you are liable to kick in with the gripe or some kindred disease? Better get in with the G. R. T. M. B. A. Ask about it and sign an application blank.

Orin Wolbrink, of Ganges, narrowly escaped having a very serious fire in his store last week. The ceiling caught fire from an overheated stove. With the prompt use of a Pyrene fire extinguisher the damage was slight.

Miss Eva Grace Newell, only daughter of Mr. and Mrs. George Newell, of Coral, was married Jan. 26 to Frank D. Wells, prominent horticulturalist of Monroe. Mrs. Wells is a graduate of the University of Michigan and has been a successful teacher for the past few years in the State of Washington and Michigan. The newly weds will live in Monroe.

The Four Leaf Clover Club met at the home of Mrs. A. F. Rockwell 1422 Wealthy street, last Thursday. Mrs. J. B. Olney and Mrs. A. T. Heinzelman won first and second prizes.

Mr. and Mrs. W. S. Lawton entertained at dinner Sunday Mr. and Mrs. John J. Dooley, Mr. and Mrs. William Francke and Mr. and Mrs. G. W. Ferguson. It is reported that Doc ate until he was sick. Mrs. Lawton was sick watching him eat.

Charles Lee and wife, of 250 Hollister avenue, entertained a party of U. C. T.'s and their ladies last Friday evening. All men present were U. C. T.'s and Bagmen. It is a question whether Charlie will be able to remain in the same neighborhood, as his visitors were not equipped with Maxine silencers.

Martin and Lawton are growling about how old they are getting, how their youthful appearance is fading, etc., while Fred Beardslee seems to acquire more of the youthful bloom every day. Perhaps Fred bathes in the fountain of youth.

Mrs. W. E. Sawyer, who had a severe attack of the gripe, is reported better.

Mrs. Wm. H. Zylstra, 2145 Horton avenue, who broke a limb five weeks ago, is improving nicely.

Don't forget the Bagmen meeting. Don't forget the dance Feb. 19. Don't forget the banquet.

Don't forget the Oakland six. Don't expect too much of the scribe. L. V. Pilkington.

Elkton is to have a new hotel, built of brick, steam heat in each room, public baths and nicely furnished throughout, twenty-two rooms. It will be open about March 1.

### Sagacious Suggestions From Saginaw Salesmen.

Saginaw, Feb. 7.—Messrs. Pilkington and Goldstein and Grand Rapids Council, I thank you.

C. H. Force, of Stockbridge, recently opened a general merchandise store. He has had fifteen years experience in retail work in Stockbridge. Lee & Cady and Edson, Moore & Co., of Detroit, furnished the stock.

Miner & Beeman, of Fowlerville, will open a garage there about March 1. They have taken the agency for the King and Dort cars.

N. Jedele & Co., of Dexter, are closing out their general merchandise stock.

Orin Leidlien, better known as "Dutch," and the ever popular representative of the local branch of Lee & Cady, making the thumb territory, recently entered the halls of fashion by submitting to an operation for appendicitis. Latest bulletins out today state he is doing fine and let us hope he will soon be out among us with his old prune grip.

The local U. C. T. is planning a new feature in connection with its regular meetings for the purpose of creating a greater interest among its members and also as an educational feature. At the next meeting immediately after the initiation the Council will be addressed by Mr. Pellitt, credit man for Morley Bros., of this city. Mr. Pellitt is an exceptionally bright character in his line and a great deal of good will be derived from his talk by those present. One of the other speakers to address the Council a little later will be Hugh Chalmers, of the Chalmers Auto Co., Detroit. This is just an example of what a live council can do.

Claud Avery, salesman for the Clark & McCaren Co., wholesale grocers at Bad Axe, reports that he lost his sample case last week. He says some one, no doubt, took it by mistake while he was waiting for a train. He said he did not care for the case, but he hated to lose the samples of high class confections he had in the case. If he were not a full fledged member of Saginaw Council we might have reason to wonder just a little.

C. H. Good, Michigan sales manager for the Widlar Co., of Cleveland was a business visitor in Saginaw and Bay City the last of the week.

The annual election of the Saginaw Retail Grocers' Association was held last week. The attendance was good and a lively meeting held. The officers elected were: Charles G. Christensen, President; Jason Clark, Vice-President; Otto M. Rohde, Treasurer; S. A. Sensenbaugh, Secretary. Plans were discussed for holding a pure food show here sometime in March or April. Dates were not decided on. J. B. Nauer is the retiring President.

Another manufacturing company for the flourishing little town of Midland. The Dr. Miles Medical Co., of Elkhart, Ind., has organized a company known as the American Bromine Co. It has started to sink the wells into the salt beds and a factory building will be started at once.

The new Chamber of Commerce of this city is now located in its new home in the Beringer building. H. L. Griffin has resigned as Secretary and the vacancy has been filled by the election to that office of H. B. Fry.

The Schust Baking Co. held its annual stockholders meeting last week and elected the following officers: President, Henry Schust; Vice-President, F. E. Schust; Secretary-Treasurer, O. Schust. The stockholders voted to cut out the word baking and the house will be known hereafter as the Schust Co.

Saginaw beat out Jackson and Detroit for the next convention of the State Y. M. C. A. last week at Grand Rapids. Truly this is the convention city.

This is farmers' week here, as a



State institute is being held at the Auditorium. A very interesting programme has been prepared and a big exhibit of farm products is a feature of the three day meet.

Many complaints are coming from the boys making Capac about Hotel De Burt. You enter the hostelry, register, pay your 50 cents, eat and return to the lobby, only to be made a wall flower of by the barleycorn patrons and bar flies. A 10 cent whisky bum gets better resting accommodations than the hard working and weary travelers. The writer calls to mind an incident that occurred at this hotel a year ago when making the trip, accompanied by his wife. A drunken man was lolling about the lobby using profane language—certainly a fine specimen of a hotel—not fit for an ordinary man, let alone a lady.

One hundred and fifty hay and grain dealers from all parts of the State were here in convention the past week. President Ernest L. Wellman, of Grand Rapids, reports 3,200,000 tons of hay raised in Michigan last year; 18,000,000 bushels of oats; 5,944,000 bushels of rye; 18,000,000 bushels of wheat; 63,000,000 bushels of corn; 2,400,000 bushels of barley; 34,500,000 bushels of potatoes. The hay crop brought the farmers \$36,000,000, being the most valuable single crop raised in Michigan last year.

Do you know what happens Feb. 22, 23 and 24? Why, the biggest State convention of retail grocers ever held in the State at Battle Creek.

William F. Rau, implement dealer of Reese, underwent a very critical operation at Saginaw General Hospital last week. His condition is serious at this writing.

Eugene Page, son of George E. Page, implement merchant at Decker-ville, has entered the employ of the Simons Auto Sales Co., selling Overlands.

H. D. Ranney, Past Senior Coun-

selor of No. 43, goes to Owosso Saturday night to visit Owosso Council, it being an official visit. He is making the trip for Deputy Ben Mercer.

Practically every council in the State has entertained the State U. C. T. officers the past year, except Flint. Seems to be a very quiet spot for such a busy berg.

Don't forget the sportsman show to be held in Saginaw Feb. 22, 23, 24, 25 and 26, in connection with the convention of the Michigan Wild Life Conservation Association. If you attend you will see the greatest collection of birds and animals ever collected in one show in Michigan, if not in America. Particulars next week.

We are very sorry to inform you that the Czar of Michigan, Mark Brown, has been unable to be out on the road for a few days. On account of his weight, he was unable to get an air cushion which would hold him up. We would have invited him to our house, but we have no mantel over the fire place. However, he is out at this writing, selling to the druggists a sure preventive for boils. He represents the Hazeltine & Perkins Drug Co., Grand Rapids.

Did you ever stop at a hotel where, after a meal you had to go to some nearby store to find a place to sit down and rest? Also where the lavatory was not fit for a tramp to enter, let alone a decently dressed man? If not then fight shy of the Hurst House, at Stockbridge. The lobby (?) is filled from morning until night by a set of town loafers and what looks like a few remaining old bar flies which used to seek shelter in the bar room when the village was wet. It is a shame that the owner of a hotel can not see the things that tend to kill his business. The writer has received many complaints from other travelers about this same hotel. Mr. Hurst, we are ready to boost when things are right. No man is more

ready to forget the past than the commercial traveler.

The many friends of Fred Huebner, representative of the Mershon-Eddy-Parker Lumber Co., of this city, are extremely sorry to hear the death of his wife. She passed away while Mr. Huebner was on a business trip to Pittsburg. Mrs. Huebner was a member of the Ladies of the U. C. T.

E. F. Rohde, Jr., member of the firm of Rohde & Son, grocers, this city, has accepted a position with E. C. Rich Co., of New York, as traveling representative in this territory selling and advertising Tryphosia.

Ben Mercer goes to Jackson Saturday night, making his official U. C. T. visit to Jackson Council. A large class is to be initiated.

The annual U. C. T. ball of Saginaw Council was held at the Forester hall Saturday night. Many were in attendance. Dancing and card playing were indulged in. Again we must doff our hats to the Grant-Knoop-Conaton crew who did themselves great honor, both in the class of entertainment provided and, above all, in the decorations of the hall—beautiful ferns and palms and colored streamers forming a canopy over the entire hall. Hundreds of colored electric lights were used and at one end of the hall was the emblem of the order formed with small electric bulbs. It was an evening long to be remembered by all present.

In reviewing the Jan. 19 issue of the Tradesman I found a bad spark plug in use in Sparks from the Electric City. Mr. Steindler states in his letter that E. Wagner, of Saginaw Council, reported things looking favorable for Stevenson in Northern Michigan. We are glad to note Mr. Stevenson is gaining great favor in the upper country, but we must deny the news coming from a member of Saginaw Council. In the first place we have no such person by that name belonging here and in the second place if we had a thousand Wagners

in this Council, with such a character in the field as our esteemed H. D. Ranney for the Grand Council office, you can rest assured there would be one thousand Wagners out boosting for H. D. The plug needed a little cleaning, that's all.

The venerable John L. Root, who for the past forty years has traveled for the Widlar Co., of Cleveland, has resigned his position. Just what his plans are for the future we are unable to say at this time.

If it is the very best for the least money you want, then subscribe for the Tradesman. L. M. Steward.

#### To Consider the Application for Secretary.

Bay City, Feb. 8—Will you kindly issue a call in this week's Tradesman that the Executive Committee of the Retail Grocers and General Merchants' Association of Michigan meet at Battle Creek, February 21 at 1 p. m. and there go into executive session for the purpose of considering the applications for the Secretaryship of the State Association. This will be considered a great favor from you, as the time is short.

Wm. McMorris, State Pres.

The Tradesman is pleased to note the care and caution with which the executive officers of the Retail Grocers and General Merchants' Association are proceeding this year in the selection of a Secretary. So many mistakes have been made in the past that it is thought best to canvass the merits of all of the candidates for Secretary in advance, instead of leaving the selection of a Secretary to the closing hours of the convention when matters are sometimes transacted without due consideration and regard for the consequences.



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

**Barney says—**

*I have been drinking coffee for nearly seventy years, and sampling it for over forty, and I believe our NEDROW coffee is the biggest value that I have ever seen in a 25c seller.*

**WORDEN GROCER COMPANY**

GRAND RAPIDS—KALAMAZOO

**THE PROMPT SHIPPERS**



(Unlike any other paper.)

DEVOTED TO THE BEST INTERESTS  
OF BUSINESS MEN.

Published Weekly by  
**TRADESMAN COMPANY,**  
Grand Rapids, Mich.

**Subscription Price.**

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

Five dollars for six years, payable in advance.

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

Sample copies 5 cents each.

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

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

February 9, 1916.

**AFTER THE WAR—WHAT?**

Interest in the possible effects of return of peace in Europe on business in this country is undoubtedly increasing. But actual apprehension concerning a consequent industrial readjustment still prevails principally in the East, where concern is natural regarding possible serious falling off in exports and further tariff complications. Naturally, also, the East sees clearly that some economic readjustments must come when the stream of orders for munitions of war ceases. This latter possibility, however, seems to us in this section to grow daily less, because of the steady increase in domestic business and the decreasing dependence of the warring nations upon us for these supplies.

This point of view is natural, at a time when everywhere west of the Alleghenies there is a recrudescence of business activity and improving prices that seems to be only in its inception. But there is also widespread and profound confidence in the future of this country, especially as regards that genuine prosperity of which it is felt we have seen only the beginning. This optimism is a natural reaction from the feelings engendered by the bad-crop years, the halting and dragging business, the lack of new development of material resources and the political, economic and social turmoil of the past decade. It finds its surest foundation in the unprecedented crops of last year, the general industrial activities of the present and that new-born hope and constructive feeling which is so apparent in every part of the country.

This feeling, in turn, arises from the realization, not only of the actual but of the potential material wealth of this country, and perhaps even more from the consciousness that the European war has blazed the path of opportunity for this country. Moreover, there is absolute faith in the power of the Federal Reserve Bank system to avert and prevent those financial cataclysms which marked the panics of 1893 and 1907. There is also an almost entire absence in the West of the influence exerted so strongly in the East by the Wall Street stock market. From the point of view of the great interior, the speculative market and the speculators themselves are so abnormally

sensitive to every possibility of trouble, both present and future, that they seem to evolve imaginary coming calamities from their inner consciousness.

When all has been said, however, the question of the economic results of peace is in many respects a matter of local opinion. In the South, the impression is that peace will be helpful to our industries in the main, rather than hurtful. It is believed that it will cause an increased demand for cotton, and thus take care not only of the price but of that increased volume of production which seems to be likely for the next year.

Otherwise, the problem of disposing of a large crop might be a serious one. It will open up the phosphate mines of Florida, although it may bring back in an acute stage the sugar question to the Louisiana cane growers. It will certainly aid the yellow pine industry by creating an unusual export demand for lumber for the rehabilitation of ruined Europe. It will probably open up the European markets again to those kinds of tobacco used almost entirely abroad, and thus largely benefit certain sections of Kentucky, Tennessee, Virginia, and North Carolina. It will solve the fertilizer problem for the South Atlantic states, which are now in sore straits for lack of phosphate. So, on the whole, the South expects to profit by peace.

But this is not so in the grain-growing sections, which are apprehensive of a severe decline in prices of all grains when the war is over. There are many considerations which would mitigate that aspect of the situation; but there does not seem to be any escape from the general conclusion that grains will be cheaper than in the past eighteen months, with consequent quieting effect on general business in the grain states. On the other hand, fruit-raising districts look forward to increased exports with the coming of peace.

In the mining centers, camps and manufacturing centers, the hope is for a domestic demand sufficiently increased to offset largely, although not entirely, the inevitable decrease in export orders for munitions. The belief, to which the wish is father, is that Europe will have to come to us for materials for rehabilitation, and that this will to a great extent take the place of the present abnormal demands. There is no delusion to the effect that this prospective call from Europe will keep at their present level either the present enormous output or the present high prices; but the hope is that decline in either demand or prices will not be serious enough to disjoint the situation, or more than simply to bring about some readjustment. It is generally admitted that the present high prices of metals must decline with the coming of peace, but it is not thought that the fall will be serious enough to materially affect the present output.

Such are the variations of judgment. Underlying them all is the sustaining belief that whatever complications and troubles may result from the period of drastic economic reconstruction after war, the resources

of this country and the soundness of its agricultural and industrial situation are sufficient to withstand them.

**GLIMMERING GASOLINE.**

The most striking part of Secretary Lane's report to the Senate on the shortage of gasoline is his estimate of the soaring rate of increase in consumption. He computes that 25 per cent. more gasoline was used in America in 1915 than in 1914, and that 25 per cent. more will be consumed in 1916. Yet this statement is borne out by available facts. In 1904 the consumption of gasoline in the United States was 5,800,000 barrels. In 1909 it was 10,800,000 barrels, in 1914 18,000,000 barrels, and experts in the industry have been estimating that 30,000,000 barrels will be required during this present year. Our two to three million motor cars are the chief consumers, but it must be remembered that there has been a great extension in the use of gas engines for motor boats, farm tractors, farm machinery, and small manufactories. Added to this is the circumstance that production has diminished, due to stoppage of the direct exports from Mexico and the heavy slump of the Texas and Oklahoma oil wells, which are said to have fallen in output from 35 to 50 per cent. It is not strange that gasoline has risen from about 15 cents per gallon to 25, and that some authorities predict a price of 35 cents before the movement is ended. The situation makes demands upon both the skill of Americans in contriving substitutes and our ability to conserve supplies of petroleum and gas which we have hitherto exploited prodigally.

As for substitutes, Secretary Lane urges foremost the perfection of motor machinery which will consume kerosene and other heavier distillates of petroleum. Experts on internal combustion engines are said to agree that such machinery is feasible. New processes may be found for increasing the percentage of gasoline derived in the refining of crude oils, for refining oils of unusual composition, and for better production of gasoline from natural gas. But it will nevertheless some day be necessary to find wholesale chemical or vegetable substitutes for practically all mineral-oil products. The country has just begun to learn the necessity for conservation of its petroleum supplies. We now furnish about 65 per cent. of the world's stock. The Government has estimated that the reserves of petroleum amount to only about 5,560,000,000 barrels, and that at the present rate of consumption and export, twenty-three years will see the total exhaustion of the American supply. It is clear that efficient utilization and the prevention of waste are imperative, if we are much to prolong the life of our oil fields. Many new deposits may be opened in Utah, California, Wyoming, and Colorado, but they must be guarded jealously. Careless drilling and casing of wells, poor storage, exposure of oil to fire, production in excess of immediate marketing facilities with consequent waste, must be prevented. And even then the day will come when we must find something in place of petroleum.

**JOHN GEORGE KALMBACH.**

Grand Rapids lost a good citizen last week in the person of J. George Kalmbach, who was a striking example of his own precept that a "shoe maker should stick to his last." In his passing the last of the three founders of the Rindge, Kalmbach, Logie Co. has gone to his reward.

Grand Rapids, nor any other community, could suffer no greater loss. A community, no matter how great or how small, is worthy only in so far as its citizens are worthy, and Grand Rapids can take much pride in the fact that the character of its citizenship is typified by the man whose death came last week to excite in the minds of his friends and neighbors sentiments of respect and esteem, sorrow and regret to a marked degree.

Mr. Kalmbach was a man of strong and virile character who loved justice and hated dishonesty and deceit; whose standard of business integrity was high and who lived up to his ideals of fair and honorable dealings. Among his close personal friends he was a generous and genial companion, full of unique and original characteristics, and he attracted a host of business friends in every department of his work, although there were not many to whom he revealed intimately the real depths of his character.

Mr. Kalmbach was a singularly religious man, having been a life-long member of the German Methodist Church. He was content with his church. His mental powers never were diverted to enquiry beyond its creed. He lived by it, quietly and cleanly. His spiritual aspect was calm and his life was good. He had broad sympathies and a fine love for his fellow men. He was a faithful friend, living his virtues unconsciously, as gentlemen do; for a gentleman he was, in the sense of heredity and upbringing—an example of the best produced by the ancient race in which he was born.

Mr. Kalmbach left no impression in enduring marble in Grand Rapids. His achievements did not result in towering buildings, in books nor works of art nor in statutes. His impress is in the hearts of his customers, associates, friends and neighbors. He taught by his example good lessons of patriotism and good citizenship and civic pride. He did not teach these lessons by precept. He taught them by living them.

The lack of dye stuffs used in paper making has been referred to frequently and it is already apparent in the appearance of daily, weekly and other periodicals. The shortage threatened to affect the Government Bureau of Engraving, and it was close to the point where currency and stamps would have to be of another color. Accordingly inventors were set to work to produce dyes identical with those to be obtained from Germany, regardless of cost, and enough dye has been produced to ensure that greenbacks will be just as green and postage stamps the same shade as before. The money and the stamps would be as good whatever the color, but the National engraving establishment insists upon uniformity.

# EMPRESS

NOW PLAYING

Keith Vaudeville  
7—STAR ACTS—7

ALWAYS A GREAT SHOW

DAILY 2:30 and 8:15

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

Buy

## Klingman Furniture

and sing "Home, Sweet Home" with  
accelerated enthusiasm

### Klingman's

The Largest Furniture Store in America

Entrance Opposite Morton House  
Corner Ionia Ave. and Fountain St., Grand Rapids, Michigan



**BUFFALO**  
450 Rooms 450 Baths  
Rates from \$1.50 a day



**DETROIT**  
800 Rooms 800 Baths  
Rates from \$1.50 a day  
200 room addition building



**CLEVELAND**  
700 Rooms 700 Baths  
Rates from \$2.00 a day  
300 room addition building

## Over-Sunday Hotels

The traveling man's Sunday is comfortable and pleasant at any Hotel Statler.

Before he wakes a morning paper is put under his door—noiselessly—with the compliments of the house.

If he wants to breakfast in his room no extra charge is made for room-service.

If he wants to write letters in his room he doesn't have to ask for stationery—his desk is plentifully supplied. If he wants ice-water he has but to open a faucet.

If he wants to loaf downstairs, comfortable, luxurious lounges, with chairs and sofas built for tired men—and lazy men—await him. There is *good* music at luncheon-time and again at dinner-time. Well-selected libraries at his disposal—free, of course.

