

## Will You Stand for Such Methods?

Do you really want to do six months' flour business in three days?

And then do nothing in flour for five months and twenty-seven days.

Do you want to sacrifice more than half your profits on flour by forcing sales at bankrupt prices?

Would you rather sell a six months' supply of flour from the car door in three days at starvation figures than to sell approximately the same quantity during a period of six months in the usual way at a legitimate, living profit?

Do you want to assist any milling company, or any other concern, to secure a complete list of names and addresses of *your* customers so they can sell direct to *your* trade if you do not happen to feel like doing business *their* way?

Do you want to eliminate the retail merchant of Michigan from the flour industry by doing something that will ultimately force every milling concern in Michigan to quote jobbers' prices direct to consumers?

Do you want to encourage the mail-order-direct-to-consumer idea?

We believe you will say NO most emphatically.

There is already altogether too much actual cash leaving your town, your township, your county, your State and ours, to help swell the purses of those far away and not interested in Michigan, Michigan business men, Michigan farmers or Michigan people except for what they can get out of them.

# LILY WHITE

*"The Flour the Best Cooks Use"*

has always been offered to the public through legitimate trade channels.

Every dealer in any town has always had the opportunity to secure a legitimate living profit from the sale of Lily White flour in his town.

Consumers buying Lily White flour have paid only a reasonable price for it and obtained in exchange for their money the very best flour that could be produced.

We believe you are anxious to continue this method of distribution and this policy of doing business.

But if you find it absolutely necessary to do something out of the ordinary to protect your flour trade from the ravages of illogical, illegitimate, unbusinesslike and unprofitable distribution methods we will stand back of you from start to finish.

We will co-operate with every merchant, not one or two, in every town to the fullest possible extent in their endeavor to maintain sound business policies and proper methods of distribution.

MICHIGAN MERCHANTS! There is no better flour made under the shining stars than Lily White, "the flour the best cooks use." It meets every requirement of domestic use—home baking—in the most pleasing and satisfactory manner.

Furthermore, Lily White flour is made in Michigan, with Michigan money, by Michigan men, principally from Michigan wheat, grown by Michigan farmers, handled by Michigan grain dealers, transported by Michigan railroads, advertised in Michigan newspapers by a Michigan company.

It will pay you, we believe, to push a flour with which Michigan is so closely associated, whose quality is so good and which is marketed and distributed in a legitimate way at a legitimate margin of profit for all concerned.

Write us at once if you are brought face to face with extraordinary or unbusinesslike distribution methods. We believe we can help you meet them SUCCESSFULLY, PROFITABLY.

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

"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

# CHEESE

We have a fair supply of  
special makes

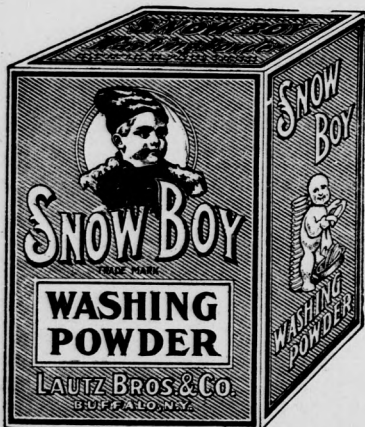
The last season was particularly  
favorable for the making  
of good cheese

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



## 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, MARCH 1, 1916

Number 1693

## SPECIAL FEATURES.

Page.	
2.	Well Spent Life.
3.	Men of Mark.
4.	News of the Business World.
5.	Grocery and Produce Market.
6.	Upper Peninsula.
8.	Editorial.
12.	Financial.
16.	Paving Blocks.
18.	Dry Goods.
20.	The Meat Market.
22.	Eighteenth Meeting Retail Grocers.
24.	Hardware.
26.	Representative Retailers.
30.	Woman's World.
32.	Butter, Eggs and Provisions.
34.	Figuring Profits.
36.	Shoes.
38.	Power of Suggestion.
40.	Automobiles and Accessories.
42.	The Commercial Traveler.
44.	Drugs.
46.	Drug Price Current.
48.	Grocery Price Current.
50.	Special Price Current.
52.	Business Wants.

## PUTTING UP THE PACKAGE.

Putting up the package in such a way as to ensure safe delivery is an essential element in salesmanship. Not long ago a young girl entered a leading grocery in an up-to-date town and bought some lettuce. It was of the most crisp, tender quality imaginable, a grade on which the firm was making special rates on that day; and because it looked so tempting, a purchase had been made. It was wrapped in a small paper holder, with the tops of the leaves entirely unprotected, although the mercury on that particular morning was several degrees below zero.

The girl was evidently unaccustomed to buying the tender hot house products and accepted the package without criticism; in fact, she was as thoughtless as the clerk of the dire consequence about to follow. But the proprietor chanced to note the situation. "Here, girl," he said; "How far are you going?" "Out of town," was the reply. And then the clerk was summoned rather sharply to supply the necessary protection to the tender leaves for such an ordeal.

We have seen granulated sugar sold in such fragile paper sacks that a perforation was bound to occur before the package could reach its destination, no matter how carefully it was carried. And you all know what even a small hole will do in such a case. In your own delivery wagon, with the goods put in place at your door, this frail protection may prove sufficient. But where people live out of town and carry their own packages—with usually several to care for—they learn to despise the slimy coverings which are bound to give them trouble. If you would hold your trade, think in advance for these people and apply the golden rule in putting up packages. It may cost you a little time or trouble, but it will pay in the end.

## GET AT THE ROOT.

No matter how careful you may be, there will occasionally be complaints about goods; and upon your adjust-

ment of these may depend largely your reputation in the community. There are those who become enraged when some one suggests that there was a flaw in an article sold. They refuse to listen to explanations and equally refuse to make amends. If both sides would only agree to meet each other half way, an amicable settlement might usually be made.

We recall the complaints of a score or more of girls who worked in a manufacturing plant together and who had purchased rubbers at the same place. The goods proved worthless in their estimation, literally going to pieces in a very short time. They were sold as first-grade rubbers and, naturally, there was wrath over the matter, and a lot of it. One by one, by twos or threes or larger groups, they appeared before the man who had sold the goods and rehearsed their wrongs. He was puzzled, unable to account for the trouble, but being thorough in his methods, he determined to locate the source of it.