And always there is that courteous, gracious, *interested* personal service that we are proud to call Hotels Statler Service—a complete service as befits "the complete hotels."

You get more for your money—unquestionably—at a Hotel Statler. Ask anyone who has ever stopped with us.

**HOTELS  
STATLER**  
BUFFALO - CLEVELAND - DETROIT



# The Seasons' Greatest Catalogue

The Spring edition of "OUR DRUMMER" is of peculiar and timely importance to the retailer who wants to buy for a profit. In the face of a chaotic and rapidly rising market this catalogue dares to quote *net guaranteed prices* on the world's greatest stock of general merchandise. These prices have the goods behind them. Guaranteed prices and the goods to back them up mean something in these days of more than unsettled conditions and a very decided shortage in many branches of merchandise. Watch for our March catalogue. It is the season's greatest and most important price list.

# BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

NEW YORK

CHICAGO

ST. LOUIS

MINNEAPOLIS

DALLAS

## AUTOMOBILES AND ACCESSORIES

### Balance Is Thing To Watch Out For.

In the ideal touring car, one element I believe is more important than any other, and that is the element of balance. Under this heading, a great engineer described balance as follows:

"Perfect motor car balance is a combination of weight properly located and bearing a given relation to the other mechanical essentials of the car. The rear wheels must bear a sufficient proportion of the weight to enable them to drive the front wheels under all reasonable conditions. The center of gravity of the entire supported mass must be located sufficiently ahead of the rear axle so that it exerts no lever action to cause skidding.

"The center of gravity must be low enough so that any tendency to roll in going around corners will be obviated. The center of gravity must not be so low that it gives a direct unyielding blow at the rear wheel center.

"The front axle should be thrown well ahead of the motor, and, if possible, the radiator, to prevent the front wheels from offering too much resistance to the driving of the rear wheels and to make steering easier. The weight should be kept as low as possible on the front wheels. The manifestation of this balance is ease of riding and low tire and maintenance expense. All of these points are incorporated in the design of the well balanced car."

Analyzing his statements, it would appear there must be a close relation between the weight distribution on the front wheels and the weight distribution on the rear wheels. This explains why a great many manufacturers do not make unit power plants. That is why they segregate the transmission from the motor assembly. It is also why the transmission is not placed on the rear axle. It is to get a more even weight distribution.

Foreigners have paid a great deal more attention to this point than Americans, with the result that there is practically no foreign car built with what is known as a unit power plant. It is this close attention to the small details that has given the foreign car such riding qualities at high speeds.

A few American manufacturers have done the same, and the prospective buyer of the finest car might do well to spend a considerable amount of time in looking into the balance of his car as a whole.

In the design and construction of cars where the owner does not ex-

pect the least possible work in road balance, it is not necessary to pay so much attention to these things.

For instance, if the maximum speed the car can attain is forty-five miles an hour, it is not particularly necessary to put racing car perfection of balance into it, but in any touring car where sixty miles an hour can be even approached, too much care cannot be exercised in the perfection of road balance and steering, and these two points are interlinked very closely.

You can design the finest steering gear in the world and if the car is not balanced well, it will not handle easily on the road. The road balance of a car also affects ease of riding as much as spring design does.

Just how much importance balance has in ease of riding has only lately been thought of and prominent engineers all over the country are giving more and more attention to this one feature.

Next to balance, I believe the matter of flexibility is most important. By flexibility, I mean that ability of the motor to pick up its passenger load from very low speeds with no apparent effort and in a very short space of time.

In other words, how fast the car can accelerate from ten to fifty miles an hour on high gear. Some interesting data has been obtained on that point on the Indianapolis motor speedway. For instance, a car which was recently tested on the speedway accelerated from ten to fifty miles per hour in 17.6 seconds. I should say any car that can accelerate from ten to fifty miles an hour in thirty seconds is making a creditable performance.

Take your car out some morning and try it. You will be surprised to see how interesting the experiment is.

Another peculiar condition which we have discovered on the speedway is that any car that has rapid acceleration also is a good hill climber.

F. E. Moscovies.

### Accomplished His Purpose.

"Charlie," said the young mother, "I've decided on a name for baby. We will call her Imogen."

Papa was lost in thought for a few moments. He did not like the name but he knew that if he opposed it his wife would have her own way.

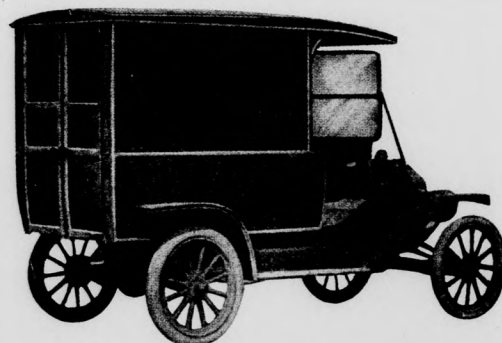
"That's nice," said he presently, "My first sweetheart was named Imogen and she will take it as a compliment."

"We will call her Mary, after my mother," was the stern reply.

*Overland*  
TRADE MARK REG.

The  
Whole Show

*Willys*  
KNIGHT  
Sleeve-Valve Motor



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.

# 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

**Motor Car To-day Is Public Utility.**

"The greatest misconception concerning the whole question of motor traction is largely due to the failure to remember the fact that the motor car has come to stay; that motor traction is rapidly supplanting all other forms of conveyance; that it is concurrently revolutionizing country life and nothing can stop it," says Francis M. Hugo, Secretary of State of New York.

"The idea that the motorists are the privileged rich and that the public does not motor and is, therefore, not interested in motor cars, is no longer the fact. To-day the public on the road is the motoring public, and in any city street the number of motor cars is greatly in excess of all the other forms of conveyances combined. It is this fact which governs the whole question, because the country is beginning to live on motor cars.

"Moreover the sections which have the best roads and ordinances are profiting at the expense of those benighted places that penalize motoring in the name of legality. But one of the good results accomplished by automobile associations in addition to those accomplished toward highway improvements is the organized effort to discipline careless and reckless drivers. Scarcely a day passes but what some motorists complain to the state authorities against fellow autoists for violating the rules of the road or neglecting the courtesies.

"Cars are accused of rushing at high speed out of by-roads without thought of the traffic on the main road, of not slowing down sufficiently on roads crowded with pedestrians, of not allowing faster cars to overtake and pass them, of cutting in too closely in front of the cars they have passed, of refusing to leave the middle of the road and forcing cars they meet into the ditch, of running through thickly settled communities at high speeds with exhausts open.

"While there is no suggestion that misconduct of these and other kinds is indulged in by the majority of drivers, nevertheless, so long as it can be asserted of any considerable minority there need be no surprise that the motor car is cordially hated by numbers of the non-motoring public and the police are not supposed to think that it can be safely left to its own devices.

"Anything that motorists can do to purge the flock of these tainted sheep will be of service to the cause, but it is difficult to see how the State under existing laws could do much. The motor associations might help, however, by expelling or otherwise disciplining members who have been proved guilty of such behavior."

**Same Appeal Not Suited to All.**

The same appeal is not equally effective on all customers. A selling talk that will make a sale to one prospect may be wholly unsuited to another. Different people view things differently. With some, price is the one important consideration. Others insist on quality of the highest order, and still others

claim exclusiveness as the paramount issue. One cannot always hit the right selling talk the first time, but by careful feeling around, it is usually possible to obtain a fairly clear idea of the customer's particular likes.

In order to materially increase the selling efficiency of his entire force, a certain Eastern merchant instructed his salesmen to study all customers very carefully, and to be sure and make note of any selling talk that appealed with special force to a certain customer. These things are then brought up at the weekly meeting of the salesforce and, in this way, every member of the force is then prepared to deliver to his customer that particular argument which is most effective

It is really remarkable how successful they have been in this work, and they claim to know the vulnerable spots of a very large number of buyers in their city and surrounding country.

**GRAND RAPIDS OIL CO.**

Jobber of  
Illuminating and Lubricating  
Oils and Gasoline  
GRAND RAPIDS, MICHIGAN

**Make Out Your Bills**

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



Its Loose Leaf opens like a Blank Book

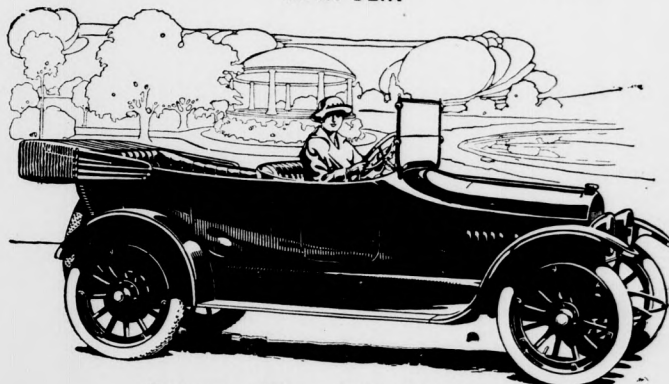
Write us

*THE Proudfit*  
**LOOSE LEAF CO.**

GRAND RAPIDS, MICH.

**JACKSON AUTOMOBILES**

B. W. OLIN



Four ..... \$985      5 Passenger Eight \$1,195  
Four Roadster 985      7 Passenger Eight 1,685  
SEDAN TOPS FOR ALL MODELS EXTRA

**Signs of the Times**  
Are  
**Electric Signs**

Progressive merchants and manufacturers now realize the value of Electric Advertising.  
We furnish you with sketches, prices and operating cost for the asking.

**THE POWER CO.**

Bell M 797      Citizens 4261

**EVEREADY**  
FLASHLIGHTS

Every man, woman and child among your clientele is a prospective buyer of an EVEREADY Flashlight. No side line you could carry has a wider appeal—for everybody has experienced the annoyance of groping in the dark and is glad of a means to avoid it.



When you have EVEREADY'S displayed on your counter or in your window you're bound to make sales.

We're EVEREADY headquarters. Consult us.

**C. J. LITSCHER ELECTRIC COMPANY**  
Wholesale Distributors  
41-43 S. Market St.      Grand Rapids, Michigan

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

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

**The United Motor Truck Company**  
Grand Rapids, Michigan

**7th ANNUAL WESTMICH. AUTO-SHOW**

**GRAND RAPIDS**

**1/4 Million Dollar Display**

**FEB 21-26**

**AUTO SHOW**

AUTOMOBILE BUSINESS ASSOCIATION



### Influence of Friendships on One's Life.\*

The Ancients represented friendship in art as a young man, bareheaded and rudely attired to signify activity and aptness for service. Upon the sleeve of his garment was written Death and Life, signifying that in life and death friendship is the same. On his forehead was inscribed Summer and Winter, meaning that in prosperity or adversity friendship knows no change, except in the variety of its service. The left shoulder and arm were bare down to the heart, to which the finger of the right hand pointed at the words Far and Near, which represent that true friendship is not impaired by time nor dissolved by distance.

I think it was Thomas Hughes who said, "Blessed is the man who has the gift of making friends, for it is one of God's best gifts." It involves many things, but, above all, the power of giving out of one's self and seeing and appreciating whatever is noble and loving in another.

Friendship, like everything else, is tested by results. If you wish to know the value of any friendship, you must ask what it has done for you and what it has made you. In my own life my friends have meant everything to me. A young woman who was one of the older girls in school during my first term, helped me on with my overcoat, put my tippet around my neck and saw that my mittens were on right and gave me a pleasant word as I went from the schoolhouse to my home. Thus there is cherished in my memory one of the sweet personalities that made an impress upon me at a stage in life when character is in the formative stage.

Three or four lads and lassies in the early school days became my close friends and, although I have lost sight of them and all knowledge of their whereabouts, they still remain with me as companions. Later on, in my high school days, two young men were my intimates and even to this day in my dreams I recall Charles Simonds and George Wickwire Smith as vividly as if they were still in my presence and affected my life, although they passed on to the Other Life during our early manhood.

A teacher in this town became interested in me and during my entire college course was my correspondent. To Emma Field, who was a strong influence for good during her entire life in this city, I owe a debt of gratitude for the kindly thoughtful-

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

ness that she threw about me by her wise and helpful missives during that period when I was away from home for the first time.

Three college men entered into my life in a most intimate way and to this day they are living examples of what a life's friendship may mean to one. Henry Reynolds, who was my chum in college and who through sunshine and shadow has been a close advisor and helper during my entire life, has been my strong supporter and most intimate friend. Richard Haigh, who made the great sacrifice of carrying me to the seaside during my last year in college, assisting in every possible way for my restoration to health so I could graduate with my class, entered my heart through his gracious spirit and I am happy that he still remains in the flesh, so that he can receive from time to time my recognition of the value of his friendship. And, then, there was Charlie Bessey, the older companion of my college days, who rang true in every association in life; who, because he was older and had an impressive personality, strengthened and sweetened my life and until his death, not long ago, continued to be a wise counsellor and a true friend.

In my early boyhood I was influenced largely by the thoughtfulness and warm friendship of three grandmothers, who knit my mittens and wristlets for me and always remembered me pleasantly on my birthdays. These noble women were the abiding friends of my childhood, whose memories I revere, because of the gracious influence which they threw about my life.

The choice of friends is not a matter of accident, but thoughtful selection with a purpose. Friendliness begets friendship and in our choice of close companions it is wiser to choose from the perpendicular rather than the horizontal, for through our helpfulness to those below and the strength that we receive from those above, the sweetest attributes of character are awakened into activity. You will recall that Jesus prayed all night before he chose the twelve who were to be his closest friends.

Language, in the expression of friendship, is valuable, but not necessary. The closest friends do not need to talk to each other constantly to make their friendship effective. The keeping of friends through the proper attitude and motive of life is important. An Eastern proverb puts it this way: "Hast thou a friend? Visit him often, for thorns and brush grow up where no one travels." A friend in a large sense never dies.

It is a common occurrence for me to recall perfectly the faces and actions and expressions of friends long gone into The Beyond.

Among the noted friendships of history are those of David and Jonathan and the relationship of our Master to the family in Bethany. Paul's friends meant a great deal to him. John, Mark, Timothy, Tryphena and Tryphosa, Priscilla and Aquila were the people who added greatly to the sweetness of his life and their influence permeated his life so that the impress which they gave has come down to us with strength and perpetuity.

True friendship is a harmony and it can not always be struck between two individuals. We take the tuning fork and set it to vibrating, placing it upon one substance and another, and the tone is loud or meager, according to the harmony between the vibrations of the fork and the substance upon which it is placed. It is difficult to tell beforehand where this harmony will exist and it is also true that we can not describe in advance just where friendships will be formed.

It is a very common thing for the politician to address his audience as "my friends" and possibly this is proper, but I can not help but think that there are two kinds of friends. One may be illustrated by a large circle and we can label it "likers." Then there is the inner smaller circle which we might label "lovers." The basis of the friendship for those in the inner circle is the love of truth and righteousness which we find exemplified in their personalities.

If a true friend falls, we lose more than a friend. We lose a vision of God. "What is the secret of your life, Mrs. Browning?" asked Charles Kingsley. "Tell me that I may make my life beautiful." To which she replied, "I had a friend." George Eliot. I think it is, who says in "Middlemarch," "There are natures in which if they love us we are conscious of having a sort of baptism and consecration. They bind us over to rectitude and purity by their pure belief concerning us." This faith is of the sort which the needy woman had who touched the Saviour's garment and he said, "Thy faith hath made thee whole."

The attributes and functions of friendship may be epitomized in the words brightness, counsel, strength, inspiration.

Death does not end friendship, but often crystallizes it into a distinct permanency. One time in a museum a friend called my attention to a bit of amber in which was entombed a perfect insect. Its legs, eyes, antennae and strippings upon the abdomen were perfect and still the insect had become entangled in this substance many thousands of years ago. I think of friendship in something of the same way. If, then, we choose our friends for what they are and not for what they have and if we deserve so great a blessing, then they will always be with us preserved in absence, even in death, in the amber of memory.

### Rural Credits and the Implement Industry.

Rural credit, in comparison with other National subjects, is about as intricate as is the manufacture of a watch compared to that of the common garden hoe.

If, as some believe, rural credit is a function of the National Government, then the implement manufacturers of this country have been usurping "Uncle Sam's" prerogatives for many years. If, as others think, it is the duty of the banker to extend rural credits, he has overlooked an opportunity. With the possible exception of the sewing machine industry, and I do not believe that I should except it, the implement industry extends longer credit and turns its capital over more slowly than any other industry. It behooves the owners of implement concerns to give the subject of rural credits their most prayerful consideration.

Originated in Europe.

Rural credits, soon to be the topic of National discussion in this country, originated in Europe. I believe I am correct in saying that rural credit systems were originated during periods of depression and want, the underlying principle being co-operative assistance in buying and selling. Germany seems to have developed rural credits to a point in advance of other countries. While there have been a large number of rural-credit bills introduced in Congress, none, I believe, has embodied the German system. There is a strong movement, however, in favor of the latter, and we face the possibility of having bills of that character enacted into law. European and American conditions are quite different, and I doubt very much whether the German Landschaft system could be successfully transplanted to America. It would mean a revolution in the method of conducting rural business.

A brief description of the Landschaft may be of interest. The country is divided into comparatively small sections, each one having its Landschaft. A farmer who desires to borrow money has his property appraised by a board, who arrives at the amount of the loan he is entitled to. He then gives a mortgage to the Landschaft organization and in return receives the Landschaft bonds, which he himself sells on the open market. The individual who borrows is not responsible to the investigating public but to the Landschaft for the payment of his loan. The entire organization of farmers stand back of it. These loans run for a long period and are liquidated under an amortization system. The money is not borrowed to buy land, but to finance his agricultural pursuits. The individual farmer becomes a stockholder in a co-operative bank and his stock is usually paid for from the proceeds of his loan, just described. One of the chief functions of the co-operative bank is to finance smaller groups of farmers for the purpose of co-operative buying and selling.

Encourages Co-operative Buying.

I believe there is a misunderstanding in this country of what is meant

**THE PREFERRED LIFE INSURANCE CO.**

Of America offers  
**OLD LINE INSURANCE AT LOWEST NET COST**  
 What are you worth to your family? Let us protect you for that sum.  
 THE PREFERRED LIFE INSURANCE CO. of America, Grand Rapids, Mich.

**RESTORING STABILITY**

Eastern bankers shy at unhealthy collateral for speculative loans, thus causing liquidation. Good securities, however, can thus be bought at attractive prices. Let us tell you what these are.

**ALLEN G. THURMAN & CO.**

136 Michigan Trust Bldg.

**Fourth National Bank**

United States Depository



**Savings Deposits**

**Commercial Deposits**

**3**

Per Cent Interest Paid on Savings Deposits  
 Compounded Semi-Annually

**3½**

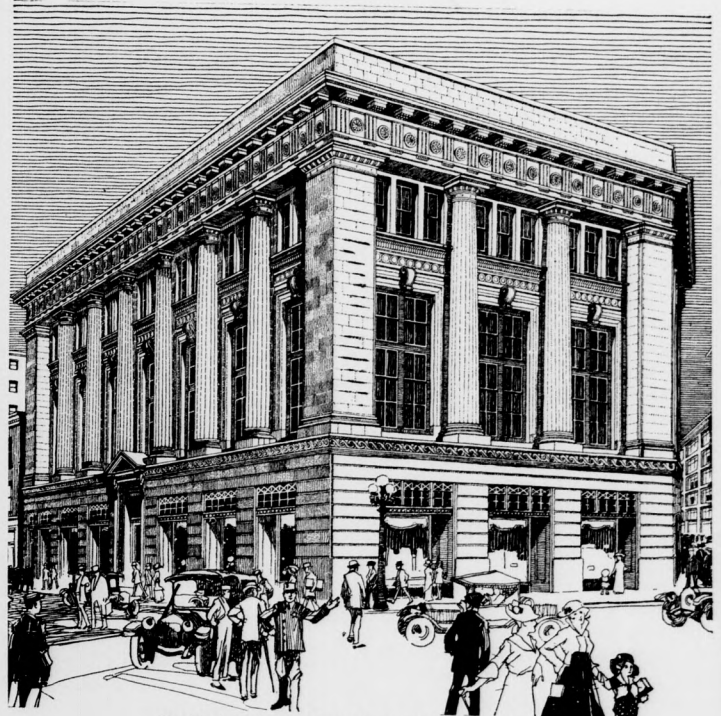
Per Cent Interest Paid on Certificates of Deposit  
 Left One Year

Capital Stock and Surplus  
**\$580,000**

WM. H. ANDERSON, President  
 L. Z. CAUKIN, Cashier

JOHN W. BLODGETT, Vice President  
 J. C. BISHOP, Assistant Cashier

**GRAND RAPIDS NATIONAL CITY BANK  
 CITY TRUST & SAVINGS BANK  
 ASSOCIATED**



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.

**Shouldering Responsibilities**

Our *training, experience, assured existence* and *ample resources* justify you in committing to our care the various responsibilities which always accompany the administration of an estate.

**GRAND RAPIDS TRUST COMPANY**

Robert D. Graham  
 President

Hugh E. Wilson  
 Secretary

**U**NDER a trust agreement we will invest your funds for you and pay you the income and principal as designated or agreed, thus relieving you of responsibility and annoyance.

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

**THE MICHIGAN TRUST CO.**

of Grand Rapids

Audits made of books of corporations, firms and individuals.

by rural credit. Many people believe that it is a movement for providing better facilities for the farmer to negotiate farm loans. By that I mean financing the purchase of farm lands. The term as used in Germany and in other foreign countries has an entirely different meaning, for there the ultimate purpose of rural credits is to foster and encourage co-operative buying and selling by various groups of farmers. What is quite generally understood in America by farm credits is not what the proposed legislation is likely to bring about, it tending to create a plan for co-operative buying and selling. There are no doubt large sections of land in this country that need cheap money borrowed for a long period of years, for its development. I have in mind cut-over and reclaimed lands. In the settled farming communities the farmer has no difficulty in borrowing money at a reasonable rate of interest. The farm loan is looked upon by the average investor as the most conservative method for investing his money. It is true that the character of farm loans varies, as does the character of any kind of investment, and no legislation can change those conditions. The large life insurance companies, banks and farm loan companies, seek the privilege of lending at low interest rates on farm lands, and, generally speaking, the rate of interest is as low as, or lower than, that paid for the average city real estate loan.

Credit should not be expected to be granted solely because one lives in the country. Human nature is the same on the farm as it is in the city bakeshop or dry goods store and there will always be men in rural districts who will never be entitled to credit.

Credit cannot be created by legislation. It can only be created by honesty, industry and integrity of the individual. Legislation, however, may create the means for extending it to the proper parties. We have, however, in our new currency law, ample machinery for the extension of credit for legitimate undertakings. The basis of rural credit is two-fold. In the case of the farmer tenant, it is largely based on his personal reputation for honesty, integrity and industry. In the case of the farmer owner, the additional security of his land is added. Credit depends upon the individual.

#### Individual Farmer Needs No Aid.

The point I desire to make clear is that the individual farmer can establish his own rural credit system, without any legislative aid. Money is always looking for investment in the farm, for the right man and the right land. Better agricultural methods, more intensive farming, crop rotation, soil fertility, coupled with honesty, integrity and industry, will establish a credit for the individual farmer that cannot be assailed. I will not burden you with statistics, but if every farmer, by more intensive agriculture, increased his yield of wheat or other grains by five to ten bushels to the acre, what would it mean to him? It is entirely possible to do this.

We fully realize that the welfare of the implement trade is dependent on

the prosperity or the credit ability of the farmer; consequently any legislative plan that will better improve or expand the rural credit will be welcomed by the association. The implement industry wants the farmer to buy his implements at a price that is fair to him and that will return to the manufacturer a fair return on his investment. The industry believes that the best way to market its product is through the local dealer, for service is almost as important as the implement itself. Co-operative buying, the probable outgrowth of rural credits, would sound the death knell of the country merchant and revolutionize the implement business.

#### Two Recent Laws.

Congress has recently enacted two most important laws affecting the welfare of the farmer. I refer to the Lever bill, which provides the means for bettering the agricultural methods of the country and the new currency law, that makes provision for a much larger expansion of credit in the rural districts than was enjoyed prior to its passage. As a matter of fact, notes given for agricultural purposes are looked upon as the best grade of paper for rediscounting with the Federal reserve banks. We have legislation on our books that has not sufficient time to show what it will do for the country, and many students of rural conditions believe that no further legislation should be enacted until the rural community has adjusted itself to the benefits recently provided for it by Congress. G. A. Ranney.

Members of the Michigan State Bankers' Association will convene at the Agricultural College on Feb. 29 to discuss and make a study of rural credits and ways and means of most effectually financing the farmer. The session of the moneyed men will be conducted in conjunction with a rural life conference at the College. The conference, which will continue in session over Feb. 29 and March 1 and 2, will devote its time chiefly to the formulation of plans for a social survey of all the rural churches of the State. The final object of the survey will be the organizing of country churches of Michigan into a body for making the church more effectually meet the modern social needs of rural communities. Dr. T. N. Carver, of Harvard University, a National leader in rural sociological work, and Rev. C. O. Gill, of Columbus, Secretary of the National commission on church and country life, will be among the men who will address the conference. The meeting of the bankers, and the organization of the proposed work among the country churches, will be features of the annual Farmers' week at M. A. C.

No man working for himself got ahead in the world by short hours or by shirking, and what is true of individuals is true of the nation, which is merely an enlarged individual. If a workman does a small amount of work in the belief that this policy will make work for many other workmen, he is entirely mistaken, for the real effect is just the opposite.

#### Your Envelope Requirements

Can be Handled to Your Satisfaction  
By G. P. GAGE

SEWELL-CLAPP-ENVELOPES

113 Widdicom Bldg. Grand Rapids, Michigan  
Any size, any style, as long as it's an envelope

#### OFFICE OUTFITTERS LOOSE LEAF SPECIALISTS

*The Tisch-Hine Co.*

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

#### LOGAN & BRYAN STOCKS, BONDS AND GRAIN

305 Godfrey Building  
Citizens 5235 Bell Main 235

New York Stock Exchange  
Boston Stock Exchange  
Chicago Stock Exchange  
New York Cotton Exchange  
New York Coffee Exchange  
New York Produce Exchange  
New Orleans Cotton Exchange  
Chicago Board of Trade  
Minneapolis Chamber of Commerce  
Winnipeg Grain Exchange  
Kansas City Board of Trade

Private wires coast to coast  
Correspondence solicited

#### Kent State Bank

Main Office Fountain St.  
Facing Monroe

Grand Rapids, Mich.

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

Resources Over  
8 Million Dollars

3½ Per Cent.

Paid on Certificates

Largest State and Savings Bank  
in Western Michigan

THE  
**OLD NATIONAL BANK**

GRAND RAPIDS MICH.

177 MONROE AVE.

This Bank can do anything for you that a National Bank is permitted to do, and do it to your satisfaction.

Oldest Bank  
in  
Western Michigan

Assets  
\$10,000,000.00

Ask us about opening  
City Account

**GRAND RAPIDS SAVINGS BANK**

Coupon Certificates of Deposit  
pay 3½% interest

Coupons cashed each 6 months  
after one year

#### Veit Manufacturing Co.

Manufacturer of

Bank, Library, Office and Public Building Furniture  
Cabinet Work, High Grade Trim, Store Furniture  
Bronze Work, Marble & Tile

Grand Rapids, Michigan

Most business men are called upon, at sometime, to administer an estate where the situation demands the selection of conservative investments with as good yield as goes with "maximum" security. Municipal and first mortgage, serial, real estate bonds and certain kinds of public utility bonds are peculiarly fitted for such investments.

#### HOWE SNOW CORRIGAN & BERTLES

MICHIGAN TRUST BLDG GRAND RAPIDS MICHIGAN

INVESTMENT BANKERS

will give you the benefit of their experience and the same competent counsel that has won for them the confidence of their large clientel and many banker patrons.

**Conservative Investors Patronize Tradesman Advertisers**





**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.

**Programme For Hardware Convention Next Week.**

Tuesday, Feb. 15.

9 a. m. The exhibit hall will be open in the Klingman Furniture Exchange building, at the corner of Ottawa avenue and Lyon street with the main entrance on Ottawa avenue. The office of the Secretary will be located in this building and members should register there upon arrival and secure identification badge, emblem, theater tickets, etc.

Applications for members and dues for members both active and associate should be adjusted at the Secretary's office.

11 a. m. Meeting of the Executive Committee at Pantlind Hotel.

12. The exhibit hall will be closed. Tuesday Afternoon (open session)  
 1:30 p. m. Retailers, wholesalers, manufacturers and traveling men are all invited to be present at this meeting. Meeting called to order in the assembly hall in the Hotel Pantlind by President Frank E. Strong, of Battle Creek.

Invocation by Charles M. Alden, Grand Rapids

Song "America" sung by the delegates, lead by William Moore, Detroit.

Address of welcome by Hon. Geo. E. Ellis, Mayor of Grand Rapids.

Response to address of welcome by Charles A. Ireland, Ionia.

Annual address of the President.

Announcement of committee appointments.

Song by the delegates.

Address, "Salesmanship," by Paul H. Nystrom, New York.

Address, "Points of Contact," by Roy F. Soule, editor of the Hardware Age.

Remarks by manufacturers, wholesalers and the press.

Adjournment at 4:30.

Committee members are requested to remain in the hall and arrange for meetings of their respective committees.

4 p. m. The exhibit hall will be opened and remain so until 6:30

Tuesday Evening.

Theater party at the Empress Theater. Tickets given out at the Secretary's office must be exchanged at the box office of the theater for coupon seats before 7 o'clock Tuesday evening. In addition to the usual excellent vaudeville programme a special film will be shown dealing with

the different phases of manufacturing of goods related to the hardware line.

Wednesday, Feb. 16.

9 a. m. (Closed session. Only retail hardware men admitted.)

Meeting called to order.

Opening song by the delegation.

Annual report of the Treasurer, Wm. Moore, Detroit.

Annual report of the Secretary, Arthur J. Scott, Marine City.

Address, "Mutual Fire Insurance," A. T. Stebbins, Rochester, Minn.

Address National officer.

Question box.

Adjournment.

12. The exhibit hall will be opened at this time and will remain so until 6:30. At 7:30 the general public will be admitted. The hall will be closed at 10:30 p. m.

Wednesday Evening.

Closed session in the convention hall for retail hardware dealers only.

Address by M. L. Corey, Argos, Ind., Sec'y National Retail Hardware Association.

The remainder of the evening will be given up entirely to the question box, which will be in charge of F. A. Rechlin, J. Charles Ross, Charles Miller, A. T. Stebbins, Charles Christenson, E. S. Ree, Otto Sanderhoff, William Moore, Charles A. Ireland, J. H. Lee, Porter A. Wright and J. H. Whitney.

Thursday, Feb. 17.

Thursday Morning (open session.)  
 8:30 a. m. Opening song by the delegates.

"Our Associate Members." Under this heading brief addresses will be made by J. A. Weston, Lansing; F. E. Woolley, Ann Arbor, and W. G. Bancroft, Detroit.

Address, "A Dealer's Service to His Community," by Curtis M. Johnson, Rush City, Minn.

Address, "Two Snakes in the Business Brain," by Stanley M. Krebs, Philadelphia.

Discussion.

Adjournment at 12 o'clock.

Thursday Afternoon.

12:30 noon. The exhibit hall will be open and will remain so until 9 p. m. This will give members an excellent opportunity to talk personally with each exhibitor. Be sure and see to it that you receive one of the prizes offered in the buyer's contest.

9 p. m. A buffet luncheon will be served in the convention hall at the Pantlind Hotel.

Friday, Feb. 18.

8 a. m. The exhibit hall will be open until 12 o'clock. Don't go away without placing an order with every exhibitor whose line of goods you can use to advantage.

Friday Afternoon.

Executive session for retail hardware dealers only.

1:30 p. m. Reports of Committees on Constitution and By-Laws.

Auditing, Legislation and Resolutions.

Consideration of committee reports. Report of Committee on Nominations.

Election of officers.

Report of the committee on next place of meeting.

Selection of next convention city. Unfinished and new business.

Question box.

Adjournment.

The new Executive Committee will hold a meeting at the Pantlind Hotel after the adjournment of the regular meeting.



**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

**Michigan Hardware Co.**

Corner Ellsworth Ave. and Oakes St.

Grand Rapids, Mich.

Visitors to the

**Hardware Convention**

Next Week

are invited to make our store headquarters

We shall also be pleased to have you call at our booth in Exhibition Hall—No. 44

**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

**Foster, Stevens & Co.**

**Wholesale Hardware**



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

Grand Rapids, Mich.



### Substantial Recognition of Loyalty and Zeal.

Written for the Tradesman.

The various plans that are being tried to enlist the co-operation of employes in making the business of a store a success, always are of interest and value to other merchants. A system which it may seem impracticable to adopt entire, may suggest something that can be worked out in some way that is entirely feasible.

A good-sized dry goods store which I know recently held a social meeting of its helpers, at which a check of thirty-six dollars and some odd cents was presented to each. This was in pursuance of a plan, which in this establishment has been in operation some little time, of allowing to each helper who has been with the store six months or longer, a small percentage on the gross sales. The distribution is made semi-annually.

The peculiar feature of this store's system is that all, without regard to rank, salary received, amount of individual sales, or length of service (provided only they have been with the firm the requisite half year) get the same.

The plan seems to be working satisfactorily to both employers and workers. The firm reports the past year as one of the most prosperous in its history, and attributes this good fortune largely to the loyalty and zeal of its helpers.

To the employes, this recognition of their energy and faithfulness is most welcome. One of the salesmen, with whom I happen to be acquainted, remarked to me that the little check of \$36, "coming like so much money found," looked very good to him. To most of the others it doubtless seems larger, for he is one of the highest salaried among the salespeople.

That this plan, while not without some drawbacks, has strong points to recommend it, is obvious. It seems as well calculated as any system could be, to build up a strong feeling of "boosting for the whole store" as well as working to increase one's own sales. It would tend to make store workers want to hold their positions—they would not be desirous of changing to some other store unless substantial advantage were offered.

As will readily be seen, the plan is not in the least incompatible with a commission on individual sales. Each salesperson's regular pay could be so many dollars salary or wages, and a stipulated commission on sales made. The little percentage on the sales of the whole store is additional. More and more, firms who employ

a considerable number of helpers are coming to realize that their working force has an immense advertising power. If this can be enlisted loyally and heartily for the benefit of the employing firm, large numbers of dollars will flow to its cash registers that otherwise would go to competitors. The store workers can get their friends and their friends' friends to coming. Further, anything that tends to increase the efficiency of each individual worker—to make him or her anxious to serve all customers, whether personal acquaintances or not, in the best manner possible—anything that tends to this is very much worth while.

Co-operation on the part of employes and their individual efficiency—these are two great means of business building—two great ends to be attained. As to their desirability there can be no question. The only question is how they may best be secured. Some employers doubtless will continue to think that a steady position with a chance of promotion ought to be incentive enough—that it ought not to be necessary to offer premiums.

In the store where the plan outlined above is followed, the manager is a man with a peculiar gift for obtaining the loyalty, even the devotion of his helpers. It is under the direction of such a manager, one with a genial, magnetic, and at the same time a forceful personality, that any such method will show best results. Fabrix.

#### It Worked.

"How'd the Stodeleys manage to keep their family troubles and the divorce so quiet?"

"Oh, they followed the old political rule—addition, division and silence!"

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

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.

*Henry Smith*  
**FLORIST**  
139-141 Monroe St.  
Both Phones  
GRAND RAPIDS, MICH.

# Ha-Ka-Rac



No. 1706

THERE is an ever increasing demand for good Sweater Coats by women who appreciate the all-around usefulness of these garments.

The "Ha-Ka-Rac" line for women is unusually popular because of the careful finish and attractiveness that these Coats possess in full measure. Their prices are especially noteworthy.

No. 1706—\$36.00 per dozen  
No. 1710—\$27.00 per dozen  
No. 1905—\$24.00 per dozen

Send for sample order

**Perry Glove & Mitten Co.**

Perry, Michigan

## "LINCOLN MILLS" Hosiery and Underwear

CONDITIONS are such throughout the country that it behooves every merchant to look after his stock more closely than in the past, and every wise merchant will anticipate his wants as far in advance as possible.

The dye situation is becoming worse every day. Cotton and wool goods are still soaring in price, with numbers and entire lines being withdrawn from sale every day. Only jobbers who anticipated this trouble, bought early and ordered early deliveries will be able to provide for their regular trade.

A new problem, however, faces us as jobbers, as we are getting calls almost every day from new trade for lines they are unable to get elsewhere, therefore it will be a question of first come, first served. We can not advise too strongly to get in line with other wise ones and stock up on present and futures when our salesman calls on you. We have placed heavy orders on "Lincoln Mills" underwear and hosiery, therefore are in a position to render good service for early orders.

**Grand Rapids Dry Goods Co**

20-22 Commerce Ave.

Exclusively Wholesale

Grand Rapids, Mich.

## THE NEXT THREE HOLIDAYS.

### How the Merchant Should Prepare For Them.

St. Valentine's Day—the sentimental event of the year—offers many opportunities for attractive window trimming, and the sale of valentines, in which there are splendid profits, and display made up of many articles of little cost. Unfortunately valentines are merchandise which are far from staple, and the merchant will have to be very cautious in buying, that he will not be caught with an over-stock for which there is no demand even the day after the occasion when birds and birdies choose their mates.

Hearts and cupids, love knots, bows and quivers, sentimental verses, and other insignia of young love's affections, form the stock in trade for St. Valentine's Day. These will form the backgrounds for the attractive windows. Bright colors are permissible in forming the displays—in fact, the livelier the colors which can be arranged in harmony, the better. This is the beginning of the season when the sun begins to warm the hands and hearts of us all, and cold colors, besides being out of all harmony with the sentiments of St. Valentine, are also not in accord with the approach of spring.

As St. Valentine's rule, on February 14, is over the affairs of the heart, big red, flaming hearts may be the most conspicuous object in the window. These can be cheaply constructed of pasteboard, stiff paper, or any material which can be shaped. Cover with dark red crepe paper, with little or no ornamentation.

It is well to begin making the window display at least a week before the day arrives. This year St. Valentine's Day occurs on Monday. It would be good judgment to have the window trim completed not later than the afternoon of Friday, February 4, and ready for inspection early the following morning. This will give two Saturdays and Sundays for inspection by those from whom the merchant expects to draw trade. It will, also, give a full week for selection of valentines by intending purchasers who, invariably, find it hard to make a final choice.

The window should be so trimmed that as little salable stock is used as possible. If the merchant has been a close buyer he will probably require all of his available goods for sale.

A considerable number of hearts, of various sizes, with leads of red baby ribbon. A few yards of ribbon will form an inexpensive labyrinth of color, and after it has served its purpose, can be made to bring its cost, or more, in the remnant section. A few samples of attractive valentines are, of course, necessary to attract attention to the stock inside. But these should be so arranged that they can be removed and replaced by others, if purchasers demand the particular ones shown in the window.

Attractive window cards are necessary to ensure a good trade. The popular magazines will have covers depicting something appropriate

weeks before it is time to make the window display. These can be used to advantage in making up the window cards.

In arranging the stock of valentines inside the store, it is well to scatter the stock. Put the valentines in one part of the store, and cards for the occasion in another part. It is well to separate these stocks so that the customers must pass through other departments to get from one to another. The far-seeing merchant will readily understand the advertising value of compelling buyers to pass in front of several different lines before leaving the store.

Don't overlook the advantage of having everything priced in plain figures. This will save much of the time of the salespeople, both in answering questions and assisting in making selections.

#### Washington's Birthday.

Following right on the heels of St. Valentine's Day is Washington's Birthday. Not much opportunity is afforded to sell any quantity of goods on this holiday, but it does provide a vehicle for some attractive window trimming effort and can be made to call attention to goods in the store which are not exactly relevant to the occasion.

With Washington's Birthday is associated cherry trees and hatchets. Few window trims are complete without a large portrait of George Washington, the father of our country.

Patriotic colors of red, white and blue should go into every Washington window. In fact, this is one of three occasions during the year when these colors work into the window scheme. The others are Decoration (Memorial) Day and the Fourth of July.

No window design for Washington's Birthday can be said to be complete that does not include a man's size hatchet. To leave this out would be to see Hamlet with the melancholy Dane on a vacation. The variety supply houses provide hatchets for candy, paper weights, wall and desk ornaments, and other uses.

The window trim should be made on the afternoon of St. Valentine's Day, and be ready for inspection the next morning. This will give one Saturday and one Sunday for passers-by to see your offerings for the event.

This can be made the occasion of a "drive" on candy which seems to be about the best sellers at this time.

A patriotic display of candies can be made of red, white and blue gum drops, to form a flag effect. Silver and gold foil covered chocolates show up nicely on the blue background for the stars.

#### Easter Sunday.

Few occasions during the year present better opportunity for window and store display than Easter. Shrewd merchants are taking every advantage of the opportunity to display things for celebrating the event, and it is becoming each year more and more of a battle of wits and salesmanship against the pocketbook, with the tide of warfare in favor of the merchant.

Easter Sunday is typified by products of the budding spring. This gives excellent opportunity to

make striking displays, both in the show windows, and inside the store. The true artist finds opportunity for showing his best efforts in showing animate things, all having some bearing upon the occasion. Live bunnies and tender little chickens work into the most attractive windows, while they may be had in clever imitations for display and sale. Easter lillies, both real and artificial, lend attraction to the displays, and are freely purchased.

This year Easter Sunday arrives very late—April 23. Not in many years has it come at such a late day in the calendar, and not again in a number of years will it come so near the first of May. It will be possible, this year, to incorporate into the window and store displays many natural plants and flowers. In most parts of this country it will be possible to obtain sprays of flowers from fruit trees, which will add greatly to the attractiveness of the displays. It will also be seasonable for showing Easter chicks.