He found that they had not been subjected to undue heat or cold and that the floors of their factory were not oiled. Matters looked as if he had been duped as well as the girls. And so, the first time the rubber goods salesman appeared after the complaints, he stated the case to him. The commercial man investigated along the same lines he had followed, with no better success. But he went a little further—far enough to discover that the cloak room in which those rubbers were kept through the day had an oiled floor! And so, when complaints come which you do not understand, hunt out the source of the trouble; or failing in this, appeal to the next higher authority; locate the skeleton if you do have to go into the closet after it.

The name "Vienna bread," which the Federation of Italian Bakers has decided to rechristen after Trieste, is said to have come about in romantic fashion. During one of the sieges of Vienna by the Turks a baker working at night near the walls was struck by the vibration of a toy drum which his little boy had left on the floor. He concluded that this was caused by the enemy's picks undermining the wall. He gave the alarm, saved the city, and in reward was granted the sole privilege of baking the Vienna roll with a twist on the top.

An Ohio hen recently hatched ten chicks from nine eggs. She doesn't belong to the poultry union.

The one absolutely certain thing in life is its uncertainty.

Children who have measles are bound to be rash.

## AMERICA FOR AMERICANS.

In Texas, Arkansas, North Carolina and perhaps some other states a movement has been inaugurated which for want of a better name is called promoting "a live at home year." Circumstances have been such that Americans have been obliged to adopt that policy from force rather than from choice. One of the hardships which the war has brought to Europe is that it has cut off the American tourist which in many localities is the most profitable crop and the source of the largest income. In the summer time hundreds of thousands passed their vacation there and there are tens of thousands more who spent all or a part of their winters in Italy or Egypt, attracted by the climatic conditions and the sights to be seen. There has been no tourist trade of this sort since the war commenced and it is exceedingly doubtful if the year 1916 will see any. The belligerents are keeping stubbornly and persistently at it and, apparently, there are few, if any, places on the other side of the sea where an American would feel himself thoroughly safe.

The people of the United States who can afford it have acquired the travel habit and are fond of going about from place to place, which means profit for the entertainers and pleasure for the entertained. The European war is presumably the principal reason why the Panama Exposition at San Francisco was able to close its books with a balance on the right side. Other summer and winter resorts in this country have gained in patronage accordingly, and for the same reason. There has been advantage in this because it has compelled Americans to see and know more about their own country, which by rights should be preliminary to their looking around very much abroad. The live-at-home movement, however, involves more than merely travel. It includes the proposition of inducing farmers and manufacturers to diversify their interests and their industries in such a way as to enable each state to keep larger sums of money in circulation within its own boundaries. It is claimed that Texas, for instance, sends out of the State over \$300,000,000 a year for food and other things which could be produced within its own territorial limits. Diversified farming is urged so that if it were necessary Texans could support themselves without buying much outside and, the local working capital would be thereby increased. Attention is being paid to this subject in other states and it is being considerably discussed in the newspapers. There are obvious advantages in it

for the localities concerned, and if it is good for one state, it is good for all of them.

## BUYING AS A BUSINESS.

Of course you know it is a business. You look carefully at your end. Otherwise, either the selling or the profits would be poor. But have you ever stopped to look at it from the housewife's view point? It has been sagely declared that the housewife's business is about the most poorly conducted on earth. You may declare this none of your business. But the worst of it is, it is! For every waste in the kitchen takes a bit that might just as well go to you for necessary purchases; and with a hundred or a thousand kitchens leaking in various directions, the loss is material in a year.

You can stop up some of the cracks by inducing the housewife to buy in bulk, on a larger scale; to apply business principles to her purchasing. When she calls for cocoa, suggest that she try the bulk material, which will ensure a larger quantity for the same cost. And be sure at the same time that you are offering a good quality of goods. The package goods have their place. At certain seasons they are almost indispensable, yet not every woman would care to pay the price for all the waxed papers, the boxes, the cost of packing—if she only stopped to think of it that she has them to pay for. If she is able, good; but if she must curtail in various purchases, help her to do it in the best way.

Then there is the woman who buys her sugar in two or three pound packages, her flour by the five pound package and other things at a correspondingly diminutive rate. She may come every day or two, not realizing that you must charge for handing out the homeopathic doses. Just call her attention to the fact that she can save on rice or rolled oats or a dozen other things which she uses in quantity during the year by buying in quantity. The profit may not be quite so much to you on the ingredients thus purchased, but it will help you in the end for she will see through the little economy and indulge more in other things.

A train of thought isn't much good to a man who is too lazy to generate steam for moving it in the right direction.

The worst thing about the self-made man is that he usually looks upon the world as his doormat.

Troubles and thunder clouds usually seem black in the distance, but grow lighter as they approach.

Is a waggin' tongue a vehicle to speech?

## WELL SPENT LIFE.

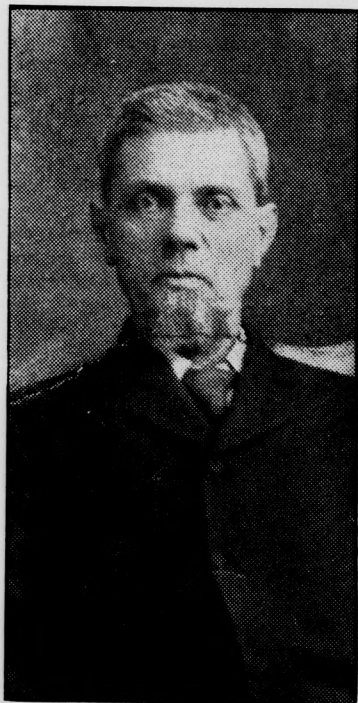
## Death of Adrian Buys, the Pioneer Merchant.

Adrian Buys died at noon Monday at his home, 53 Packard avenue, following an illness of less than two weeks from pneumonia.

The funeral was held Wednesday afternoon in Third Reformed Holland church, Rev. James Wayer officiating, Rev. Nicholas Boer of Jamestown, delivered a funeral sermon in the Holland language. Burial was in Fulton street cemetery.