As everyone is supposed to require much new wearing apparel on Easter Sunday, the event provides opportunity for showing and selling Easter millinery finery, ribbons, hosiery, etc. The manufacturers and jobbers in millinery supplies are already making attractive showings of their wares and the merchant is a poor buyer, indeed, who can not make a most attractive showing of spring millinery goods at Easter time, at no great outlay for stock.

Ribbons are at their best at Easter time, and the demand for the stocks carried in the variety stores is sure to be large, if it is varied and in keeping with the requirements of the season. As ribbons are staple, and will sell freely after the Easter demand, the buyer need not be as careful not to overbuy, as in other goods which live but for a day.

The spring offerings in hosiery make an attractive and profitable line for Easter, and if well displayed will prove good sellers. Silk gloves, and gloves of other light fabrics, work into the scheme with profit. These goods also have the advantage of being staple, and may be bought with considerable lavishness, without fear of loss from going out of date.

Don't overlook the Easter dyes for coloring eggs. These are always in

some demand at this season. Eggs fancifully colored with the dyes and put on display with cards calling attention to the complete stocks of dyes carried, will serve to move the goods. But as Easter dyes are purely transient in their uses, it is well to be careful not to buy much more than the trade will likely demand.

Live chicken are, each year, coming more and more to be required at Easter time. The merchant can hatch his own chickens, or arrange for their purchase from an acquaintance who raises chickens either for pleasure or for profit. It should be remembered that it requires twenty-one days to complete a hatch after the eggs are started to incubate either under old biddy or in the incubator, so it would be well to start the hatch on April 1 or 2, so as to have the chickens ready for display a day or two before Easter Sunday.

A window display that will attract a great deal of attention can be arranged with an incubator in the window actually hatching chickens. The incubator must be started twenty-one days before the hatch is needed. It is not necessary to start the hatching machine in the window. It can be started and attended to at home. Then two or three days before it is due to hatch it can be removed into the window. If the incubator has been supplied with good, fresh, fertile eggs, and the bad ones are tested out and removed before placing the machine in the window, the hatching operations will attract throngs to the display.

Do not be so cruel as to place tender little chickens in the window without supplying either a well-warmed brooder, or a mother hen to care for them. Better to not have a display of chickens, than to allow them to become chilled and to die for lack of attention.

The little chicks bring a good profit at 10 cents each or three for 25 cents.

The writer has presented a few general ideas for taking advantage of these three spring sales occasions. Other ideas will readily suggest themselves to the wide-awake merchant who takes advantage of every opportunity to advertise his business and add to his sales.

Kathryn T. Goodwin.

## Muslin Underwear

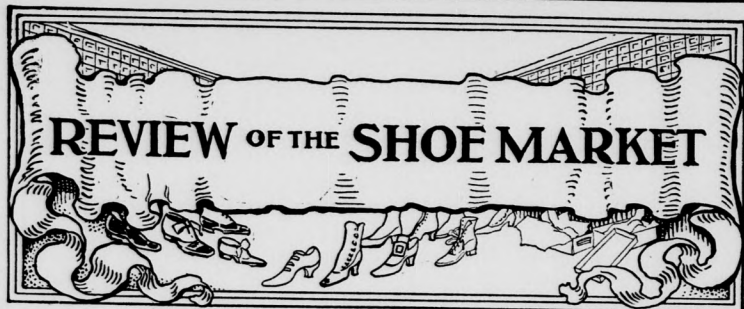
Our Muslin Underwear purchases for this Spring's business were made several months ago. Since that time there has been some very stiff advances in price. This merchandise was bought to sell at certain fixed popular prices, and, therefore, our customers are getting the full benefit of our early buying.

We are showing a splendid line of the latest styles, lace and embroidery trimmed.

### Paul Stekete & Sons

Wholesale Dry Goods

Grand Rapids, Mich.



### The Right Kind of Shoe Advertising.

I broke into the advertising game sixteen years ago from the shoe game. I thought then, as did most men, that advertising merely consisted of a group of clever phrases well sprinkled with adjectives and superlatives, more or less, and usually less, accurate as to facts. I thought, as did most men, that the object of advertisement writing was to sell goods. In applying for the job I submitted to my prospective employer a group of rewritten advertisements of his own. He merely looked them over and then told me that as advertising they were the worst he had ever seen, and that they showed I had an imagination that would land me in jail if it were wrongly applied; and on the strength of that imagination I got the job.

It was just at that time that the kinks in advertising were just beginning to get straightened out, and a very small group of men in the country started their campaign for honest advertising, not because of the ethics of honesty, but just because they knew that honesty would pay them in dollars and cents.

At about this time advertising men began to realize three vital facts pertaining to publicity:

1. That there was a need for the application of practical and applied psychology to their business in the sense that they must argue from and toward the consumers' viewpoint in order to make them think straight, convince them, and secure their confidence.

2. That advertising was intended to perform two functions: not only make customers want to buy to-day certain goods, but to make them like the store, the goods, and want to trade there all the time; in fact, to make them think of the name of the store instantly when they thought of shoes.

3. Aside from direct returns, advertising men realize their work is not complete unless they actually mould public opinion favorable to their store, or their product; create a feeling of friendship, the kind that makes people say they are your friends, and to tell their friends to get on the band wagon.

Shoes have been about the poorest advertised merchandise that I have investigated, studied or analyzed during the last fifteen years. The net result of a composite advertisement of all the shoe advertisements written in American in one year would sound about as follows:

"We sell shoes. They are better shoes than anybody else sells. They are the most value for the money. Our shoes will wear longer than the fellow's 'next door.'"

Shoe advertising has violated every accepted principle of successful publicity. We have been so fearful of competition of the fellow "next door" that we have claimed so much for our shoes that we have discredited the other fellow's shoes. He, in turn, has done the same. The public has bought our shoes on our own representation and occasionally has been disappointed. Then come the complaints and shifting of trade.

We have wilfully and ignorantly led the public to expect too much from shoes, and in that sense shoe publicity has been dishonest because it claimed absolute superiority for merchandise which is made from leather that varies greatly. No two pairs will wear alike, neither will any two people wear the same shoes alike.

The plain truth is that out of five pairs of shoes, two will wear ordinarily well, two will wear a great deal longer than should be expected, and one pair will fall short of the results of the other four. It is the very nature of the variation of the leather, and the part of the skin and hide that the particular shoe came from, that makes this wear variation inevitable.

Now then, having moulded public opinion to the point where it expects perfect service from every pair of shoes, we feel unhappy because the business is full of kicks and unjust complaints. But, gentlemen, we are ourselves wrong, and the public is right. The people have merely believed what we, as a group, have told them, and when the one pair goes wrong they, for the most part, are just as honest in their belief that their kicks are just. And they don't give us credit for the shoes that wear unusually long, but as a matter of fact, are inclined to use those lucky pairs as their standard of comparison for all wear.

I would advise shoe merchants, first of all, to spend more time learning at least the rudiments of the practical side of publicity as it affects the attitude of your public toward your store and your merchandise. I advise honesty in advertising because it is the only kind that will pay to-day, to-morrow and forever.

Do not look upon newspaper advertisements as the only kind. Indeed, I would say that advertisements in newspapers should be the last sort to indulge in. Your own policy, your own way of looking at your public, the way you want them to think of you, is the first step toward a proper policy of publicity.

And your salesmen are the strongest force for good or evil that you have in your business! They are as

## 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.



## 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.

bad, and no better, than we are ourselves. They have for years been doing just what you have been doing—telling people how much they should expect from their footwear.

Here is a brief public policy for any shoe merchant:

Buy only good merchandise, know that it is good, and if you make a mistake, acknowledge it and sell the merchandise for what it is.

Treat your entire clientele just as you would your best individual friend. Tell them all the truth.

Sell your shoes intelligently and spend time and money educating your salesforce to do the same because it is for their interest, to do so.

Sell service first of all. Sell the customers just the best shoe for their needs.

When your store, merchandise and selling force are organized along these lines, then tell your public in your newspaper advertisements just the kind of a store you are running.

I can state positively the public is quick to respond and is quite ready to believe that trade abuses react against its best interests.

H. B. Scates.

**Foster To Serve Five Years.**

J. E. Foster, Secretary of the United Retail Merchants' Association, charged with using the mails to defraud, was convicted by a jury in Federal court at Detroit last week and was sentenced to serve five years in Leavenworth prison and to pay a fine of \$1,000.

Foster, as organizer, promoter and self-styled Secretary of the United Retail Merchant's Association, with headquarters in Detroit, induced seventy-two merchants in as many cities and towns in Michigan to join his Association, each paying \$125 as an entrance fee. In return they were to receive bill-board and newspaper publicity, and coupons were to be furnished to give to the trade.

Not only was Foster to furnish an automobile to be given away in each town, but also \$5 gold pieces were to be furnished to each merchant to be given away at the end of each week during the campaign.

After the \$10,000 had been collected, Foster, who was drawing a salary of \$75 per week, left for New York to "close contracts" with manufacturers. Week after week he remained in New York, wiring back to the office in Detroit for large sums of money which he claimed were necessary to close the contracts, and when the \$10,000 had shrunk to \$400 he sent in his resignation.

Then followed an investigation of the case by Postoffice Inspector E. E. Frazer, who presented the case to the grand jury and obtained an indictment. Foster was traced from city to city for more than two weeks until he was finally located in Wilkesbarre, Pa., traveling with an actress, in one of the automobiles belonging to the Association. The actress disposed of the machine for \$400.

Foster has operated alleged fraud schemes in many cities, his most recent venture prior to the Detroit game being in Cleveland where he organized the American Business Men's Association, enrolled 200 mer-

chants, and reaped profits aggregating \$21,000, out of which the merchants realized nothing.

Foster will be held in the county jail at Detroit until the remainder of the criminal cases in the United States District Courts are disposed of, after which he will be taken to the prison in Leavenworth, Kan.

**Live Notes From a Live Town.**

Owosso, Feb. 7.—There seems to be quite a dearth of news in this particular back forty this week, but as Felix O'Day says, "We must try to add what we can of our own to the general fund of good fellowship and good deeds."

Fred Hanifan comes to the front with a yarn about a ford which seems doubtful, although from what we know about Gratiot county roads it looks reasonable. The ruts in that good old clay country are about four to six inches deep and an auto, particularly a ford, runs goods, only it is next to impossible to turn out. Fred said he called up a garage to have some one come after him, a distance of about eight miles. The livery man told him he was too busy to come, but would send a ford. In about a half an hour one came down the road without a driver. The hotel man saw it coming and ran out and stopped it. He found a tag on it reading: "Turn her around, put Hanifan in and crank her up." Fred never drove an auto or anything else but a bargain, but finally climbed in the back seat. The landlord cranked her up and started her toward home in the rut. Fred said he would not have had any trouble only he overtook a load of hay and bumped into it. He sent it along down the road at about a sixteen mile gait until the man got where he could turn out. Fred arrived at his next town eight minutes ahead of schedule. The owner stood in the road in front of the garage with a crowbar and when Fred came along he pried him out of the rut and turned the machine up to the hotel steps and stopped it. He charged Fred \$1 for the drive and 10 cents for a bolt Fred lost out on the way back. The regular price for the trip is \$2.50. Now Fred has \$1.40 to put in the bank to apply on the purchase of an Easter hat.

The Eagle Hotel, at Butternut, has had a change of ownership and also a change of heart, besides several other material improvements. The new managers are Corwin & Kerr. There are clean towels and plenty of them. The dining room, under the management of Mrs. Corwin and daughter, takes us back to the good old days when we fed on things that mother used to make. Breathes there a man with soul so dead who never to himself hath fed such good home made salt risin' bread! Boys, when you get lonesome, head this way.

Weather down here varies anywhere from 8 degrees below to a warm, rainy day and still girls dress the same every day—low neck, short sleeves, short skirts, silk hose, etc. Girls, don't.

The interior of Woolworth's large 5 and 10 cent store was badly damaged by fire this morning about 4 o'clock. This was one of the finest 5 and 10 cent stores in the State.

Next Saturday is the regular meeting of the U. C. T., with a visit from the Grand officers. The boys are practicing grand honors in Brown & Gray's cellar this week.

Honest Groceryman.

**Mayer HONORBIT SHOES**  
In Demand Everywhere

Here is another of our  
**Special Propositions**  
**Thos. H. Logan Co.'s**  
**Men's and Boys' Shoes**

in stock in Grand Rapids, at the same prices as in the Logan Factory or Stock Rooms at Hudson, Mass.

Same values, same shoes

Same prices but net 30 days

Catalogues being prepared

We are here to serve the "Live Ones"

Order by their stock numbers

**Grand Rapids Shoe & Rubber Co.**

The Michigan People

Grand Rapids

**As Serviceable as It Looks**

This shoe will meet every demand for wear. It stands the knocks—that's how they are made



If you are not now handling these numbers write for samples and see how good they are. If you are handling them see that they are pushed, for their many good qualities will so appeal to your customers that you will have a steady demand for the BERTSCH GOODYEAR WELT line.

- 979—Men's Gun Metal Calf Blucher, Goodyear Welt, half double sole, modified high toe, D & E.....\$2.40
- 960—Same only Blucher..... 2.35
- 914—Same as 979 only extra quality..... 2.75
- 913—Same as 960 only extra quality..... 2.75

These and over one hundred other Goodyear Welt and Standard Screw numbers carried in stock.

A card will bring catalogue.

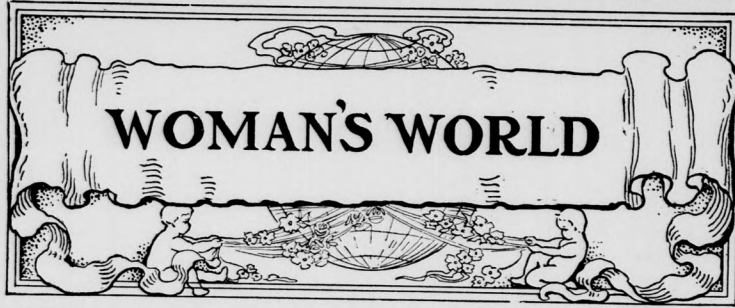
Mail orders solicited

THEY WEAR LIKE IRON

HEROLD-BERTSCH SHOE CO.

Manufacturers Serviceable Footwear

GRAND RAPIDS, MICH.



### Abandoning an Occupation That Yields Good Money.

Written for the Tradesman.

Which is better, an income of comfortable size in an occupation that is breaking one down, or one much less in some kind of work one can stand up to? Putting the case in just this way, there can be only one sane answer. Very often however the situation does not present itself in so decisive a manner, or there is stubborn blindness to all warnings until it is too late.

Two families of my acquaintance are just now tackling the unpleasant and difficult problem of a greatly lessened income. In both cases the income, which really seems none too large as it is, is to be decreased voluntarily and deliberately, because it is seen to be dangerous to remain in the present occupation. I am glad to say that both have the clear-sightedness to look at stern and disturbing facts exactly as they are.

Mr. Metcalf is an office man in the employ of a large firm. He receives \$125 a month. He is not brilliant, but is capable and reliable and stands in line for promotion. He has been in practically the same kind of work ever since he was 20, and he is now 35. About two years ago the confinement first began to tell on him seriously. Almost constant headache, dyspepsia and a lack of his former steadiness of nerves have been the symptoms.

Anxious to hold his position, he has tried every means of relief in which he can place any confidence. Nothing seems to benefit him permanently. Last summer, acting on the suggestion of his manager, he took two months rest. His headache returned in less than a week after he went back to work.

His physician, who fortunately is both conscientious and skillful, tells him this: "What you need, Metcalf, isn't medicine—it's the outdoors. Less strain and intense application, less tax on your brain, and more muscular work in the sunshine and fresh air. I could prescribe a tonic that might cause your symptoms to disappear for a few days, but it wouldn't reach the root of the difficulty. To regain your health you must get out of the office."

The Metcalfs, after carefully considering several projects, have decided "to accept Uncle Austin's offer." This seems the safest and most feasible thing to do under the circumstances.

Uncle Austin is a farmer. Some six months ago his wife died. His children all are married and away. He needs help in the house as well as

outside, and would like the Metcalfs to come and live with him. But he is not a wealthy man, and all he feels he can pay is \$35 a month and "everything found."

"It's really more than it looks," says Mrs. Metcalf, "No house rent, no grocery nor fuel nor gas light bills to pay. By using economy \$35 can be made to clothe the three of us (the Metcalfs have a little girl of 9), and keep up the premiums on Ned's endowment policy. It's considerable of a comedown to step out of a position that has a good future, and be a farm hand. I know my husband will feel it keenly. He never would give up his place and his prospects if he could see any other way. But he worked on a farm when he was a boy, and he knows he can do it again. I can keep house out there and make a home for all of us, Uncle Austin included. We are going to put our pride in our pockets and lead the simple life. It's not just our choice, but my husband's health regained will be worth more than all we are sacrificing."

With the Dormans the situation, while different in important particulars, is much the same in the main fact that the present job would best be given up. They are about the same age as the Metcalfs and have one boy of 10. For five years Mr. Dorman has driven a truck for a large manufacturing concern. He has steady work at \$65 a month, and his firm like him. While seemingly a strong, robust fellow, like so many others who ride constantly, he finds the jar is injuring him. He might go on three, four, possibly five years longer, but a breakdown would be inevitable. Wisely he and his wife decide that he would better stop at once. Therefore he already has told his employers to find another man.

Mr. Dorman is not one who can turn his hand to many things, and in the city where they live jobs even as good as he has had are very scarce. Leaving the city means the giving up of Mrs. Dorman's position. She understands book-keeping, and being the friend of the wife of an office-holder, for some two or three years past she has had special accounting work in the city hall about six months in the year, at \$90 a month. She probably can hold the place as long as her superior holds his, but of course there can be no assurance of permanency.

The Dormans are trying to decide what is the wisest thing to do. "With Harry getting his check every week, we have been laying up a good share of my earnings," says Mrs. Dorman. "And if he could keep on, we should

stay right here. But my salary alone is not enough for us to live on, even if I were sure of holding the position. I fear that what Harry could pick up at odd jobs he could do would not amount to a great deal, and I know he would be restless and unhappy if idle much of the time. So I think likely we shall determine to buy the grocery stock at Elmdale."

This is one of the things the Dormans have been considering—the purchase of this little grocery business in a town about twenty miles away. The present owner must sell, so they can buy at a very reasonable price, and the opening there seems fairly good. As they have had successful experience keeping grocery before, the undertaking would not have the hazard of a new venture.

Mrs. Dorman would expect to help in the store. "It will be long hours and hard work, and the best we can do with a stock of that size, we can not make as much as we have been getting, within three or four hundred dollars a year. We shall have to cut out many luxuries, and we certainly can't lay up much. But I think there is a living in it out there, and that is the main thing."

Each family with a diminished income must work out its own solution of problems presented. The changes involved never are easy and pleasant to undergo. Most persons find it difficult to be at all contented with less money to spend than they have been accustomed to having.

Abandoning an occupation in which one has gained a foothold almost al-

ways means serious loss. No one should give up too easily, or be frightened by a few symptoms that may soon disappear. Sometimes impaired health may be restored without giving up the customary work—simply by taking it less strenuously or making other modifications. But when it becomes evident that only a radical change will be of benefit, this should not be delayed. Were there nothing more serious than financial considerations to be reckoned with, even for those alone it is far better to stop while there is strength and vitality to achieve success in some other calling. Quillo.

The man who chews fine cut tobacco considers himself higher up in the social scale than the man who chews plug.

## 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
Cotton Felt Mattresses	Woven Wire Springs
Hair Mattresses	Wood or Steel Cots
Crib or Cot Pads	Steel Couches and
Sanitary Couch Pads	Bed Davenport
Mattress Protectors	Institution Beds
Bulk Feathers	Feather Pillows
Floss Cushions	Down Cushions

Made by the

**Grand Rapids Bedding Company**  
Established 1890  
Grand Rapids, Michigan

# 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**

**Bombarded With Proposition for Double Responsibility.**

Efforts to compel the name of the manufacturer on food products, as well as that of the distributor which covers the labeling provision of the Pure Food law now, are renewed in Congress, House bill 3097, introduced by Mr. Johnson, of Washington, regulating the labeling of food products. It provides that the label upon each package of food shall state the name and address of the manufacturer, producer, canner or packer, and that it may also bear the name of the distributor.

The New York Merchants' Association has interested itself in the issue, as well as all the leading wholesale grocery organizations. The current issue of the "Merchants' Association Bulletin" says:

"As the protection of the public is already adequately assured by the existing law, it seems quite unnecessary to require that the label shall bear the name and address of the manufacturer, producer, canner or packer.

"Many, if not most, of the principal wholesale grocery houses own valuable brands or trademarks identifying grades of food products—particularly canned goods—which, by their quality and by long-continued advertising, have become well known to the public. In many instances these articles are not packed in factories owned by the distributing wholesale house, but are prepared under contract by various producers under the strict specifications and supervision of the distributor.

"Under the terms of this bill, the distinctive and well-known labels of prominent distributing concerns would be required to bear, in addition to their own name, that of the producer or canner by whom the goods were packed under contract. So long as the distributor's name appears upon the label he is primarily responsible for any fraudulent misrepresentation of the article and is subject to prosecution."

**Personal Sayings of a Great Living Merchant.**

"I know of no one thing that will strengthen our resources so much as keeping our mark-downs right."

"The dollar-and-eighty-nine-cent gowns should not only sell the twenty, thirty or fifty dozen advertised, but through the rest of the week should bring customers to buy similar goods or the same goods."

"There is always the danger in laying down a system that before men get adjusted to it they will think it looks like red tape."

"I find, in verifying the results from some of our rules, that some of our employes have been allowed to work under rules which they had no power to enforce, and which were deliberately and constantly broken. I doubt whether many of us would want to be responsible for the kind of boy or man we are going to turn out if we allow this sort of thing to continue. We don't want to develop boys or men, or girls, who can get along by evasion and weakness. Either we should enforce a rule or rescind it. Otherwise we will have the kind of people who grow up flabby-minded, with shifty, evasive methods. Even if their natural goodness saves them

for a time, sooner or later that bad training will show itself."

"The twentieth century will give its greatest prizes to the men who can find freedom and scope for themselves and their best work while giving their associates—peers and subordinates—as nearly as possible an equal or greater freedom and scope."

"If we alone are not getting the business, while our competitors are doing it, then there is something the matter with our stock and prices; and this mistake is remedied by cutting the prices, selling the stock out, and buying new stock at the right prices."

**Celebrating the Advent of Electric Light.**

Climax, Feb. 8.—The business men of Climax very pleasantly entertained their wives and a host of friends at the Hotel Phillips Jan. 31 in honor of Melvin Griffith & Son, who have lately installed an electric lighting plant for the purpose of lighting the village, the lights having been turned on Jan. 25.

A six-course banquet was daintily served. The tables were beautifully decorated with white and pink rose buds, pink carnations and quantities of smilax. Strains of melody from the orchestra constantly filled the rooms. Every one seemed to do full justice to the delicacies so bountifully set before them. Very much credit was given Mr. and Mrs. Phillips.

T. E. Sinclair acted as toastmaster and opened the programme by calling Rev. Palmatier, who gave a short but able address. A number were called upon for impromptu speeches, among them John Howard, who gave an interesting review of the progress of Climax since his boyhood days, some seventy years ago.

Mr. Griffith, of Kalamazoo, was the last speaker on the programme and he spoke of Climax from a stranger's viewpoint, which was very flattering to the citizens.

The keynote of each one's remarks was praise for Griffith & Son for their venture and the success achieved, for now our streets are lighted to suit the most fastidious and private residences are fast being connected.

Voting our business men royal entertainers, all departed for their homes with a glad smile and determined to let our light shine.

**One Who Was There.**

Sometime the wages of sin is paid in the coin of the realm.

**REYNOLDS**



**SHINGLES**

Reduces Fire Insurance Rates

Will Not Ignite from Flying Sparks or Brands

Sold by All Lumber Dealers

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

**Safe Expert**

W. L. Slocum, 1 N Ionia, Grand Rapids, guarantees to open any safe, also change combination. Wire, phone or write when in trouble. Citizens phone 61,037.

**Sand Lime Brick**

Nothing as Durable  
Nothing as Fireproof  
Makes Structures Beautiful  
No Painting  
No Cost for Repairs  
Fire Proof  
Weather Proof  
Warm in Winter  
Cool in Summer

**Brick is Everlasting**

Grande Brick Co., Grand Rapids  
So. Mich. Brick Co., Kalamazoo  
Saginaw Brick Co., Saginaw  
Jackson-Lansing Brick Co., Rives Junction

**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

**MODERN AWNINGS—ALL STYLES**



Get our prices before buying  
CHAS. A. COYE, INC. 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

**Join the Money Makers  
In This Business**

**You Can Make More Money,**

dollar for dollar, on your investment, and make it much easier, milling wheat than you can in most any other business you can get into. And we have the letters from these ten successful mills you see here, and hundreds of others to send you as proof that you can do it, as they are doing it, with our money-making mill wonder of the age, the

**"Midget" Marvel  
SELF-CONTAINED  
FLOUR MILL**

One Kentucky miller says his "Midget" Marvel cleared him \$4,628.00 in 7 mos.; one in Pennsylvania \$2,500.00 in 8 mos.; one in Michigan \$3,600.00 in 1 yr.; many others report as much or more. Soon pays for itself. You can do as well or better. And we'll help you do it with our confidential free sales service. This money-making mill wonder comes in 12½, 25 and 50 bbls. a day capacities, finest roller flour. A complete roller flour mill system all in one small frame. No previous milling experience necessary—anybody can run it with any kind of power. Write for our free illustrated book, the "Story of a Wonderful Flour Mill," plans, estimates, 30-day trial offer, ironclad guarantee and the positive proof of the big profits the "Midget" Marvel will make for you every day in the year.

**Anglo-American Mill Co., Inc.**

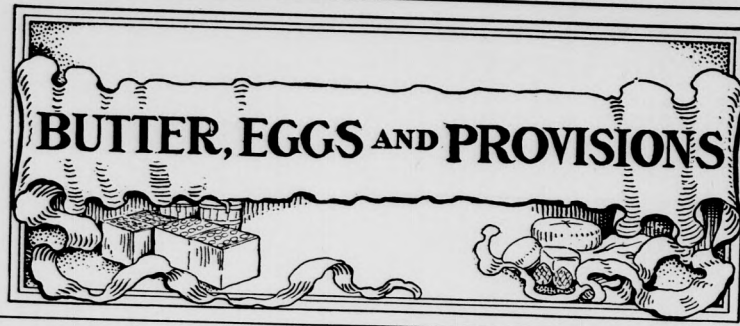
1427 Fourth Street

OWENSBORO, KY.

30 Days

Free Trial





**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.

#### Sweet Potato Grades.

The office of markets and rural organization of the United States Department of Agriculture was called upon recently to assist in the establishment of temporary grades for the shipment and marketing of sweet potatoes. In several of the potato sections of Arkansas investigations were carried on at sweet potato houses in different parts of the State by an investigator from the office. Conferences, it seemed, were held with a number of growers, with the result that several grades were agreed upon and adopted December 11th.

The first grade is designated as prime or No. 1 bakers. This grade will include all potatoes of one variety from two to three inches in diameter, with none over seven inches in length, all to be fairly uniform in shape, clean, bright, natural color and sound. This grade must be free from bruised, scarred, irregular, crooked, rotten or diseased potatoes.

Choice, or No. 2 bakers, includes all potatoes of one variety from one and three-quarters to three inches in diameter, with none over eight inches in length, all clean, bright, natural color, sound and free from decay or disease. This grade, however, may include crooked or irregular potatoes.

The next grade is called Jumbo and may include all potatoes of one variety over three inches in diameter, with none over eight inches in length, all to be clean bright natural color, sound and free from decay or disease.

It appears from the investigations made that the prime and choice grades, the latter being the principal market grade, would include from 40 to 60 per cent. of the crop based upon the investigations among the Arkansas growers. From these enough potatoes of the prime grade could be selected to represent from 12½ to 15 per cent. The remainder of the crop would be divided between the Jumbo grade and the seed stock, the seed stock ordinarily taking all potatoes free from rust or disease, cuts or bruises and less than one and one-quarter inches in diameter.

The Jumbo grade is not recommended for shipment to the Northern or Eastern markets, as these markets do not desire potatoes of its specifications.

However, potatoes of this grade should find a ready sale in the South,

where they may be used for pie making and for canning purposes.

These suggestive grade rules have been submitted to several of the leading commission merchants and buyers in different markets, and the consensus of opinion seems to be that a strict observance of these rules by the growers and shippers to the entire South would be instrumental in the elimination of much ungraded stock and the broadening of the market, thus placing the industry on a more stable and profitable basis.

#### Wrapped Hams and Bacon in Package Form.

The National Wholesale Grocers' Association, in its official bulletin, announced the results of its canvass of the trade for the purpose of obtaining a concensus of opinion of the members on certain debatable issues. In the current number the matter of selling wrapped hams and bacon by gross or net weight and the matter of the proposed repeal of the revenue law on mixed flours are important subjects.

We find the following argument relative to the selling of wrapped hams and bacon in package form:

For many years past the committee of the wholesalers has directed its efforts to a considerable extent toward the abolition of the custom of selling food products gross for net. The members of the Association sell on the net weight basis and most manufacturers and producers have been persuaded to discontinue the old practice of selling gross for net.

This practice on the part of the packers has been, in itself, indirectly countenanced by the United States Government, and a similar ruling applies in several states.

It seems, however, that the United States Department of Agriculture has determined to re-open the question and a hearing will be held in Washington, Wednesday, March 8th, at 2 o'clock in the afternoon. The United States Department of Agriculture has issued rulings, says the bulletin, tentatively excepting bulk teas and certain other so-called bulk commodities from the operation of the weight or measure branding amendment, but the omission of the requirement that a box, bag or other container of tea, nuts, coffee or other commodity be branded with the weight or measure does not, of course, uniformly mean that such product will be sold gross for net. Many articles not branded with the weight or measure are, nevertheless, sold net weight.

One man's automobile may be another man's juggernaut

## A Never Failing Bread Recipe Free

We have had prepared by the principal of the Domestic Science Department of the Michigan Agricultural College at Lansing a recipe for bread making that insures even the novice an excellent loaf of bread and enables the experienced bread maker to make an improvement on an already good loaf. We have had a large number printed and will mail one absolutely free on request.

Grocers—whether our customers or not—who would like a supply for distribution among their customers will be cheerfully supplied on request.

**Watson-Higgins Milling Co.**  
 Grand Rapids, Mich.

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.

## The Vinkemulder Company

Jobbers and Shippers of  
 Everything in

## Fruits and Produce

Grand Rapids, Mich.

## Don't Forget

That we can equip your Store or Office in "New or Used" but Up-to-date FIXTURES of any description and for every kind of business, saving you money, and will make you a liberal allowance for your old ones.

**Grand Rapids Store Fixtures Co.**  
 No. 7 Ionia Ave. N. Grand Rapids, Michigan



# THE MEAT MARKET

### Neutral Lard.

The first essential in the production of neutral lard is to have the leaf lard thoroughly chilled. This should be done quickly enough to prevent any part of it souring. If it be chilled too slowly a strong hoggy flavor is developed which it is impossible to eradicate from the fresh product. The leaf lard should be chilled for twenty-four hours in a temperature of 34 to 36 deg. F. before being melted.

After chilling the lard is put through a hasher which thoroughly disintegrates it, and from there is taken to the melting kettles, which are made of very thin iron with a jacket. Often the melting kettle is but a wooden vat with a galvanized kettle on the inside, the space between the two being filled with water which is heated to the desired temperature for melting the product. It is not practical to use steam in this case; as the heat would be excessive and it would be impossible to control it.

In a kettle holding 4,000 to 5,000 pounds steam should be turned on before any lard is permitted to enter, and the agitator started to revolve slowly, not to exceed six or eight revolutions a minute, and the heat should be regulated so as to have the lard all melted and ready to drop in one and one-half hours from the time of starting to hash. By the time the lard is thoroughly melted the temperature should be at 126 to 128 deg. F. As soon as it is melted it should be drawn off by a siphon into the receiving kettles, which are also jacketed and held at the same temperature. The scrap is then drawn out of the bottom and the kettle is ready to be refilled.

As soon as the lard has dropped into the tank below it should be salted with 1/2 to 1 per cent of fine salt, letting it stand from fifteen to thirty minutes. Then all the liquid lard should be drawn off with a siphon, running it through cheesecloth into the receiving tanks, where it should be allowed to settle for at least four hours. It is then drawn off into tierces through a pipe raised far enough from the bottom to leave one and one-half to two inches of lard in the tank, care being taken that no bottoms get into the tierce, as these contain tissues which are, for the most part, indiscernible, and also what moisture may be left in the lard. If either of these ingredients get into a tierce of neutral the result is that it, being only partially cooked and still more or less of a raw nature, immediately begins to decompose. It is a delicate article to handle and the

settling of all impurities is essential.

After the lard is drawn into tierces they should be left in a room held at a temperature of about 75 deg. F. for about fifteen hours and then put into a cooler at a temperature of from 45 to 50 deg. F. The tierces should always be filled from the sides, and while the lard is lying in the first-mentioned temperature the bungs should be left out, permitting the heat to escape out of the tierce and carrying with it considerable flavor, and leaving the material more neutral than if bunged up as soon as chilled. The neutral when drawn into tierces should be drawn at a temperature of 115 to 118 deg. F.

### Gothair Sausage.

Take twenty pounds of extra lean beef chucks free from sinews, 110 pounds of extra lean pork trimmings free from sinews, twenty pounds pork shoulder fat, five pounds salt, three and one-half ounces white pepper. The beef is ground fine together with the shoulder fat, which has been shaved as thin as possible and cut in the shape of small dice. Mix the whole with the seasoning for from seven to ten minutes, then add the pork trimmings and chop the whole for from thirty to thirty-five minutes, after which it is taken to the cooler and handled the same as all other summer sausage. It is stuffed into short, lean hog bungs that are free from fat. Smoke lightly at a temperature as near 65 deg. F. as possible for thirty-six to forty-eight hours.

### Certainly.

Said a local doctor: "Your wife has a muscular affection which renders her speechless. I can cure her, but it will take time."

"Take all the time you want, Doc." The patient, hearing the remark, promptly recovered her speech.

## HART BRAND CANNED GOODS

Packed by

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

Michigan People Want Michigan Products



An Important Flavoring is

## Mapleine

necessary in both the kitchen and the candy shop

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

## 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

## 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

## B. & S. Famous 5c Cigar

Long Filler

Order direct or through

Worden Grocer Company

Barrett Cigar Co.  
MAKERS  
Ionia, Michigan

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

## The Reputation and Standing of Walter Baker & Co.'s Cocoa and Chocolate Preparations

Have been built up by years of fair dealing, of honest manufacturing, an unwavering policy of maintaining the high quality of the goods and by extensive and persistent advertising.



Registered, U. S. Pat. Off.

This means for the grocer a steady and increasing demand from satisfied customers with no risks to himself on account of unsold or damaged goods; in the long run by far the most profitable trade.

The genuine Baker's Cocoa and Baker's Chocolate have this trade-mark on the package, and are made only by

WALTER BAKER & CO. Ltd.  
Established 1780 Dorchester, Mass.

## 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



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

#### Pickings Picked Up in the Windy City.

Chicago, Feb. 7.—One of Chicago sights: Halsted street from Lake to Twelfth, one and one-half miles. Every other store has most of the stock hanging out in front with a man walking up and down calling out, "Big Sale Inside." Some sight.

Having lived at the Morrison Hotel for over one year, the writer wishes to say a few words in behalf of the rates and especially the "\$1.50 with bath." A good many of the boys have been disappointed on arrival to find the \$1.50 rate was exhausted. Of the 225 rooms at "\$1.50 with bath" I can safely say that over half of the rooms are paid for week in and week out by traveling men who cover territory tributary to Chicago, thus leaving a small percentage open for incoming guests. As a regular guest, of the Morrison, I feel as though both sides of the story should be told. I would advise a week or ten day reservation in advance to give the hotel management a chance to take care of as many of the boys as they can who insist upon getting this rate.

One more game of ten pins in Chicago. This time they call it a spare. Policeman John Aylward shot down by crooks, but, thanks to nature, still living. Until such time as the policeman can have the same chance with fire arms as the crooks this news will attract attention very often.

Cooper Brothers, proprietors of the Harmony Cafeterias, 326 South Wabash, 15 South Wabash, 21 South Dearborn, 58 West Washington, have given up space in each of their restaurants as a free check room. The idea is new in Chicago from the free standpoint, and is meeting with the approval of all travelers, as it gives them a chance to leave their baggage while shopping at no cost.

Harry M. Gillette, formerly with the John T. Woodhouse Co., of Detroit, now representing the Webster cigar in Chicago, reports business very good. Well, Harry always did get the business by looking on the bright side of all things. Harry is a member of Cadillac Council of Detroit. Go to it, Harry, your old as well as new friends wish you luck.

President Wilson and wife arrived in Chicago Jan. 31. It was hard to tell who received the most attention, Mr. or Mrs. They both made a big hit. Everybody was a good Democrat.

All Chicago hotels are filling up this week with millinery salesmen.

This is market month in Chicago. Buyers are here from all over the Western country to pick the new styles for my ladies' headgear.

The street car fare in Chicago is 5 cents straight. No tickets. You are entitled to a universal transfer, which will allow you to travel the entire length of the city on any number of different lines if you are traveling in one general direction. This is very acceptable to the Chicago people, and is some ride for 5 cents. Time on transfers from ten to fifty minutes. Conductors issue transfers with the time of their arrival at the end of their line properly punched.

Tunis Johnson and wife—the popular young factory manager of the G. J. Johnson Cigar Co., Grand Rapids, passed through Chicago on Feb. 1 on their way to California. Mr. Johnson, after spending a few weeks in the Golden West, will return accompanied by his mother, who has been spending the winter in Florida. Clever idea! A deserter from the United States army who has been tending bar in Chicago surrendered himself this week, stating that he much preferred to take a chance with his life facing the Mexicans on the border than facing the bandits who are at large in Chicago.

Grand Rapids is the most democratic town in the country. You do not require membership in the 400. On arrival in the city, any respectable looking citizen is made to feel at home by some of the biggest and best business men who carry you back and forth in their beautiful cars. Grand Rapids surely knows how.

C. W. Reattoir.

#### Wafted Down From Grand Traverse Bay.

Traverse City, Feb. 7.—Charles Dye, Secretary of the Grand Traverse Region Fair Association, attended the meeting of the State Fair Associations at Grand Rapids Tuesday and Wednesday. He reports a very successful meeting. The Grand Traverse fair has always been one of the best in Northern Michigan and Mr. Dye thinks now he will make it the best in the State.

W. F. Murphy has been selected as official potato cooker for our annual banquet. Murphy is looking for a man with a wooden leg or a woman who wears wooden shoes to help him mash potatoes.

Mrs. Otto Powers and children are visiting friends in Traverse City on their way from Petoskey to Port Huron, where Mr. Powers has charge of the Grinnell Bros. store.

Mrs. Hecox, wife of George Hecox, buyer for the Drury & Kelley Hardware Co., at Cadillac, died this week. Mrs. Hecox was a very prominent society lady at Cadillac and her death will be mourned by a large number of friends.

U. B. Hobbs, of Williamsburg, has added a line of dry goods to his hardware store. Mr. Hobbs is one of the most enterprising merchants in Northern Michigan and has a hardware trade which would be a credit to a dealer in any of the large cities. He is a graduate of the Traverse City high school and a young man of exceptional business ability and his many friends wish him the same success in the dry goods line as he has

achieved in the hardware and implement business.

George Liesveld, formerly with the Grand Rapids Dry Goods Co., has resigned his position to accept a similar position with Crowley Bros., of Detroit. Mr. Liesveld has traveled Michigan for a great many years and Crowley Bros. have added a very desirable traveler to their pay roll.

Don't forget the hardware convention next week and prove that you didn't forget it by attending.

Jay Force, of Grand Rapids, is believed to be the champion oil salesman of Northern Michigan for the Campion Motor Oil. Through the efforts of Jay there is scarcely a hotel or business place where the walls are not decorated by Champion motor pennants. His personal acquaintance with every auto driver in Northern Michigan has added much to his flourishing business.

W. G. Wyman is the most lonesome man in Michigan. He has his house all furnished and is waiting for his wife and babies to finish up the home. Mrs. Wyman is in Burlington, Vermont, and is afraid to chance the change of temperature until spring. Saturday Mr. Wyman could stand the strain of home sickness no longer and sent to Gaylord for a couple of chickens. We do not know just what kind of chickens he referred to, but hope they will bring about the desired result.

F. W. Wilson.

#### Will Mr. Hopkins Please Take Notice?

Fulton, Feb. 7.—What has become of genial Bob Hopkins, of Kalamazoo Council, No. 156? Since leaving the road for the Johnson Paper & Supply Co. Jan. 1 and locating with my father in a general store at Fulton, I have been a constant reader of the Tradesman. Have enjoyed articles from Chicago, Detroit, Lansing, Bay City, Grand Rapids and also a few lines from my old friend Pfander, of Battle Creek, but not a measly word from Kalamazoo.

Now Mr. Editor, as a brother U. C. T., I am appealing to you to find the whereabouts of our old bald-headed scribe from Kalamazoo. Some of my best personal friends are members of No. 156 and to hear from them through the Tradesman would be a real pleasure. Bob always had plenty of time for a rhum game or a bowling match and I think, if properly approached, he would find time to write you a nice bunch of news items from Kalamazoo each and every week.

Our very best wishes to the Tradesman.  
 Karl L. Kelsner.

The woman who can make up her face successfully is seldom able to make up her mind that way.

If you want to see a small boy slop over with ingratitude present him with a manicure set.