Adrian Buys was born in the village of Arnemuiden, Province of Zeeland, Holland, July 25, 1845. He attended school in his native village for seven years, from his 5th to his 12th year. The death of his father, when Adrian was 12 years old, put an end to his schooling. The family were poor and could not afford to pay the 12 cents a week school fee, the little grocery which was their only source of income yielding barely sufficient to meet the actual necessities. On leaving school the boy was apprenticed to the wagonmaking business, and for two years worked as boys in this country seldom do, receiving merely his board. In addition to his work in the shop he was expected to help with the housework, such as washing dishes, sweeping, assisting with the family washing, etc. He did duty as a nurse, too, the two younger children being frequently committed to his care. Taking the children in the baby carriage, he would frequently go half a mile into the country, and proceed to have a good time with the "cowboy." The third year he received the not very extravagant salary of 50 cents a week, boarding himself. Learning a trade in Holland is no holiday sport. Mr. Buys had not merely to learn how to make a wagon; he had to be able to "size up" a tree before it was cut down—that is, tell how much the tree would be worth to the purchaser, as all material was bought "standing." Then he had to cut it down, saw it up into the various sizes and to the best advantage for the purpose for which it was to be used—the different parts of a wagon—and then make the wagon. For seven years the young man wrought at the trade, the last year receiving a salary of \$58 and board, which was considered good pay. In 1866 he attained his majority and in the meantime had formed an attachment for Miss Janna Barendse, whose family were about leaving for America. Adrian naturally wanted to come, too, but he had no money. His prospective father-in-law kindly offered to advance him the money and he gladly accompanied the Barendse family arriving in American in the summer of 1867. On his arrival he went to work in a furniture repair shop where he remained but a short time. He then sought and obtained employment in the factory of the Berkey & Gay Furniture Co., which then employed thirty men. His wages at first were \$6 per week. Out of his first week's pay he bought a pair of trousers for \$1. His next undertaking was, to repay his prospective

father-in-law the money expended in paying his passage. When he had succeeded in saving up \$5, he married his present wife, Miss Barsendse, giving the minister \$2.50 and starting out on his career as a married man with the remaining \$2.50. He erected a little log cabin on the back end of the lot on which his father-in-law lived and made all the furniture himself. Later on he purchased a lot on Packard street and arranged to move his cabin to that location. He cut some trees in the woods where the Congress street school house now stands, constructed a bob sled and toted the cabin over to 53 Packard



The Late Adrian Buys.

avenue, where he resided for more than forty-four years. The cabin, of course, later gave place to a more modern house.

Inside of twelve months his wages were increased from \$6 to \$13.50 per week. He "kept his bench" in the Berkey & Gay factory for seven years, when he started in the grocery business, in a small way, at 704 East Fulton street, purchasing a small one-story frame building, 20 x 30 feet, but renting the lot. Both building and stock cost him only \$800. The business was fairly prosperous the first year, but it was during the "dark day" early in the '70s, when times were hard and money scarce, and the second year nearly swamped him. It was at this time that "Comstock scrip," was issued, by the use of which the late C. C. Comstock was enabled to keep his large force of men employed until better times came. It was heavily discounted and could only be used at a loss. Many of Mr. Buys' customers were paid in this scrip, which he could not use to meet his payments, and it looked for a time as though the savings of years were to be swept away, and he compelled to begin life over again. To save himself he decided to take a partner and finally induced Jacob Van Duinen to put \$500 into the business. With this money the debts were paid and fresh start made. The firm of Buys

& Van Duinen continued "at the old stand" for three years, when they purchased the Northwest corner of Holland and East Fulton streets, moving the building to that location. The size of the lot was 66 x 150 feet and cost \$150. Three years later they enlarged the building to 50 x 32 feet and added another story. To the grocery business they added flour and feed, and still later boots and shoes. In 1888 Mr. Buys revisited the land of his birth. He found his mother still in the little grocery store where he first saw the light of day, and which for so many years had been her only support. Mr. Buys also visited his brother-in-law, who was a ship-builder, and who from early boyhood had worked in the one yard, as did his father and his father's father before him. As illustrating the conservative character of the Dutch, it may be added that the shipyard referred to has remained in the same family for 133 years and will probably continue in the same family to the end of time. Shortly after Mr. Buys returned from Holland another addition of 20 x 50 was added to their building and a stock of stoves and hardware added to their already extensive business. A stock of furniture was subsequently added. The firm also owned a wood-yard. Twenty-eight years ago Mr. Van Duinen sold his interest in the business to his son, Jesse, who had been a clerk in the store from his 16th year, and whose reputation for uprightness and honorable dealing is fully equal to that of his partner, Mr. Buys. As showing the warm attachment which existed between the two partners, it may be stated in this connection that the death of Mr. Buys has brought Mr. Van Duinen near to the grave. Little hopes are entertained of his recovery from the shock. Thirty-one years ago Mr. Buys erected a small building across the street from the main store, and put in a small stock of dry goods, placing his son Jacob in charge. Twenty-seven years ago the corner of Diamond and East Fulton streets was bought and the dry goods business moved to that location, and is now owned and conducted by Jacob Buys, the oldest son, who claims to uphold the traditions of his beloved father.

Mr. Buys was a charter member of the Third Reformed Holland church and was a deacon and treasurer of the church for seventeen years. When it was decided to establish the church, much of the money necessary to undertake the work was raised by Mr. Buys personally. He made most of the collections evenings, after he closed his store, and in wet weather he was compelled to make his calls in rubber boots. In many cases he had to awaken the persons on whom he called for assistance. Later, on when the social side of life began to be developed, Mr. Buys was a prominent figure at all meetings of this character and frequently contributed to the pleasure of the events by reading poems of his own creation, written in the Holland language, and having a local color and personal bearing.

Mr. Buys was one of the founders of the Barnabas Society, an association of Holland workingmen, which is purely benevolent in its purpose and work. He was long a trustee and for many years its treasurer.

Mr. Buys is survived by a wife and five children, as follows: Jacob, who continues the general store at 945-947 East Fulton street; John, who is a member of the firm of Kinsey & Buys; Jennie; Sabina, now Mrs. Dr. G. J. Stuart; James, who is associated with his brother, John, in the real estate business.

Mr. Buys retired from active business four years ago, but inside of a week he found time hanging heavily on his hands and temporarily took the place of a clerk in the store who was taken ill. His work was so congenial to him that he voluntarily remained in that position until Feb. 17, when he was taken suddenly ill at his post of duty with pleuro pneumonia, from which he died ten days later.

Mr. Buys was literally a king among Hollanders for many years. His word was law and gospel. Every new arrival from Holland sought Mr. Buys the first thing to ascertain where he could obtain a job, how he should dress, where he should live, what books he should purchase to acquire a knowledge of English, what church he should join and how he should vote. Mr. Buys' store was for many years an intelligence office and bureau of information and hundreds of Hollanders who are now well-to-do look back upon the initial instructions they received at the hands of Mr. Buys with pleasure and satisfaction. It was in many cases the turning points in their careers in the Land of Promise.

Mr. Buys' character for business probity and integrity was so firmly established and so well known that little remains to be said, but this much, at least, ought to be said—all his life he had a horror of debt. "Owe no man anything" was a vital principle of his career. Industry and economy in the conduct of his affairs, honesty and uprightness in his dealings with his customers, with a benevolent disposition, correctly describe the nature of the man. More than this can hardly be said of any man.

## Quotations on Local Stocks and Bonds.

Public Utilities.		Bid	Asked
*Am. Light & Trac. Co., Com.	374	378	
*Am. Light & Trac. Co., Pfd.	112	116	
Am. Public Utilities, Com.	44	46	
Am. Public Utilities, Pfd.	74	76	
*Comw'th Pr. Ry. & Lt., Com.	61	63	
*Comw'th Pr. Ry. & Lt., Pfd.	84½	86½	
Pacific Gas & Elec., Com.	62	64	
Tennessee Ry., Lt. & Pr., Com.	9½	11½	
Tennessee Ry., Lt. & Pr., Pfd.	43	47	
United Light & Rys., Com.	49½	51½	
United Light & Rys., 1st Pfd.	74½	76½	
Comw'th 6% 5 year bond	102½	103½	
Michigan Railway Notes	101	102	
Citizens Telephone	73	77	
Michigan Sugar	100½	101½	
Holland St. Louis Sugar	9	9½	
Holland St. Louis Sugar, Pfd.	11½	12½	
United Light 1st and Ref. 5%			
bonds	87	89	
Industrial and Bank Stocks.			
Dennis Canadian Co.	75	85	
Furniture City Brewing Co.	40	50	
Globe Knitting Works, Com.	139	145	
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	250		
Kent State Bank	195	200	
Old National Bank	195	208	
Peoples Savings Bank	300		
* Ex dividend.			
March 1, 1916.			



## MEN OF MARK.

## Wm. H. Rankin, President Mahin Advertising Co.

Announcement is made of an important change in the Mahin Advertising Co. John Lee Mahin, founder of the company, has sold his interests to William H. Rankin, and retires at once from the Presidency of the organization.

Mr. Rankin, the new President of the company, has been Vice-President of it during the past seven years. He went to Chicago in 1907 to assume the Western management of the Street Railway Advertising Co. under Thomas Balmer, who is now in England. He has a wide reputation as an advertising man of progressive ideas and unusual experience.

Before going to Chicago, Mr. Ran-



Wm. H. Rankin.

kin had a thorough training, not only in newspaper, farm paper, magazine and street car advertising, but as a circulation manager of the Star League of Newspapers, advertising manager of a farm paper and as business manager of the Bobbs-Merrill magazines in Indianapolis.

Mr. Rankin drove a grocery wagon for J. A. Sisloff & Sons, Fifteenth and Elm streets, New Albany, Ind., from 1896 to 1897, and his grocery experience in those days has had a lot to do with his subsequent successful handling of accounts like the N. K. Fairbank Co., Welch's Grape Juice, Snider Preserving Co., Carnation Milk, Haserot Canneries, Wisconsin Pea Cannery, Log Cabin Syrup, Schultze Baking Co., Green & Green Crackers, etc.

Mr. Rankin is known from Boston to San Francisco as a man of unusual merchandizing and advertising ability and his success in the advertising field has been continuous. Under his direction the Mahin Advertising Co. will, undoubtedly, maintain its position as one of the most prominent and successful agencies in America.

Associated with Mr. Rankin are Wilbur D. Nesbit, who will be Vice-President, and Herman A. Groth, who will continue in office as Secretary and Treasurer of the Mahin Advertising Co. Both gentlemen are well known in the advertising world and each has had an extended and suc-

cessful experience in building up the company with which they will continue to be identified. The Mahin organization will remain intact. No changes will be made in any of the various departments. In retiring from the Presidency of the Mahin Advertising Co., John Lee Mahin said concerning the men who are to succeed him in the management of it: "As I picked all these men for the work they are now doing, there can be no question of my sincerity when I say the customers of the Mahin Advertising Co. cannot suffer by this change. As for myself, I shall be able to gratify a long-cherished desire to do business and live in New York City. On May 2 it is my intention to open an office there. In the meantime, I shall give to the Mahin Advertising Co. any service of which I am capable in furthering its interests."

Mr. Mahin stated that his remarks were to be regarded as indicative of the friendship existing between him and the men with whom he has been associated.

## Bankruptcy Matters in Southwestern Michigan.

St. Joseph, Feb. 21—In the matter of John H. Udbye, bankrupt, Benton Harbor, the adjourned first meeting of creditors was held at the referee's office. An order was entered confirming the trustee's report of sale of assets to Carlton & Walters, of St. Joseph, for \$1,150. The trustee filed his report of exempted property recommending that the bankrupt be allowed the sum of \$196 in lieu of his specific property exemptions. Unsecured claims to the amount of \$546.48 were allowed and the meeting adjourned for three weeks, when a first dividend of 5 per cent. will be declared and the administration expenses ordered paid.