### 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.

### Snyder's Restaurant

41 North Ionia Ave.

4 Doors North of Tradesman

Special Dinners and Suppers 25c

Bell Phone 860

Citz. Phone 2713

### Lynch Bros.

Special Sale Conductors

Expert Advertising—Expert Merchandising

28 So. Ionia Ave. Grand Rapids, Mich.

### 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

### HOTEL CODY

EUROPEAN

GRAND RAPIDS, MICH.

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

### 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

Rooms Without Bath \$1.00  
 With Bath (shower or tub) \$1.50  
 Meals 50 Cents

#### Union Station



75 Steps East

Fire Proof

## UPPER PENINSULA.

## Recent News From the Cloverland of Michigan.

Sault Ste. Marie, Feb. 7.—The long-established flour and feed store of Joseph and Wm. T. MacLachlan, which started business in 1889, was re-organized Feb. 1 and merged into a stock company, including the two sons, Ira D. and Munn MacLachlan, and will continue under the name of MacLachlan Bros. Co. The new company will occupy the same stand and buildings as the former firm; also retain the Dafter branch store. Ira D. MacLachlan, one of the new members, is one of the Soo's best known young men, being a graduate from the Michigan Agricultural College and was for a number of years employed on the Government locks on construction work. Munn MacLachlan has for a number of years been managing the firm's business at Dafter. He is a young man of sterling business qualities and sound judgment and has made a success of the Dafter branch.

It is going to cost Newberry more for booze, as the dealers will be obliged to pay a village license of \$250 hereafter. This will bring the fee necessary for the dispensing of intoxicating beverages up to about \$800, but whether or not this will make any difference in the consumption will be a question.

We are advised that the Dominion land agents are working this country to induce Americans to settle in the Canadian Northwest, proclaiming that there never will be conscription in Canada, but the question of conscription in Canada is a much mooted one and, if the war continues for a much longer period, will, undoubtedly, become a law. It would seem unreasonable to believe that as there is so much good land right here in Cloverland that Canada would have any land inducements to offer that would equal our own. We can hardly see where it would induce any one to immigrate, especially under present conditions.

"When you put off anything until to-morrow unnecessarily, you are making the next day's work so hard that some regular duties may have to be postponed."

C. G. Clark has resigned his position with the Cornwell Company as book-keeper to enter the race for City Comptroller on the Republican ticket. Mr. Clark is well qualified for the office, having been Comptroller several years ago and made one of the best officers that the city has ever had. Mr. Clark is well and favorably known throughout Chippewa county and his many friends here wish him every success.

The first hold-up in the Soo for some time occurred last week, when R. H. Taylor, Jr., one of the Soo's society men, was relieved of \$80 in a lonely spot near the Soo high school building. How Bob should carry around so much money is a mystery to his friends, as we have so many good banks and safety vaults that could just as well have been utilized had Bob only taken due precaution. However, he is none the worse for the beating up he received and is able to be around as usual without the extra jingle in his pockets.

Chester Black, formerly with the Cornwell Company, Saginaw, has been transferred to the Soo branch, where he has succeeded C. G. Clark as book-keeper. Mr. Black expects to move his family in the near future and thinks he will like the North country of snow and ice better than the dusty winters in the Southern part of the State.

The announcement of the death of William Davis in Detroit, which was received here last week, came as a shock to his many friends. Mr. Davis had been a resident of the Soo for a number of years and was one of the best known meat cutters in the city, having been for a number of years

head meat cutter in the J. H. Roe market.

C. H. Byrns, general manager of the Soo Lumber Co., and one of our prominent business men, who always believes in advertising his home town, has announced that the Soo Lumber Co. will pull off a mirth-provoking and side-splitting dog race in front of its office and yards on Bingham avenue Saturday, Feb. 12, at 2 p. m., to which the general public is invited. Numerous attractive prizes are offered the winners. This used to be one of the events for the winter sports, but has not been pulled off for the past fifteen years, and will undoubtedly prove a rare treat to the old residents of the Soo, as well as the newcomers, as the Soo is noted for its many dog teams and much rivalry developed.

C. D. Empey, district manager of the Manufacturers' Life Insurance Co., known as the Soo's best story teller, also the greatest jollier in Cloverland, arrived home after a ten day business trip in Mr. Ford's town.

Guy C. Kemp, one of the Soo's best known young men, was recently united in marriage to Miss Gertrude Keliher, formerly of this city, but now residing in Detroit, the wedding taking place in Lansing, where they will make their future home. Mr. Kemp has been with his father in the coal business here and was born and raised here. The bride is also well and favorably known here, being one of the Soo's society girls, and was considered one of the prettiest girls in Cloverland.

The safe arrival of F. B. Raymond, of the Raymond Furniture Co., and family at Mammoth Cave, Kentucky, was reported here this week. They are en route to Florida, where they expect to put in the remainder of the winter.

Mr. and Mrs. Otto Fowle left last week for a Southwestern trip to spend the remainder of the winter and expect to visit New Mexico, Arizona, Colorado and California. Mr. Fowle is Vice-President of the First National Bank here and this is the first vacation he has taken for some time.

Lyle Wilson, for the past twelve years clerk in the clothing store of B. M. Morris, has tendered his resignation and left to help swell the population in Detroit. Lyle feels that the large city will have more inducements to offer and, being one of the live kind himself, will probably get more high living in the metropolis of Michigan.

Kibby & Shields have enlarged their boat plant here, purchasing the boat building plant and business of F. X. Payment and will operate same in connection with their launch storage and livery. The equipment and force of employees will be increased as rapidly as the demand justifies. This gives Kibby & Shields the largest launch livery in Cloverland. The Soo is well located for this work and gives us one of the best equipped plants of its kind in the State.

Charles Fields, one of our leading cigar dealers, is branching out and remodeling the store across the street from his present location and will equip same with bowling alleys. When all is installed, it will be modern in every respect. Mr. Fields is one of the progressive kind and believes in pushing ahead and branching out.

The Dafter grangers held their meeting last week, at which James Thompson, of Brimley, the well-known creamery and cheese manufacturer, was the principal speaker. Mr. Thompson is a booster and was loud in his praise of Dafter people as entertainers.

"Remember that the money you intend to save does not draw interest."

The Soo Knights of the Grip held their first annual banquet at the Park Hotel Saturday and that it was a grand success would be putting it mildly. After the splendid feast provided by

mine host Marriott, which was a credit to the Park Hotel, had been disposed of, C. C. Collins presided as toastmaster. While this was Mr. Collins' first attempt—so he says—it would be hard to convince any of the traveling men that he had not made a specialty of this line for years. His witty remarks in introducing the various speakers were well received. A few of the toasts were responded to as follows: "Our First Annual Banquet" was given to Stanley (Isaac) Newton and the speech delivered by him will long be remembered as a masterpiece, which was carefully prepared and delivered with the ease and grace of William J. Bryan. The vocal selection rendered by J. Newhouse, considered the sweet singer of Israel made the hit of the evening. Mr. Newhouse had to respond to several encores, the last being a special written by Mr. Newton to the tune of "It's a long way to Tipperary," a take off on several of the travelers, which was cheerfully received. While Mr. Newton did not claim to be the composer of this song, we have it from pretty good authority that no one but a man of his ability could produce it. "Get Together" was the toast assigned to Charles Fields, and while this is said to be Charley's first attempt as a speaker, he certainly got his wits together and entertained the travelers in a side splitting manner that would make Chauncey Depew take notice. R. R. Reinhart responded to "The Good an Organization Can Do" in an able manner, but as Dick is an old war horse on speech making, being in politics and being largely responsible for bringing the convention of the B. P. O. E. here next summer, the guests were not disappointed in his remarks. Dick was long on the poetry which fitted his subject and it was a rare treat. Louis McPike, one of the best known readers and elocutionists in Cloverland, was at his best and caused much merriment. Ted McKinney responded to the toast to the ladies. This was Mr. McKinney's maiden speech. He made his maiden trip last week on the road as a traveler. Being the last speaker of the programme, he did not want to prolong the social procession with a thirty minute talk, but after saying a few nice things about the ladies and assuring the guests that he would have a lady of his own for the next annual banquet, he was let off without further remarks. The Nurdyke orchestra furnished the music, while Charley Haase and J. McKenzie looked after the details, being on the reception committee. It is planned to perfect a prominent organization among the travelers of this city, known as the "Soo Knights of the Grip" and this first Get Together was pronounced an unusual success and promises to be an annual affair. William G. Tapert. Mr. Tapert's Characteristic Modesty.

Soo, Feb. 7.—Knowing full well the modesty of your honored correspondent at the Soo and realizing that he would hesitate to make mention of his part in connection with the enjoyable banquet that the travelers of the Soo partook of at the Park Hotel Saturday night, I would respectfully ask that you attach the following to the Soo items of this week:

Among the interesting things in connection with the banquet and the programme following same was the toast responded to by William G. Tapert on the general topic, "The Future of the Soo." Mr. Tapert handled the subject in his usually able manner and if half of the things come to pass that he foretells, the Soo will continue, as it always has been, the leading city in Cloverland. We were pleased to note, however, the rosy hue blush which overspread the above mentioned speaker's face when the audiences sang the new song, "It's a long way to Sault Ste. Marie in a Winton six." J. B. Melody.

Every one likes to be run after, but the difference in this matter between men and women is that men don't want to be caught and women do.

## Beware of Grip Drugs Salesmen.

Calumet, Feb. 7.—"Beware of the grip drug salesman" is the warning that came the past week to pharmacists and druggists of Calumet and vicinity. It is said that a number of salesmen who sell directly to the pharmacists from "sample" stocks carried in grips, have been operating in the Northwestern and Central states of late. They have offered certain drugs, it is said, at astonishingly low prices, considering the fact that the war has forced most drugs away up, and sales have been many and, in some cases, large.

It is claimed, however, that analysis of some of the samples have shown them to be fakes, pure and simple, many of them containing upwards of 90 per cent. sugar or white sand or both. Arrests have been made in some places of the vendors of the fake drugs.

Calumet druggists state that there has lately been a great demand for the cheap 10 cent package dyes, especially in the colors red, green and purple. Wholesalers, it is said, have had agents about the country buying up these package dyes, especially in these colors because the dyes of these colors are very scarce and are going up rapidly in price.

It is stated, furthermore, that unless manufacturers in this country commence making these colors soon they will be unobtainable before the end of the year. Many firms have been experimenting in the manufacture of these colors but it is claimed that success has not attended their efforts.

Inks of these colors are also becoming very scarce and high priced and the copper country is feeling the effect of the scarcity of coloring matter for inks as well as is the remainder of the country.

## Plea For Larger Membership.

Jackson, Feb. 7.—We are at the beginning of another year and as I look out upon the broad open field and view the great opportunities I can see in the distance, I am wondering if the retail druggists of Michigan are going to be ready to grasp them as they come and make them worth what it was intended they should be. Will we gather our army of druggists together and make this year one to be long remembered or are we going to still be found sleeping at the switch until after the opportunity has passed?

Brothers, let us get busy. Let us get started right at the beginning of this, the new year. The first thing we should do is to send Mr. Alton our dues for our membership in the M. S. P. A.

If we are not a member, let us send him two plunks anyway and have him enroll us at once.

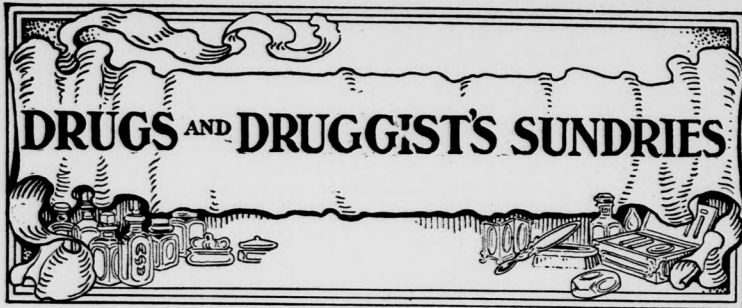
The harvest is great and the reapers are few. Will you be one of the reapers or are you going to stand back and see the grain go to waste for the want of a few more men to help gather it in?

Let us march down to Lansing, metaphorically speaking, next January 4,000 strong and get our pharmacy laws repaired so they will be up to date and meet the requirements of the trend of the times. Such a condition will change the aspect of the retail drug trade in the State.

We have the generals, the colonels, the captains and lieutenants. All we need is more real live men and the battle is ours. Will you be one of the men? Let us hope so.

F. J. Wheaton,  
Chairman Membership Committee.

With William Judson in Washington and New York and Guy W. Rouse in Cuba, the wholesale grocery trade of Grand Rapids is in a bad way this week.



**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. Stekete, 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.

**Beautiful Preparation For a Show-Window Attraction.**

The following is not new, having first been prepared by Professor Platsau at his laboratory at the University of Ghent many years ago to illustrate one of his lectures on the diffraction of light, but it is a variation of the old soap bubble experiments, and the effects are beautiful:

To make the apparatus, take any easily bent brass or copper wire, and bend it in the outline of a flower, with five petals around a circular center. The stalk, a continuation of the wire, is then fixed in a block of wood large enough to hold it upright. Then make the following solution:  
 Castile soap, best quality, shaved ..... 1 part  
 Boiling water.....40 parts  
 Glycerin, best refined..... 6 parts  
 Dissolve the soap in the water, and when the solution is cold, add the glycerin, and mix thoroughly by agitation. The soap should be perfectly clear before adding the glycerin, and if it is not so, it must be filtered.

Now dip the imitation flower in the solution, and to be sure that the latter adheres to every part of the wire, it will be well to dip the fingers, or a bit of cloth, in the liquid and rub the wire with it and let dry before dipping. Place the flower near the window, where the light will fall upon it, and cover with a bell-glass. Now place in a slanting position in front of the bell-glass a slip of board about three or four inches wide, and painted dead black or covered with a piece of black cloth, so that it will form a dark or black background to the flower when viewed from a position in front of the table or stand, and facing the window.

At first the petals of the flower appear white and almost transparent, but they immediately begin to take on the most marvelously beautiful colors, rivaling the most gorgeous tints of the rainbow, slowly passing

from opal to polished labradorite, and finally glowing with the fire and brilliancy of the diamond. If the table is kept quite still this marvelous play will continue an entire day, or even longer, and when it disappears all that is necessary to reproduce it is to dip the wire frame into the liquid. All dust, jarring the table, etc., must be avoided and a mirror should be arranged so as to throw the color changes to the eyes of those passing by.

**Effective Trade Getter.**

There is one way of getting new trade and making friends for your store which is rather ahead of any other in directness and effectiveness. Whenever you have a call for an article which you do not happen to have, offer to get it at once. Of course all druggists follow this rule more or less, but we mean bear on hard on the offer; make the customer feel that it would really be a pleasure to you to do it, and then if you get the order, send for the goods and get them at once. The customer will feel that you have gone out of your way to be obliging. If you don't make a cent on the article ordered, still there will be a profit on the transaction later. Get the people in the way of coming to you when they want something that they know they can't get elsewhere. There is nothing that will build up the business of a store any faster than the reputation of having things when they can't be found elsewhere.

**Tooth Brush vs. Chewing Gum.**

Resolved that chewing gum cleans the teeth better than a tooth brush and tooth paste was the subject of a little debate held at a meeting of the board of education of a Western Canadian city not long ago. The discussion was started by a recommendation that a supply of tooth brushes and paste be bought for the girls' and boys' home and other charities. One physician upheld the affirmative while another made a touching appeal for gum—the real hard stuff. Gum chewing was certainly vindicated by this Canadian medico. It was more than vindicated. It was recommended. If the Canadian medico had his way, the small boy's request "lend me your gum at recess" would no longer be whispered while the teacher was a safe distance away. Every one would have his or her chew and the old pastime of chewing somebody else's gum would vanish. Gum chewing would be universal and the tooth brush would be discarded as a relic of the barbarous ages.

**Sparks From the Electric City.**

Muskegon, Feb. 7.—On account of a short circuit we are unable to obtain sparks to illuminate our way in the large Electric City.

We hear a great deal about Detroit, Grand Rapids, Flint, Saginaw and, in fact, all good sized cities in Michigan. Here is a little one about Muskegon: Muskegon stands second among the cities of Michigan in commercial growth, Detroit being first.

The writer has received a postal card from a brother who mailed it in Pentwater to save a room for him at the annual convention at Traverse City. But the brother, in his excitement to obtain a room, forgot to sign his name.

Quite a number of the boys who intend to go to Traverse City have neglected to send in their cards, stating they are going. It is absolutely necessary to have a large delegation from Muskegon to be able to swing the job of Grand Sentinel for A. W. Stevenson.

Some of the Muskegon boys are figuring on traveling up in automobiles. Perhaps we can all arrange to go that way. Those who are not blessed with cars perhaps can make arrangements with their more fortunate brother to go with him, so he will have enough weight to keep in the road.

A. W. Stevenson left for Mackinaw City this week. Icebergs are in season at that point now.

Matt Steiner is suffering from a small inflammation of the eye.

The boys will be glad to hear that Ernest Hentschel is out of the hospital and looking fine. He is on the job at the Hentschel Hotel with his little cane.

John Porter has had his route changed and is now traveling in territory adjacent to Grand Rapids. John states he is sorry he cannot be with the boys oftener, but he will do the best he can to be with us at our annual in March.

Muskegon has secured a franchise in the Central League and, although the smallest town in the circuit, the League managers see quite a prosperous baseball year ahead in Muskegon. One of the local papers is endeavoring to secure a nick name for the ball team. Some want to call them the boomers coming from a boom city. As long as we don't call them Tigers every one will be satisfied.

The Chamber of Commerce of Mus-

kegon and the Board of Trade at Fremont are assisting Muskegon Council in obtaining connections at White Cloud with the Traverse City train and Muskegon train at night. Here is hoping you get it, for the boys sure would appreciate it.

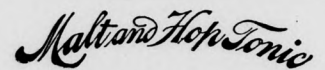
Two years ago the people of Michigan at the polls said they did not want Chase Osborn for Governor. To-day we are hearing that some politicians are boosting Osborn for President. Perhaps the voters of the United States will show Michigan what a great mistake she made.

D. Christie is rebuilding his bakery and, when completed, will have one of the most up-to-date bakery outfits in Western Michigan.

Milton Steindler.

**UNIVERSAL CLEANER**

Great for the pots—great for the pans  
 Great for the woodwork—great for the hands.  
**ORDER FROM YOUR JOBBER**



"The food that those should take  
 Whom insomnia keeps awake."



For Sale by all Wholesale Druggists

**1916 IMPORTANT CHANGES TANGLEFOOT**



Improved Size—Handy Sealed Package  
 Retail 5 Double Sheets for 10c  
 Ask your Jobber or his Salesman for Particulars

**Announcement to the Trade**

**BUSINESS OF CARPENTER-UDELL CHEMICAL COMPANY  
 WILL BE CONTINUED  
 By Receiver**

Write, call or telephone us for "IMPERIAL BRAND" LIME SULPHUR SOLUTION, PARIS GREEN, ARSENATE OF LEAD, NICOTINE SOLUTION, ETC.

Our salesmen now calling on the trade.

Our quotations on ARSENATE OF LEAD and LIME SULPHUR SOLUTION now lower than in 1915, but other manufacturers look for advance in prices of SPRAYING MATERIALS very soon.

On account of tremendous increases in cost of raw materials and resulting shortage in production of SPRAYING MATERIALS, you should place your order with us at once—by telephone or mail, if possible.

All inquiries given prompt attention. Quotations on request.

**The Michigan Trust Company, Receiver  
 CARPENTER-UDELL CHEMICAL COMPANY**  
 Ann St. opposite Elizabeth Ave., N. W. GRAND RAPIDS, MICHIGAN  
 Citizens Phone 1725 Bell Main 1145

WHOLESALE DRUG PRICE CURRENT

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

Table of drug prices categorized by Acids, Ammonia, Balsams, Berries, Barks, Extracts, Flowers, Gums, Leaves, Oils, Potassium, Roots, Seeds, Tinctures, and Paints. Each category lists various substances with their respective prices per unit.

1916

Announcement

We have engaged for the present year Mr. F. L. Raymond and Mr. L. W. Hoskins to represent us in the interest of our sundry department. One of these gentlemen will call on you in the near future and we ask you to reserve your orders for sundries. Our stock is larger and more complete than ever before and we can assure you of good service.

Hazeltine & Perkins Drug Co. Grand Rapids

Putnam's Menthol Cough Drops

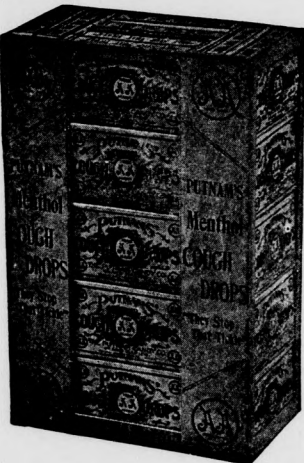
Packed 40 five cent packages in carton Price \$1.15

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.



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.

GROCERY PRICE CURRENT

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

ADVANCED

- Mushrooms
Nutmegs
Rolled Oats
Tapioca
Tannia
Sal Soda

DECLINED

Index to Markets

By Columns

Table with columns for product categories (A-Z) and prices. Includes items like Ammonia, Axle Grease, Baked Beans, Bath Brick, Bluing, Breakfast Food, Brooms, Brushes, Butter Color, Candles, Canned Goods, Carbon Oils, Catsup, Cheese, etc.