Feb. 23—Irene M. German, engaged in the millinery business at South Haven, filed a voluntary petition and was adjudged bankrupt and the matter referred to Referee Banyon, who was appointed receiver. The following are scheduled as creditors:

## Secured Creditors.

Corl, Knott & Co., Grand Rapids \$300.00

## Unsecured Creditors.

Garton-Fischer-Wills Co., Detroit \$150.00  
Kimmel-Rogers Millinery Co., Grand Rapids 159.84  
Onaida Hosiery Co., Philadelphia 11.35  
Morris Mann & Reilly, Chicago 81.35  
S. P. Nelson, Cincinnati 8.25  
Kent State Bank, Grand Rapids 275.00  
W. R. Fox, Grand Rapids 25.00  
Citizens Bank of South Haven 275.00  
Mrs. S. H. German, South Haven 100.00  
C. H. Cunningham, South Haven 60.00  
\$1,145.80

## Assets.

Stock in trade, fixtures, etc. \$476.72

In the matter of Bert Reuben, bankrupt, Paw Paw, the inventory and report of appraisers was filed showing total assets of the appraised value of \$1,718.78, whereupon an order was made by the referee directing the trustee to sell the entire assets of the bankrupt estate at public sale after ten days notice to creditors.

Feb. 24—Based upon the petition of Fred A. Potter, C. E. Dickinson, the Compound Door Co. and the Benton Harbor-St. Joe Railway & Light Co., the Denton Manufacturing Co., of St. Joseph, engaged in the manufacture of furniture, was adjudged bankrupt and the matter was referred to Referee Banyon, who entered an order for the bankrupt to prepare and file its schedules in one week.

Feb. 25—In the matter of Lester Kittell, Milo Kittell and Kittell Brothers, a co-partnership, bankrupt, Riverside, an order was entered calling the first meeting of creditors at St. Joseph on March 9 for the purpose of proving claims, the election of a trustee, the examination of the bankrupts and the transaction of such other business as may properly come before the meeting.

Feb. 26—In the matter of the Whitcomb Hotel and Mineral Baths, bankrupt, St. Joseph, the adjourned first meeting of creditors was held at the referee's office and the report of the trustee was approved and allowed. The meeting was adjourned for four weeks.

In the matter of George Dekam, bankrupt, Kalamazoo, the adjourned first meeting of creditors was held at the referee's office and the bankrupt's written offer of composition considered. After the allowance of claims, the meeting was further adjourned for three weeks.

## UP TO THE MEMBERS.

## Urgent Plea for Co-operation by President Lake.

Petoskey, Feb. 28—Owing to the rush at the closing hours of our convention at Battle Creek, I had no opportunity to meet and thank my friends for their confidence in me by conferring upon me the high honor of being their next President. Therefore, I wish to assure our members through your valuable paper that I fully appreciate the honor conferred upon me and will try and give them a clean, efficient and progressive administration, such as will meet with their approval.

We are starting our new year under bright prospects. There is a large and partially undeveloped field before us and ample work for years to come. The raise in dues granted us will greatly aid this good work. Our Secretary has a wonderful record at Cadillac and is a man worthy of our confidence and support. We hope to have many new and efficient organizations in the near future and to strengthen those that need support.

We hope to induce our next Legislature to grant us many new laws which will clear the channels through which our merchandise must flow.

We hope to have our Pure Food Department removed from politics.

We hope to create a better feeling between the merchant and the consumer which will result in saving for our merchants many orders which now go outside.

We hope to create an interest in Michigan and her products which will greatly aid the wealth of our State and furnish labor for our citizens.

If we stand together and aid, as we should, all these things are possible.

Gentlemen, I wish to remind you that you chose me for your President without any solicitation on my part, as I would gladly have support-

ed another candidate. Therefore you, too, have a duty to perform and upon us all rests the mantle of our future Association. It is possible for us by co-operation, precept and example to make for it a great and glorious future. It should have a voice in the development of our great State. It should always stand for right, regardless of our personal interests, for right is the only foundation upon which we can build with a proud assurance of future success. Let all our members boost for a bigger and better Association. It is my aim to make it such and I must depend upon you to help. You can do so the coming year. I shall be glad to hear from you with any suggestions for our betterment. I wish to know the needs of your local association and in what way the State organization can help you. Write me plainly, for upon your suggestions and requests, largely depends our success.

John A. Lake, President.

## Butter Eggs, Poultry, Beans and Potatoes.

Buffalo, March 1—Creamery butter, extras, 34@35c; first, 32@33c; common, 29@31c; dairy, common to good, 20@28c; all kinds, 18@20c.

Cheese—Fancy, new, 17½c; choice, 17@17¼c.

Eggs—Choice, new laid, 24@25c; storage candled 18@19c.

Poultry (live)—Chicks per lb. 18@19c; cox, 12@13c; fowls, 18@19c; ducks, 20@21c; geese, 15@16c; turkeys, 20@24c.

Poultry (dressed)—Chicks, 18@21c; fowls, 18@20c; ducks, 18@21c; geese, 15@17c; turkeys, 27@29c.

Beans—Medium, \$3.80; pea, \$3.75; Red Kidney, \$4.50@5; White Kidney, \$5; Narrow, \$4.50@5.

Potatoes—\$1@1.10 per bu.

Rea & Witzig.

The camera never flatters, but too often the retoucher has to be guilty.

# GOLD DUST

## sales easy to make



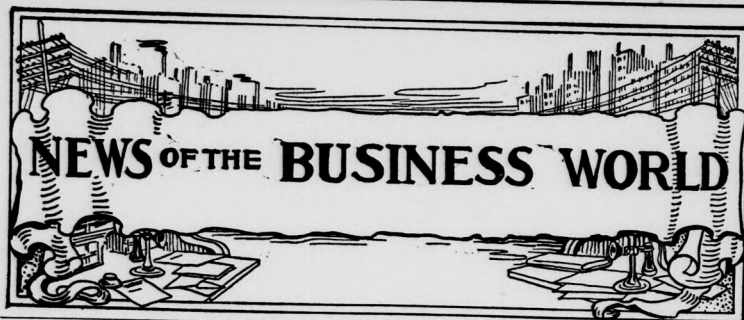
Just the time it takes a woman to say "Give me a package of Gold Dust" and you reach for it, is the time consumed in making the sale.