Table with columns for product categories (1-10) and prices. Includes items like Ammonia, Axle Grease, Baked Beans, Bath Brick, Bluing, Breakfast Foods, Brooms, Brushes, Butter Color, Canned Goods, Catsup, Cheese, etc.

Table with columns for product categories (1-10) and prices. Includes items like Clams, Clam Bouillon, Corn, French Peas, Gooseberries, Hominy, Lobster, Mackerel, Mustard, Peas, Plums, Pumpkins, Raspberries, Salmon, Sardines, Shrimps, Succotash, Strawberries, Tomatoes, Tuna, Catsup, Cheese.

Table with columns for product categories (3-4) and prices. Includes items like CHEWING GUM, CHOCOLATE, CLOTHES LINE, COCOA, COFFEES ROASTED, Macarons, Maple, Meats, Molasses, Mustard, Nuts, Olives, Petroleum Products, Pipes, Playing Cards, Potash, Provisions, Rice, Rolled Oats, Salad Dressing, Saleratus, Sal Soda, Salt, Salt Fish, Seeds, Shoe Blacking, Snuff, Soda, Spices, Starch, Syrups, Table Sauces, Tea, Tobacco, Twine, Vinegar, Wicking, Woodenware, Wrapping Paper, Yeast Cake.

Table with columns for product categories (4-5) and prices. Includes items like McLaughlin's XXXX, Extracts, CONFECTIONERY, Mixed Candy, Specialties, Auto Kisses, Bonnie Butter Bites, Butter Cream Corn, Caramel Bon Bons, Caramel Dices, Caramel Croquettes, Cocomat Waffles, Coffy Toffy, National Mints, Empire Fudge, Fudge, Pineapple, Fudge, Walnut, Fudge, Filbert, Fudge, Choco. Peanut, Fudge, Honey Moon, Fudge, White Center, Fudge, Cherry, Fudge, Cocomat, Honeyuckle Candy, Iced Macaroons, Iced Gems, Iced Orange Jellies, Italian Bon Bons, Jelly Mello, AA Licorice Drops, 5 lb. box, Lozenges, Pep., Lozenges, Pink, Manchus, Molasses Kisses, 10 lb. box, Nut Butter Puffs, Star Patties, Assorted Choc., Amazon Caramels, Champion, Choc. Chips, Eureka, Clinax, Eclipse, Assorted, Ideal Chocolates, Klondike Chocolates, Nabobs, Nibble Sticks, Nut Wafers, Ooro Choc. Caramels, Peanut Clusters, Quintette, Regina, Star Chocolates, Superior Choc. (light), Pop Corn Goods, Without prizes, Cracker Jack with coupon, Oh My 100s, Cracker Jack, with Prize, Hurrah, 100s, Hurrah, 50s, Hurrah, 24s, Cough Drops, Putnam Menthol, Smith Bros., NUTS-Whole, Almonds, Tarragona, Almonds, California, soft shell Drake, Brazils, Filberts, Cal. No. 1 S. S., Walnuts, Naples 16 1/2, Walnuts, Grenoble, Table nuts, fancy 13 @ 14, Pecans, Large @ 14, Pecans, Ex. Large @ 16, Shelled, No. 1 Spanish Shelled, Peanuts, 7 1/2 @ 8, Ex. Lg. Va. Shelled, Peanuts, 11 1/2 @ 12, Pecan Halves @ 60, Walnut Halves @ 36, Filbert Meats @ 30, Alicante Almonds @ 60, Jordan Almonds.

Table with columns for product categories (5) and prices. Includes items like Peanuts, Fancy H P Suns, Raw, Roasted, H. P. Jumbo, Raw, Roasted, CRACKERS, National Biscuit Company Brands, In-er-Seal Trade Mark Package Goods, Baronet Biscuit, Flake Wafers, Cameo Biscuit, Cheese Sandwich, Chocolate Wafers, Fig Newton, Five O'Clock Tea Bct, Ginger Snaps NBC, Granam Crackers, Lemon Snaps, M. M. Dainties, Oysterettes, Pretzels, Royal Toast, Social Tea Biscuit, Sattine Biscuit, Saratoga Flakes, Soda Crackers, N.B.C., Soda Crackers Prem., Tokens, Uneeda Biscuit, Uneeda Ginger Wafer, Vanilla Wafers, Water Thin Biscuit, Zu Zu Ginger Snaps, Zwieback, Other Package Goods, Barnum's Animals, Soda Crackers NBC, Fruit Cake, Bulk Goods, Animals, Cans and boxes, Atlantic, Ass'd., Avena Fruit Cakes, Bonnie Doon Cookies, Bonnie Lassies, Bo Peeps, S. or M., Bouquet Wafers, Cameo Biscuit, Cecelia Biscuit, Cheese Tid Bits, Chocolate Bar (cans), Chocolate Drop Center, Chocolate Drops, Chocolate Puff Cake, Choc. Honey Fingers, Circle Cookies, Crackles, Cream Fingers, Cocomat Taffy Bar, Cocomat Drops, Cocomat Macaroons, Cocomat Molas, Bar, Cocant Honey Fingers, Cocant Honey Jumbles, Coffee Cakes Iced, Crumpets, Dinner Pail Mixed, Extra Wine Biscuit, Family Cookies, Fig Cakes Ass'd., Fluted Peanut Jumbo, Fused Cocomat Bar, Frosted Creams, Frosted Ginger Cook, Frosted Raisin Sqs., Fruited Ovals, Fruited Ovals, Iced, Full Moon, Ginger Drops, Ginger Gems Plain, Ginger Gems, Iced, Graham Crackers, Ginger Snaps Family, Ginger Snaps Round, Hippodrome Bar, Honey Fingers Ass't, Honey Jumbles, Household Cooks, Iced, Imperials, Jubilee Mixed, Kaiser Jumbles, Lady Fingers Sponge, Leap Year Jumbles, Lemon Biscuit Square, Lemon Cakes, Lemon Wafers, Lemons, Lorna Doon, Mace Cakes, Macaron Jumbles, Mary Ann, Mandalay, Marshmallow Pecans, Mol. Frt. Cookie, Iced, NBC Honey Cakes, Oatmeal Crackers, Orange Gems, Oreo Biscuit, Othello, Penny Assorted, Picnic Mixed, Priscilla Cake, Raisin Cookies, Raisin Gems, See Saw, S. or M., Reveres Ass'd., Rittenhouse Biscuit, Snaparoons, Spiced Cookie, Spiced Jumbles, Iced.

Table 6: Sugar Fingers, Sugar Crimp, Vanilla Wafers, Butter, N B C Square, Seymour Round, Soda, Premium Sodas, Saratoga Flakes, Saltines, Oyster, Dandy Oysters, N B C Oysters Square, Shell, Sugar Wafer Specialties, Adora, Nabisco, Festino, Festina, Lorna Doone, Anola, Champagne Wafers, CREAM TARTAR, DRIED FRUITS, Apples, Apricots, Citron, Currants, Peaches, Raisins, California Prunes, EVAPORATED MILK, Farinaceous Goods, Beans, Farina, Hominy, Pearl, Maccaroni and Vermicelli, Peas, East India, German, Tapioca, FISHING TACKLE, Cotton Lines, Linen Lines, Poles, Bamboo.

Table 7: FLAVORING EXTRACTS, Jennings D C Brand, Pure Vanilla, Terpeness, Pure Lemon, FLOUR AND FEED, Grand Rapids Grain & Milling Co., Winter Wheat, Purity Patent, Fancy Spring, Wizard Graham, Wizard Gran. Meal, Wizard Buckw't cwt., Rye, Valley City Milling Co., Light Leaf, Graham, Granena Health, Gran. Meal, Bolted Meal, Voigt Milling Co., Voigt's Crescent, Voigt's Royal, Voigt's Flourigt, Voigt's Hygienic Graham, Watson-Higgins Milling Co., Perfection, Tip Top Flour, Golden Sheaf Flour, Kern's Success, Marshall Best Flour, Worden Grocer Co., Quaker, paper, Quaker, cloth, Kansas Hard Wheat, Voigt Milling Co., Calla Lily, Worden Grocer Co., American Eagle, American Eagle, American Eagle, Spring Wheat, Roy Baker, Mazeppa, Golden Horn bakers, Wisconsin Rye, Bohemian Rye, Judson Grocer Co., Ceresota, Ceresota, Ceresota, Voigt Milling Co., Columbian, Worden Grocer Co., Wingold, Wingold, Wingold, Wingold, Wingold, Wingold, Meal, Golden Granulated, Wheat, Red, White, Oats, Michigan carlots, Less than carlots, Corn, Carlots, Less than carlots, Hay, Street Car Feed, No. 1 Corn & Oat Feed, Cracked Corn, Coarse Corn Meal, FRUIT JARS, Mason, pts., per gro., Mason, qts., per gro., Mason, 1/2 gal. per gro., Mason, can tops, gro., GELATINE, Cox's, Knox's Sparkling, Knox's Sparkling, Knox's Acid'd doz., Minute, 2 qts., doz., Minute, 2 qts., 3 doz., Nelson's, Oxford, Plymouth Rock, Phos., Plymouth Rock, Plain, GRAIN BAGS, Broad Gauge, Amoskeag, Herbs, Sage, Hops, Laurel Leaves, Senna Leaves, HIDES AND PELTS, Green, No. 1, Green, No. 2, Cured, No. 1, Cured, No. 2, Calfskin, green, No. 1, Calfskin, green, No. 2, Calfskin, cured, No. 1, Calfskin, cured, No. 2, Pelts, Old Wool, Lambs, Shearings.

Table 8: Tallow, No. 1, No. 2, Unwashed, med., Unwashed, fine., HORSE RADISH, Jelly, 5lb. pails, per doz., 15lb. pails, per doz., 30lb. pails, per doz., ICE CREAM, Piper Ice Cream Co. Brands, Bulk, any flavor, Extra Fancy, any flavor, Brick, Plain, Brick, Fancy, JELLY GLASSES, 1/2 pt. in bbls., per doz., 1/2 pt. in bbls., per doz., 8 oz. capped in bbls., per doz., MAPLEINE, 2 oz. bottles, per doz., 1 oz. bottles, per doz., 16 oz. bottles, per doz., 32 oz. bottles, per doz., MINCE MEAT, Per case, MOLASSES, New Orleans, Fancy Open Kettle, Choice, Good, Stock, Half barrels 2c extra, Red Hen, No. 2, Red Hen, No. 5, Red Hen, No. 10, MUSTARD, 1/2 lb. 6 lb. box, OLIVES, Bulk, 1 gal. kegs, Bulk, 2 gal. kegs, Bulk, 5 gal. kegs, Stuffed, 8 oz., Stuffed, 14 oz., Pitted (not stuffed), 14 oz., Manzanilla, 8 oz., Lunch, 10 oz., Lunch, 15 oz., Queen, Mammoth, 19 oz., Queen, Mammoth, 28 oz., Olive Chow, 2 doz. cs., PEANUT BUTTER, Bel-Car-Mo Brand, 24 lb. fibre pails, 14 lb. fibre pails, 23 oz. jars, 2 doz., 2 lb. tin pails, 1 doz., 7 oz. jars, 2 doz., PETROLEUM PRODUCTS, Iron Barrels, Perfection, Red Crown Gasoline, Gas Machine, W. M. & P. Naphtia, Capitol Cylinder, Atlantic Red Engine, Summer Black, Polarine, PICKLES, Medlum, Barrels, 1,200 count, Half bbls., 600 count, 5 gallon kegs, Small, Barrels, Half barrels, 5 gallon kegs, Gherkins, Barrels, Half barrels, 5 gallon kegs, Sweet Small, Barrels, Half barrels, 5 gallon kegs, PIPES, Clay, No. 216, per box, Clay, T. D. full count, Cob, PLAYING CARDS, No. 90, Steamboat, No. 15, Rival assorted, No. 20, Rover, enam'd, No. 572, Special, No. 98, Goff, Satin fin., No. 808, Bicycle, No. 632, Tourn't whist, 2 25, POTASH, Babbitt's, 2 doz., PROVISIONS, Barreled Pork, Clear Back, Short Cut, Cir, Bean, Brisket, Clear 24, Pig, Clear Family, Dry Salt Meats, S P Bellies, Lard, Pure in tierces, Compound Lard, 80 lb. tubs, 50 lb. tubs, 50 lb. tubs, 20 lb. pails, 10 lb. pails, 5 lb. pails, 3 lb. pails.

Table 9: Smoked Meats, Hams, 14-16 lb., Hams, 16-18 lb., Hams, 18-20 lb., Ham dried beef sets, California Hams, Picnic Boiled, Hams, Baked Hams, Minced Ham, Bacon, Sausages, Bologna, Liver, Frankfort, Pork, Veal, Tongue, Headcheese, Beef, Boneless, Rump, new, Pig's Feet, Kits, 15 lbs., 1/4 bbls., 40 lbs., 1/2 bbls., 80 lbs., Casings, Hogs, per lb., Beef, rounds, set, Beef, middles, set, Sheep, Uncolored Butterine, Country Rolls, Canned Meats, Corned Beef, 2 lb., Corned Beef, 1 lb., Roast Beef, 2 lb., Roast Beef, 1 lb., Potted Meat, Ham, Potted Meat, Ham, Flavor, Deviled Meat, Ham, Flavor, Deviled Meat, Ham, Flavor, Potted Tongue, Potted Tongue, RICE, Fancy, Japan Style, Broken, ROLLED OATS, Rolled Avena, Steel Cut, 100 lb. sks., Monarch, bbls., Monarch, 90 lb. sks., Quaker, 18 Regular, Quaker, 20 Family, SALAD DRESSING, Columbia, 1/2 pint, Columbia, 1 pint, Durkee's, large, 1 doz., Durkee's, small, 2 doz., Snider's, large, 1 doz., Snider's, small, 2 doz., SALERATUS, Packed 60 lbs. in box, Arm and Hammer, Wyandotte, 100 % S, SAL SODA, Granulated, bbls., Granulated, 100 lbs. cs., Granulated, 36 pkgs., SALT, Common Grades, 100 3 lb. sacks, 70 4 lb. sacks, 60 5 lb. sacks, 28 10 lb. sacks, 56 lb. sacks, 28 lb. sacks, Warsaw, 56 lb. sacks, 28 lb. sacks, Solar Rock, 56 lb. sacks, Common, Granulated, Fine, Medium, Fine, SALT FISH, Cod, Large, whole, Small, whole, Strips or bricks, Pollock, Smoked Salmon, Strips, Halibut, Chunks, Holland Herring, Y. M. wh. hoop bbls., Y. M. wh. hoop 1/2 bbls., Y. M. wh. hoop kegs, Y. M. wh. hoop Milchers, Standard, bbls., Standard, 1/2 bbls., Standard, 1/4 bbls., Trout, No. 1, 100 lbs., No. 1, 40 lbs., No. 1, 10 lbs., No. 1, 2 lbs.

Table 10: Mackerel, Mess, 100 lbs., Mess, 40 lbs., Mess, 10 lbs., Mess, 8 lbs., No. 1, 100 lbs., No. 1, 40 lbs., No. 1, 10 lbs., Lake Herring, 100 lbs., 40 lbs., 10 lbs., 8 lbs., SEEDS, Anise, Canary, Smyrna, Caraway, Cardamon, Malabar, Celery, Hemp, Russian, Mixed Bird, Mustard, white, Poppy, Rape, SHOE BLACKING, Handy Box, large 3 dz., Handy Box, small, Bixby's Royal Polish, Miller's Crown Polish, STUFF, Scotch, in bladders, Maccaboy in jars, French Rapple in jars, SODA, Boxes, English, KEYS, SPICES, Whole Spices, Allspice, Jamaica, Allspice, lg Garden, Cloves, Zanzibar, Cassia, Canton, Cassia, 5c pkg. dz., Ginger, African, Ginger, Cochin, Mace, Penang, Mixed, No. 1, Mixed, No. 2, Mixed, 5c pkgs. dz., Nutmegs, 70-180, Nutmegs, 105-110, Pepper, Black, Pepper, White, Pepper, Cayenne, Paprika, Hungarian, Pure Ground in Bulk, Allspice, Jamaica, Cloves, Zanzibar, Cassia, Canton, Ginger, African, Mace, Penang, Nutmegs, Pepper, Black, Pepper, White, Pepper, Cayenne, Paprika, Hungarian, STARCH, Corn, Kingsford, 40 lbs., Muzzy, 20 lb. pkgs., Kingsford, Silver Gloss, 40 lb., Muzzy, 40 lb. pkgs., GLOSS, Argo, 24 5c pkgs., Silver Gloss, 16 3lbs., Silver Gloss, 12 6lbs., Muzzy, 48 1lb. packages, 16 3lb. packages, 12 6lb. packages, 60lb. boxes, SYRUPS, Corn, Barrels, Half barrels, Blue Karo, No. 1, 4 doz., Blue Karo, No. 2, 2 dz., Blue Karo, No. 2, 1 doz., Blue Karo, No. 5, 1 doz., Blue Karo, No. 10, 1/2 doz., Red Karo, No. 1, 1/4 doz., Red Karo, No. 2, 2 dz., Red Karo, No. 2, 1 doz., Red Karo, No. 2, 1 doz., Red Karo, No. 10, 1/2 doz., Pure Cane, Fair, Good, Choice, Folger's Grape Punch, Quarts, doz. case, TABLE SAUCES, Halford, large, Halford, small, TEA, Uncolored Japan, Medium, Choice, Fancy, Basket-fired Med'm, Basket-fired Choice, Basket-fired Fancy, No. 1 Nibs, Siftings, bulk, Siftings, 1 lb. pkgs., Gunpowder, Moyune, Medium, Moyune, Choice, Moyune, Fancy, Ping Suey, Medium, Ping Suey, Choice, Ping Suey, Fancy, Young Hyson, Choice, Fancy.

Table 11: Celong, Formosa, Medium, Formosa, Choice, Formosa, Fancy, English Breakfast, Congou, Medium, Congou, Choice, Congou, Fancy, Congou, Ex. Fancy, Ceylon, Pekoe, Medium, Dr. Pekoe, Choice, Flowery O. P. Fancy, TOBACCO, Fine Cut, Blot, Bugle, 16 oz., Bugle, 10c, Dan Patch, 8 and 16 oz., Dan Patch, 4 oz., Dan Patch, 2 oz., Fast Mail, 16 oz., Hiawatha, 16 oz., Hiawatha, 5c, May Flower, 16 oz., No Limit, 8 oz., No Limit, 16 oz., Ojibwa, 8 and 16 oz., Ojibwa, 10c, Ojibwa, 5c, Petoskey Chief, 7 oz., Petoskey Chief, 14 oz., Peach and Honey, 5c, Red Bell, 16 oz., Red Bell, 8 roll, Sterling, L & D 5c, Sweet Cuba, canister, Sweet Cuba, 10c, Sweet Cuba, 1 lb., tin, Sweet Cuba, 1/2 lb. tin, Sweet Burley, 5c L&D, Sweet Burley, 8 oz., Sweet Burley, 1/2 gro., Sweet Mist, 8 oz., Telegram, 5c, Tiger, 5c, Tiger, 25c cans, Uncle Daniel, 1 lb., Uncle Daniel, 1 oz., Plug, Am. Navy, 16 oz., Apple, 10 lb. butt, Drummond Nat. Leaf, 2 and 5 lb., Drummond Nat. Leaf, per doz., Battle Ax, Bracer, 5 and 12 lb., Big Foot, 2 and 16 lb., Boot Jack, 2 lb., Boot Jack, per doz., Bullion, 16 oz., Climax Golden Twins, Climax, 14 oz., Climax, 7 oz., Day's Work, 7 & 14 lb., Creme de Menthe, lb., Derby, 5 lb. boxes, 5 Bros., 4 lb., Four Roses, 10c, Gilt Edge, 2 lb., Gold Rope, 6 and 12 lb., Gold Rope, 4 and 8 lb., G. O. P., 12 and 24 lb., Granger Twist, 6 lb., G. T. W., 10 and 21 lb., Hovey Shaw, 6 and 12 lb., Honey Dip Twist, 5 and 10 lb., Jolly Tar, 5 and 8 lb., J. T., 5 1/2 and 11 lb., Kentucky Navy, 12 lb., Keystone Twist, 6 lb., Kismet, 6 lb., Maple Dip, 16 oz., Merry Widow, 12 lb., Nobby Spun Roll 6 & 8 5/8, Parrot, 12 lb., Patterson's Nat. Leaf, Peachey, 6, 12 & 24 lb., Picnic Twist, 5 lb., Piper Heldsleck, 4 & 7 lb., Piper Heldsleck, per doz., Polo, 3 doz., per doz., Redcut, 1 1/2 oz., Scrapple, 2 and 4 doz., Sherry Cobbler, 8 oz., Spear Head, 12 oz., Spear Head, 14 oz., Spear Head, 7 oz., Sq. Deal, 7, 14 & 28 lb., Star, 6, 12 and 24 lb., Standard Navy, 7 1/2, 15 and 30 lb., Ten Penny, 6 and 12 lb., Town Talk, 14 oz., Yankee Girl, 12 & 24 lb., All Red, 5c, Am. Union Scrap, 5c, Bag Pipe, 5c, Cutlas, 2 1/2 oz., Globe Scrap, 2 oz., Happy Thought, 2 oz., Honey Comb Scrap, 5c, Honest Scrap, 5c, Mail Pouch, 4 doz., Old Songs, 5c, Old Times, 1/2 gro., Polar Bear, 5c, 1/2 gro., Red Band, 5c, 1/2 gro., Red Man Scrap, 5c, Scrapple, 5c pkgs., Sure Shot, 5c, 1/2 gro., Yankee Girl Scrap 2oz., Pan Handle Scrp 1/4gr, Peachey Scrap, 5c, Union Workman, 3 1/2.

SPECIAL PRICE CURRENT

15

16

17

12

13

14

Table with columns for items and prices. Includes sections for Smoking, Cigar, and various food items like corn, beans, and oils.

Table with columns for items and prices. Includes sections for Queen Quality, Mop Sticks, Toothpicks, Traps, Washboards, Window Cleaners, Wood Bowls, Wrapping Paper, Vinegar, Wick, Wicker, and Woodware.

Table with columns for items and prices. Includes sections for Mop Sticks, Toothpicks, Traps, Washboards, Window Cleaners, Wood Bowls, Wrapping Paper, Yeast Cake, Axle Grease, Mica Axle Grease, Telfer's Coffee, and Charcoal.

BAKING POWDER K. C. Doz. 10c, 4 doz. in case ... 85

Royal 10c size ... 90. Includes images of Royal Cigar and Royal Garden Tea.

COFFEE OLD MASTER COFFEE. Includes image of Old Master Coffee tin.

FITZPATRICK BROTHERS' SOAP CHIPS. White City (Dish Washing) ... 210 lbs. ... 3c per lb.



White House, 1 lb. .... White House, 2 lb. .... Excelsior, Blend, 1 lb. ....



Royal Garden Tea, pkgs. 40 THE BOUR CO., TOLEDO, OHIO.

SOAP Lautz Bros. & Co. Acme, 70 bars ... 3 05

Proctor & Gamble Co. Lenox ... 3 20

Swift & Company Swift's Pride ... 2 85

Tradesman Co.'s Brand Black Hawk, one box ... 2 50

A. B. Wrisley Good Cheer ... 4 00

Scouring Sapolio, gross lots ... 9 50

Soap Compounds Johnson's Fine, 48 2 ... 3 25

Washing Powders Armour's ... 3 70

The only 5c Cleanser. Guaranteed to equal the best 10c kinds. 80 - CANS - \$2.90

FOOTE & JENKS' Killarney (BRAND REGISTERED) Ginger Ale. An Agreeable Beverage of the CORRECT Belfast Type.

SOMETHING MORE. The chances are that you want something more than printing when you want a job of printing...



# 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.

Look Merchants—Get the new \$2.50 Adder, fully guaranteed. Adds, subtracts, multiplies, etc. Every merchant a satisfied customer. Sample \$2.50. Particulars free. Cogswell Merc. Co., Darlow, Kansas. 823

Farms—Improved and unimproved, 10 acres to 2,000 acres at bargain prices; or will trade for merchandise; write me for list. John F. Church, owner, Winona, Missouri. 820

Location Wanted—In town of 1,500 to 5,000 for five and ten cent store. Might buy stock if cheap. Address Box 198, Olney, Illinois. 821

For Sale—In thriving Southern Michigan town, stock of dry goods, furnishings and groceries invoicing \$2,800. Daily sales for last three years average \$36.80. Address Lock Box 188, Union City, Michigan. 822

For Sale or Exchange—For a first-class stock of general merchandise, 1,000 acres of hardwood virgin timber, located in Canada about eight miles from Sault Ste. Marie. Harry Thomasma, 433 Houseman Bldg., Citizens 5375, Bell M. 375, Grand Rapids, Michigan. 825

Wanted—Drug store in good town of 2,000 to 10,000. Please state amount of business, expense and other information in first letter. Address No. 828, care Tradesman. 828

For Sale—Lumber mill, planing mill and cider mill machinery. W. D. Bywater, Woodbury, Michigan. 827

For Sale—Cafe and grill room, first-class, in the heart of the city of Akron, Ohio. Owner wishes to retire. For full particulars enquire of Wm. C. Marlot, 408 Hamilton Bldg., Akron, Ohio. 814

Wanted—To buy an up-to-date used hat cabinet. Address Levinson's Department Store, Petoskey, Michigan. 815

For Sale—Or might exchange for real estate if location suited, \$9,000 stock of clothing, shoes and furnishings; old established business clean and up-to-date, in one of Michigan's best towns of about 1,500. Easy terms or can reduce stock to accommodate purchaser. Address No. 816, care Michigan Tradesman. 816

For Sale—First-class stock of shoes and groceries in live town of 2,500, doing good business. Good reasons for selling. A. W. Hay & Son, Fenton, Mich. 817

For Sale or Trade—For stock of general merchandise in Michigan doing good business. One of the finest and most productive 80-acre farms in Northern Michigan, nicely located on State Reward road close to dandy market. For further information write, Owner, J. H., care Michigan Tradesman. 818

Only bakery and confectionery, town of 1,000. Good shipping business. No competition. Will stand investigation from any angle. A money maker. \$2,250 buys it. Other business requires my attention. Shelton Bakery, Poseyville, Indiana. 819

For Sale—Flourishing dry goods business in best live town in Lower Michigan. Population 3,000. Large manufacturing industries in full operation; fully settled prosperous farming community surrounding. Stock \$6,000. Big discount for cash. Only one other dry goods store in town. An unusual opportunity. Address No. 826, care Tradesman. 826

To Exchange—For a first-class stock of general merchandise, 200 acres A No. 1 hardwood cut-over land in Missaukee county, price \$25 per acre. Harry Thomasma, 433 Houseman Bldg., Citizens 5375, Bell Main 375, Grand Rapids, Michigan. 824

\$100 a week clear profit in business established 8 years; requires only three evenings a week; trial given; price \$5,000. Terms. Square Business Exchange, 110 Engineers Bldg., Cleveland. 829

Hardware Store—Best opening in Cleveland. Busy growing neighborhood. Established six years; cash business. Will average \$1,100 a month; invoice about \$6,000. All clean stock. Will accept part cash, balance good real estate. Square Business Exchange, 110 Engineers Bldg., Cleveland. 830

No Contract—I don't use any contract. I don't want the keys to your store. I sell your goods and get the prices 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 A1 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 Wangen, 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—In Centreville, Michigan, county seat of St. Joseph county, stock groceries and notions \$7,500. Business established 38 years. Modern building, 26 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. Hampson, Centreville, St. Joseph County, Michigan. 803

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

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 Kellog, Olivet, Michigan. 794

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

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

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

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—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 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

## Simple Account File

Simplest and Most Economical Method of Keeping Petit Accounts

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

Tradesman Company, Grand Rapids.



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

THE FIRST AND FOREMOST BUILDERS OF COMPUTING SCALES

GENERAL SALES OFFICE  
326 W. MADISON ST. CHICAGO

ALWAYS OPEN TERRITORY TO FIRST CLASS SALESMEN

### Honks From Auto City Council.

Lansing, Feb. 7.—B. N. LaDu, formerly with the United Engine Co., has accepted a position with the Reliance Engineering Co. and assumed his duties.

From various items in the correspondence columns of the Tradesman during the past several weeks, we predict that the train which carries the delegates and visitors from the West side of the State to the next Grand Council meeting will be drawn by P. M. engines.

We are glad that Correspondent Pfander has come to life again. Any old time we miss a meal it is for some other reason than because we haven't earned it.

J. C. Benedict, of Ashville, N. C., a former Michigan traveler and for several years a member of our Council, renewed acquaintances in our city last week.

Miss Myrtle McDonald, of Ray, Ind., is here for a week's visit with her cousins, Mr. and Mrs. L. L. Colton.

A prominent member of Owosso Council criticises us for an item which appeared in our letter of last week in reference to a \$5 bill which the Ann Arbor ticket agent couldn't "bust!" He says that similar conditions are liable to occur in any of the large concerns—in Owosso.

C. E. Sanders, formerly of Erie, Pa., has moved to our city and became a member of our Council Saturday evening by transfer. We extend the glad hand of welcome to all salesmen of such sterling character and wish for more.

Edward W. Stingel (National Grocer Co.) became a member of our Council last Saturday evening and holds the record for good behavior and gentleness during initiation. It is really a pleasure to initiate those who are so submissive.

William Volkmer (J. I. Case Co.), whose home is in Chesaning and who has been a member of our Council for many years without very many chances to attend Council meetings, by reason of unfavorable train service, has been granted a transfer card to join Saginaw Council. Sorry to lose you, Bill, but we are not selfish enough to work against your convenience.

Carl Brackett returned from Chicago yesterday, where he purchased the makings for 200 spring suits of the very latest styles and will be pleased to show them to his customers.

A. J. Roby (Rumley Products Co.) has disposed of his old rough rider (ford) and purchased a new one-eyed Brisco. The supposition is, he is anxiously waiting for good roads and fair weather.

J. A. Combs, who was elected to membership in our Council at our January meeting and was to have been initiated last Saturday night, found it necessary to live in Grand Rapids, owing to a change in territory, and moved there recently. His application was demanded by Grand Counselor Lawton of Grand Rapids Council and we presume he is now a member of that Council. Sorry to lose you, Mr. Combs.

Earl Haight, an honored member of our Council, has been granted a transfer card to join Grand Rapids Council. Somehow we are inclined to believe that Mrs. Haight, whose former home was in Grand Rapids, was somewhat interested in securing the change of territory, which makes it more convenient for them to live in the Second City of the State.

L. L. Colton (Schust Co.) is not driving his tin lizzie this month for various reasons, principally because tires will burst, chains will break, motors go wrong and it costs like sin to get hauled out of Gratiot county mud holes seven times in one day. All of this and more happened to him on Jan. 27 between Carson City and Middleton and he now leaves the pride of his expense account to the

tender mercies of the elements near St. Johns until road conditions are improved.

J. W. Gier, who recently transferred his membership from St. Louis, Mo., to Auto City Council, fully intended to be present at our last meeting. Two large baskets full of good things to eat had been prepared for the Bohemian supper and brought to the appointed meeting place by the wife and children, but by reason of an error they went to the wrong hall and when just ready to sit down to the feast discovered they were with the Knights of the Grip, who were holding a similar social function.

Those unable to attend the last meeting of our Council missed something which in a musical sense might be termed a medley: First, a splendid Bohemian supper; then a business session of the Council, including initiation, followed by a dancing party in which both old and young indulged to their heart's content. We are informed that some of the old scouts who had passed up this favorite frolic years and years ago became quite youthful, while others looked on with keen enjoyment. H. D. Bullen.

### News From the Celery City.

Kalamazoo, Feb. 8.—Judging from a letter just received from the Tradesman which was written by a particular friend of the Secretary of Kalamazoo Council to the editor of the Tradesman, it is up to the scribe from Kalamazoo to get in a letter more than once in a while. From the looks of the letter it would appear that Editor Stowe has some intentions of publishing this letter in question and it would not be in good taste not to have a few notes from Kalamazoo Council. All right, Karl, let the missionary work go on and here's hoping it will do some good.

Saturday night Kalamazoo Council will entertain again for the ladies and each lady has been requested to bring a box luncheon for two. The regular business session will be held at 7 o'clock sharp, at which time several candidates will be given the initiatory work. At 9 o'clock the music furnished by Herr Fisher, "The Music Master," will appear and we will hold another of those very pleasant social parties which we are giving to the members' families and their friends. We have taken particular attention to the music and assure all that we have given the best we could obtain for this party.

The many friends of W. S. Grolle, not only in Kalamazoo Council but the other councils of the State, will regret to learn that Brother Grolle is at present confined in Lakeview Hospital, Cleveland, recovering from an operation. Bill, as all know, is the catcher of our famous champion baseball team and is largely responsible for our holding the prize cup for the second time in three years.

John Reigle's brother was operated on in Kalamazoo two weeks ago having some decayed bones removed from his wrist, and within a few days after his return to Gobles, passed away and was buried last Monday. The boys who called on John at Gobles were well acquainted with the facts of the sad accident and we all join in sympathy with the family.

Kalamazoo Council is open for a bowling match with any other council within reasonable distance from Kalamazoo. We can furnish two or three very good five men teams and would be glad to hear from any council which has bowlers who would be willing to take a game on. We have a good array of bowlers in the council and every Saturday afternoon we have two alleys engaged at the Ramby-Worthington's from 2:30 to 6 and have members bowling on the other alleys. Let us hear from some of the councils. R. S. Hopkins.

About the best a stepmother ever gets is the worst of it.

### REPRESENTATIVE RETAILERS.

#### L. L. Swank, the Long-Time Battle Creek Grocer.

At the recent annual meeting of the Battle Creek Retail Grocers and Butchers' Association, L. L. Swank was unanimously elected President of that organization.

Mr. Swank has had a long and successful career in mercantile pursuits and has contributed materially to the welfare of whatever location he has resided in, which entitles him to a position of prominence among his fellow men in Battle Creek, where he has been known for about eighteen years as a business man of integrity, ability and sound judgment. He has been active in the grocery line about twenty-five years and is now located in his own store building at 43 Ald-



L. L. Swank

rich street, where he has done business about ten years. The remainder of the time he has been in Battle Creek. He was formerly in partnership with his son-in-law, L. D. Hobbs, the retiring President of the Association. Mr. Swank is also an enthusiastic Odd Fellow, of which order he has been a member about thirty-two years. He has been a prominent member of the Grand Lodge of Michigan a number of years. He served that body as a member of the Building Committee of the new Odd Fellows Home, at Jackson, for two years and then served the following year in the Board of Management of said Home, and also three years on the Committee of Revision of the general laws of the Grand Lodge. He is this year serving his fourth year on the By-Law Committee. The experience he has had in life and his long connection with the grocery trade amply fit him to direct the work of the Association to a successful issue during 1916.

#### Late News Concerning Michigan Bankers.

The First State Bank of Ashley has been incorporated with an authorized capital stock of \$20,000.

The Citizens State Bank of Sturgis has increased its capital stock from \$50,000 to \$75,000.

At the stockholders' meeting of the State Commercial & Savings Bank of Zeeland, John Wichers was elected

as one of the directors to succeed his father, William Wichers, deceased. The remainder of the directors were re-elected. At the directors' meeting, D. Sytama was re-elected President; W. G. Heasley, Vice-President, and B. Neerken, Cashier.

The State Savings Bank of Pewamo is a new institution which has just been incorporated as the successor of the private bank of Ruel & Amsden. The share holders are James H. Ruel, George W. Amsden, Fred L. Keeler, Lewis F. Lobdell and Victor F. Upton. The capital is \$20,000.

Through the intervention of John L. Hudson, of Middleton, Walter B. Andrews, former owner of the private bank at Sidney, promises to pay all the liabilities of the Bank, interest and principal. Mr. Hudson, who has purchased the Bank fixtures, expects to start a bank in Sidney later with substantial backing. Mr. Andrews has accepted a position with Towle's abstract office in Stanton.

James Couzens, President of the new Highland Park State Bank of Detroit, which will open for business in the Penobscot building, March 1, has selected E. C. Verbeek, now Assistant Cashier of the Highland Park State Bank, for the position of Cashier. Mr. Verbeek, who is only 24 years of age, is understood to be the youngest cashier of a large bank in the United States. He has been connected with the financial institution in Highland Park for the past five years. Alonzo P. Ewing, assistant general manager of the Detroit City Gas Co., will be Vice-President and general manager, and Frank L. Klingensmith, Vice President.

The Joint Committee on Definitions and Standards announce a hearing on a standard or definition for evaporated apples with especial reference to the amount of moisture that should be permitted in this product. The hearing will be held in the United States Food and Drug Inspection Laboratory, Federal building, Buffalo, Feb. 23, by a representative of the Committee. The trade and all other interested parties are invited to be present and express their views on the subject either orally or in writing. Those who do not desire to attend the hearing may present their views in writing any time before or during the hearing. Written communications should be addressed to the Secretary of the Joint Committee on Definitions and Standards, Bureau of Chemistry, Washington, D. C.

A woman may have a doubtful past—but there is never any doubt about that of a man.

#### BUSINESS CHANCES.

For Sale—Established retail hardware business, fine location. City of 12,000. Isaac Kow & Co., Holland, Mich. 834

Pure re-cleaned Sudan seed. Best quality. Inspected, no Johnson grass. Special price for quick orders \$7 per 100 pounds delivered your station. Satisfaction guaranteed or money back. B. E. Miller, Carlton, Texas. 833

Wanted—A position as buyer or traveling salesman by a young man having nine years' experience in a retail hardware store. Address "R. B.," Room 302, 101 Orange St., New Haven, Conn. 832

For Sale—Pool and lunch room doing good business. F. Fowler, 80 Ottawa St., Muskegon, Michigan. 831



## SAVING WORK for the GROCER

These enormous refineries are where FRANKLIN CARTON SUGAR is manufactured. We refine it from CANE SUGAR, using the most modern processes and producing pure, sweet sugar of uniform quality. We weigh it, pack it in cartons, seal the cartons, send them to you in strong fibre containers or in wooden cases, **READY FOR YOU TO SELL**. Why bother with barrels of bulk sugar which means *work* for you, when you can handle FRANKLIN CARTON SUGAR *without work*? Your hours are long—your work is hard enough without doing anything that has been made unnecessary by modern methods. Order a few containers of ready-to-sell FRANKLIN CARTON SUGAR from your jobber and you'll never go back to bother with the barrel. All grades wanted by your customers are packed in Franklin Cartons. Try them.

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

**THE FRANKLIN SUGAR REFINING CO.**  
Philadelphia

## Dwinell-Wright Co.'s COFFEES

Are  
Real "Quality" Coffees



MAKE  
YOUR  
BUSINESS  
HUM

HANDLE  
ONLY  
QUALITY  
COFFEE

Distributed at Wholesale by

**Judson Grocer Co.**  
Grand Rapids, Mich.

# We Guarantee

Every Can  
To You

And Ask You to Guarantee It  
To Your Customers

No Strings on This Guarantee

We Mean in  
Every Particular

JAQUES MANUFACTURING COMPANY, CHICAGO



# Livingston Dancing Trio

Miss Ethel Moulton

Supported by

Mr. Geo. Hanauer and Mr. Frank Mack



In the Livingston Trio, mentioned above, Grand Rapids people and Grand Rapids visitors are offered a billing representing favorites from the two big centers, Chicago and New York.

Miss Moulton, in interpretative and society dancing, is a well known cotillion leader of exclusive Northwestern University society circles. She is an advanced pupil of Miss Hazlitt's Chicago Normal School of dancing and has done but little public work, her engagements having been largely among private clubs and gatherings.

Mr. Hanauer recently demonstrated the modern society dances at the Ravinia Park frolics, one of the most exclusive of the Chicago North Shore Clubs.

Mr. Mack has recently completed similar engagements in New York City.

So, in our Trio, we are not offering to our patrons a mere cabaret billing, but a thoroughly first class entertainment of the better sort.

Tea Dancing 4:30 P. M.

Dinner Dancing 6:30 to 8:00

White and Black Room 9:30 to 12

Frank W. Brandt

Joseph E. Bureau

The Trio will dance with guests  
who so desire



## DUTCH MASTERS CIGARS



Made in a Model Factory

Handled by All Jobbers

Sold by All Dealers

Enjoyed by Discriminating Smokers

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

## Now Nationally Famous



### Sun-Maid Raisins

made of big, white California Muscatel grapes—chosen from 6,000 vineyards, dried in the sun, seeded, and packed in pound cartons. Large, plump, luscious.



### California Raisin Bread

Made with SUN-MAID Raisins

baked after our recipe by bakers everywhere. A new raisin bread, made doubly delicious by many raisins, and by Sun-Maid Raisins.

#### Here's New Business For You

National advertising has already made these two articles famous—but we have only begun. And their quality has made them winners. People are demanding Sun-Maid Raisins who never realized the possibilities in raisins. And people are eating California Raisin Bread who never thought of raisin bread before. Get this business for yourself in your neighborhood. Find the baker who is baking the best California Raisin Bread. Order Sun-Maid Raisins of your jobber. Identify yourself now with these winning products. Be the Sun-Maid man in your town, and capitalize on the hundreds of thousands of dollars we are spending on Sun-Maid Raisins and California Raisin Bread. Send in this coupon to-day for details of our plan to aid you.

**CALIFORNIA ASSOCIATED RAISIN CO.**

Membership 6000 Growers

Home Office, Fresno, California

Hearst Building, Chicago.

113 Hudson Street, New York

*Mail this Coupon to Our Nearest Office*

Please send me complete details of plan by which I can make more money through increased sales of raisin bread and package raisins. (98)

Grocer's Name .....

Street .....

City ..... State .....