The woman knows Gold Dust—knows how it reduces her daily housework—and has bought it for years.

Check over your supply of Gold Dust. It is the merchant that has a full stock of Gold Dust that makes the most sales.

THE N. K. FAIRBANK COMPANY  
MAKERS

"Let the GOLD DUST TWINS do your work"



### Movements of Merchants.

Plainwell—William Fris will open a bazaar store March 4.

Ionia—Earl Cole succeeds Mrs. N. Villa in the confectionery business.

Wyoming Park—Paul Gezon succeeds Wadhams & Boersma in general trade.

Cadillac—George McCoy succeeds Geo. A. Josuns in the grocery business.

Plainwell—Elenheimer & Co. succeed W. Like & Co. in the grocery business.

Copemish—O. E. Hazard has opened a restaurant and bakery in the Gleason building.

Newaygo—M. T. Collins, of Croton, has leased the Butler hotel and will continue the business.

Marshall—O. L. Linn is closing out his stock of clothing and fixtures and will retire from business.

Shelby—The Oceana Canning Co. will rebuild its warehouse which was recently destroyed by fire.

Coldwater—The Coldwater Co-Operative Co. has increased its capital stock from \$2,000 to \$4,000.

Kalamazoo—The Edwards & Chamberlain Hardware Co. will build a large addition to its store building.

Marquette—J. E. Tretheway has engaged in the paint and wall paper business 209 East Hewitt avenue.

Kalamazoo—The Trio Laundry Co. will erect a \$40,000 plant at the corner of South Pitcher and East South streets.

Stanton—Dr. R. L. Bentley has sold his lumber yard to the Westfield & Fall River Lumber Co., of Chicago.

Owosso—The Standard Flaked Food Co. will open its plant March 15. It has been closed for more than a year.

Hemans—H. D. Quick has removed his stock of general merchandise from Novesta here and will continue the business.

Jackson—J. H. Lourim & Co. are building an addition, 40 x 150 feet to their dry goods store, which they will occupy June 1.

Carson City—A. L. McDonald has sold his bakery and restaurant to J. A. Brader, recently of Ithaca, who has taken possession.

Three Rivers—J. Tenenbaum, of Grand Rapids, has purchased the Rheinhardt & Son bakery and will continue the business.

Vicksburg—Fire damaged the A. T. Borton bakery to the extent of about \$1,000 Feb. 23. The loss was fully covered by insurance.

Kent City—Claude Jones has purchased an interest in the Kent City Produce Co. and assumed the management of the business.

Sparta—Edwin Burke, of Andrus & Burke, dealers in men's furnishing

goods, died Feb. 22, following an operation for appendicitis.

Evart—The Fleming Shoe Co. has sold its shoe repair shop and machinery to Earl Osborn, of Reed City, who has taken possession.

Ann Arbor—Swisher Bros. have engaged in the wholesale confectionery and confectioners' supply business at 206 West Washington street.

Saginaw—Emanuel F. Stiber, of Stiber & Mayer, meat dealers, died Feb. 23 at the women's hospital, following an operation for appendicitis.

Portland—Leo C. Ryerson and Carl E. Bywater have formed a copartnership and will engage in the drug business in the Powers block, May 1.

Eben—The Eben Co-Operative Co. has been organized with an authorized capital stock of \$10,000, of which amount \$280 has been paid in in cash.

Ovid—Jerome Cross has purchased the remainder of the H. D. Keyes bazaar stock and will consolidate it with his stock of second-hand goods.

McBain—Ardis Bros., dealers in general merchandise, will erect a brick and tile store building, 42 x 80 feet, which they will occupy about July 1.

Alma—Fire destroyed the millinery and fancy goods stock of Mrs. Anna Sabin, entailing a loss of over \$3,000, which was partially covered by insurance.

Rockford—Harry J. Mulberry, who has conducted a clothing store here for the past three years, is closing out his stock and will retire from retail trade.

Hudson—The Hudson Produce Co. has sold its stock to L. P. Hanson, recently of Bronson, who will continue the business under the same style.

Rosebush—A. E. Clark, of Shepherd, has organized a company to engage in the lumber, cement, tile brick and fertilizer business here about March 15.

Lansing—Fire totally destroyed the grocery stock of L. S. O'Neil, at 2006 East Michigan avenue, causing a loss of about \$3,500, which was partially covered by insurance.

Iron River—James H. Polglas, dealer in general merchandise, has filed a voluntary petition in bankruptcy, scheduling his liabilities at \$6,189.82 and assets at \$3,539.14.

Plainwell—G. W. Townsend, grocer, will admit his son, Clare, to partnership April 1 and the business will be continued under the style of G. W. Townsend & Son.

Portland—Duncan Kennedy, who has conducted a hardware store here for the past thirty years, has sold his stock to William Stocoum, recently of Grand Ledge, who has taken possession.

Allegan—Fred Durand has sold his interest in the Berry, Akom & Durand grocery stock to W. H. Goodman and the business will be continued under the style of Berry, Akom & Goodman.

Saginaw—Frank Keho, of J. J. & F. Keho, grocers at 408 Court street, died at his home Feb. 26, following an illness of but a few days. He had been in business for the past forty-six years.

Holt—Arthur Wemple has sold his interest in the grocery and meat stock of Wemple & Wrook to Charles Eifert and the business will be continued under the style of Wrook & Eifert.

Detroit—The Thomas J. Flattery Co. has been organized to retail men's wearing apparel with an authorized capital stock of \$5,000, all of of which has been subscribed and \$4,500 paid in in cash.

Goodrich—Fire destroyed the Regent store building and grocery stock, the Ray M. Reis & Co. drug stock and store building and the George E. Allen bakery Feb. 23, causing a loss of over \$20,000.

Tekonsha—The Tekonsha Co-Operative Co. has been incorporated to handle farm produce on a co-operative basis, with an authorized capital stock of \$530, of which amount \$265 has been paid in in cash.

Lansing—Ernest Dell, who has conducted the dry goods business of Dell & Son, at 325 South Washington street, since the death of his father, has sold the stock to O'Connell Bros., of Chicago, who will continue the business.

Jackson—Colwell Bros. have sold their Main street drug stock to Charles J. Kimbling, who has taken possession and their East end drug stock to Howard Birdsell, who will continue the business at the same location.

Houghton—C. W. Edwardson, of Ashland, Wis., and A. M. Hill, of Duluth, have formed a copartnership and leased a store in the Sheldon-Calverley block and will occupy it with a bakery under the style of the Houghton Bakery.

Negaunee—Fire destroyed the store buildings and stocks of the Swanson & Chase Furniture Co., John W. Goudge, bazaar goods, and Peter Auno, men's furnishing goods. Loss about \$45,000 with insurance of \$6,500 on buildings and stocks.

Detroit—Klett Brothers Co. have engaged in the wholesale and retail furniture and house furnishings business with an authorized capitalization of \$25,000, of which amount \$15,440 has been subscribed, \$200 paid in in cash and \$15,240 paid in in property.

Escanaba—Farrell & Lohmiller, who conduct a drug and jewelry store, have dissolved partnership. Harry J. Lohmiller will continue the jewelry business at 1123 Ludington street and Claude B. Farrell will occupy a store building at 1221 Ludington street with the drug stock.

Detroit—Stroud & Bridge, wholesale and retail bakers and confectioners, have merged their business into a stock company under the style of the Stroud & Bridge Co., with an authorized capital stock of \$2,500, all

of which has been subscribed and paid in in property.

St. Ignace—Fire destroyed the A. C. Hightstone store building and stock of dry goods, clothing and shoes, entailing a loss of about \$45,000, with insurance of \$6,500; also the hardware, queensware and harness stock of Charles Kynoch & Co., the loss being covered by insurance.

Detroit—George W. Faulmann, who is engaged in the retail grocery business, has organized a stock company under the style of the Duprey Faulmann Co. to manufacture and sell table condiments, with an authorized capitalization of \$5,000, of which amount \$4,000 has been subscribed and paid in in cash.

Muskegon—Gerrit Hasper, Jr., grocer at 46 Mason avenue, has formed a copartnership with John Wildeboes and purchased the E. H. Medema grocery stock at 50 Mason avenue, continuing the business at the same location. Mr. Hasper has removed his stock to the same location.

Vermontville—Mrs. W. H. Chaffee, who conducts a bakery at Dexter, has formed a copartnership with her son, E. H. Cole, and purchased the George Welch bakery and will continue it under the style of Mrs. W. H. Chaffee & Son. Mr. Cole will manage the business and Mrs. Chaffee will devote her entire attention to the bakery at Dexter.

Saginaw—Arrangements are being made by the Retail Grocers' Association of Saginaw to give a pure food show at the Auditorium in April. Definite dates for this event have been set for April 24 to 29, and the Auditorium has been engaged for that week. Extensive displays in the food line will be made by both local and outside concerns and these exhibits will be prepared in an attractive manner, making the show one of the most interesting and valuable given in this city. Special entertainment will also be provided in addition to the displays. The general committee in charge is headed by Charles Christensen.

### Manufacturing Matters.

Detroit—The Hamilton Radiator Co. has changed its principal office to Flint.

Saginaw—The Erd Motor Co. has increased its capitalization from \$40,000 to \$150,000.

Benton Harbor—The Mamer Brick Co. has increased its capital stock from \$40,000 to \$60,000.

Bay City—The Hine Lumber Co. has increased its capital stock from \$45,000 to \$100,000.

Greenville—The R. J. Tower Motor Truck Co. has been organized with a capital stock of \$50,000.

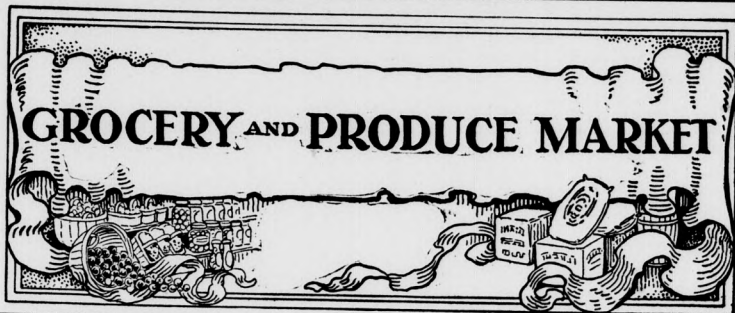
Detroit—The Ecco Talking Machine Co. has increased its capital stock from \$6,000 to \$15,000.

Zeeland—The Colonial Manufacturing Co. has increased its capital stock from \$100,000 to \$150,000.

Kalamazoo—The Crown Manufacturing Co. has decreased its capital stock from \$50,000 to \$25,000.

Detroit—The capital stock of the Detroit Bedding Co. has been increased from \$5,000 to \$7,500.





### Review of the Grand Rapids Produce Market.

Apples—Standard varieties, such as Baldwins, Greenings and Wagners command \$3@3.50 per bbl.; Northern Spys, \$4@5 per bbl.

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

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

Beets—60c per bu.

Butter—There is an active consumptive demand for all grades. Receipts continue to be light and the market is firm at 1c per pound advance over last week. The quality arriving is good for the season. A continued good market is looked for for some time, but not much change in price. Local dealers quote fancy creamery at 33c in tubs and 34½c in prints. Local dealers pay 24c for No. 1 and 17c for packing stock.

Cabbage—60c per bu. or \$2 per bbl.

Carrots—60c per bu.

Celery—California, 75c for Jumbo and 90c for Extra Jumbo; Florida, \$2.50 per case of either 4 or 6 doz.

Cocoanuts—\$5 per sack containing 100.

Cranberries—Late Howes are in steady demand at \$9 per bbl.

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

Eggs—Receipts of fresh are increasing as the season advances and the quality is very good. There is an active consumptive demand that is absorbing the receipts on arrival, and the market to-day is about the same as it was last week. Not much change is expected in the price in the near future. The price is about normal for the season. Local handlers pay 21@22c for fresh. Storage eggs are unchanged at 19c for case count and 17c for candled.

Egg Plant—\$2 per dozen.

Fresh Pork—9½c for hogs up to 200 lbs., larger hogs, 8c.

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

Grape Fruit—Florida is steady at \$3@3.50 per box.

Green Onions—Shalotts, 50c per doz. bunches.

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

Lemons—California, \$4 per box for choice, \$4.25 for fancy.

Lettuce—16c per lb. for hot house leaf, \$2.50 per bu. for Southern head.

Maple Sugar—16½c per lb. for pure.

Maple Syrup—\$1 per gal. for pure

Mushrooms—40@50c per lb.

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

Shellbark hickory nuts and \$1.75 for large.

Onions—The market is weak at \$2.50 per 100 lb. sack. The weakness is due to a slackening up in the demand.

Oranges—California Navals, \$2.50@3.50; Floridas, \$2.50@2.75. The large sizes of California fruit are plentiful.

Oysters—Standards, \$1.35; Medium Selects, \$1.50; Extra Selects, \$1.75; New York Counts, \$1.85; Shell Oysters, \$7.50 per bbl.

Parsnips—60c per bu.

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

Pop Corn—\$1.75 per bu. for ear, 4½c per lb. for shelled.

Potatoes—The market is about the same as a week ago. Country buyers are paying 60@70c.

Poultry—Receipts are very meager and local jobbers pay 16@17c for shipments of mixed fowls. Turkeys are scarce at 22c, ducks at 16c and geese at 13c. Dressed fowls average 3c above these quotations.

Radishes—25c for round hot house.

Strawberries—35c per qt. for Florida.

Sweet Potatoes—\$1.10 per hamper for kiln dried Jerseys; \$3.50 per bbl. for kiln dried Illinois.

Tomatoes—\$4 for 6 basket crate, California stock.

Turnips—60c per bu.

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

### The Grocery Market.

Sugar—The market is unchanged in price from a week ago, but the situation is very strong and a higher range of values is plainly discernable. Eastern refiners have been unable to accumulate supplies at consignment points, which explains the steady although quiet demand from the interior at the full 6¼c basis. Usually such stocks aggregate 150,000 to 200,000 tons, so that the situation has adverse possibilities for the domestic trade. Moreover, the beet refined is not available to the customary extent, fully 75 per cent. of the crop it is estimated being already sold. This means that cane granulated will be called upon to take consumption on a larger scale. The export business keeps refineries busy, although of course the proposed curtailment by the United Kingdom and France may cause a let-up later on in this direction. Refiners are still badly delayed in delivering sugar owing to various causes—the recent strikes, the congestion on the railroads and in the harbor, so that shipments are anywhere from one to three weeks in arrears.

Tea—The market is quiet, but the tone is firm as a rule. The tendency

of holders is to ask full prices on the statistical position of the commodity. It is argued that while the country has supplies enough for the time being, distributors will be in the market before long to replenish the same and consequently there is no reason to make concessions. India-Ceylons are the feature, the arrivals being light and as a rule sold in advance. Importers, in fact, have little difficulty in disposing of shipments by sample before they get here. Spot stocks are moderate and command high prices as compared with some time ago. The primary advices are stimulating, since shipping facilities are hard to obtain. Formosas are showing the sympathetic effect of the strength of India-Ceylons. They are now the cheapest black teas and find a better enquiry for blending purposes. Prices are showing a higher trend, importers asking 17 cents, possibly being open to a bid at lower figures.

Coffee—The spot coffee market is quiet, with prices steady, the country pursuing a waiting attitude for the most part. The demand has been spotty, in fact, some jobbers reporting a fair business, while others were dormant. Of course, Europe has been buying from time to time of late and this tends to offset selling for trade account. Some think that these purchases of futures, are, to a large extent, in anticipation of the eventual declaration of peace, when, according to the theory, the price of coffee should advance sharply. It can hardly be said, however, that the local traders are much impressed with this buying and stress is laid upon the large crop as warranting conservatism in commitments. There is also a feeling that the consumption in Europe is falling off owing to the growing economy in the belligerent as well as neutral countries. Milds are steady to firm and are unchanged for the week. Java continues scarce, firm and tending higher. Mocha is unchanged and quiet.

Canned Fruits—Spot stocks attracted very little attention in any quarter. Buyers continue to purchase only in very small supplies to satisfy their immediate requirements. In spite of the lack of interest shown prices are generally held on a firm basis. Hawaiian pineapple are especially firm, with stocks reported to be growing smaller. California 1915 crop fruits for future shipment are very scarce on the Coast and are being held with a very firm feeling at all times.

Canned Vegetables—Spot tomatoes are again easier this week. After rallying to some extent from the decline that first sent the price downward, about ten days ago, quotations began to be shaded the middle of last week and at the close stocks are being offered rather freely at the inside quoted basis. While the individual stocks that are held by the packers at the low level are not large in any one case, the actual volume of stocks was fairly heavy. Future tomatoes, although not attracting interest that was shown at the beginning of last month, continue to find a moderate

demand and prices do not appear to be in the least affected by the easier tendency showing in the spot market. In fact, packers who have sold fairly heavy supplies for delivery from the 1916 pack are exhibiting a stronger feeling in many quarters than has been shown at any time since prices were first announced for the coming month. The better quality grades of standard sweet peas continue to attract a slowly increasing interest and under the impetus of a slightly increased buying that is done by the local trade, prices are, in many quarters, tending toward a higher level. This is especially true of the smaller sized peas. On the ordinary grades of peas there continue to be a dull tendency dominating with very little buying being done. Stocks that are being offered at the inside quoted price are reported to show only fair quality, the peas being generally of uneven size and too firm to be classed as full standard supplies. Corn is very dull. Spot stocks appear to attract practically no attention and future stocks, influenced by the quiet feeling dominating in this market, has an even less demand.

Canned Fish—Salmon is still selling rather actively at unchanged prices. Domestic sardines are held with a very strong feeling in all quarters. Stocks, both of domestic and foreign varieties are very scarce, the importers reporting that the foreign supplies are practically exhausted. Further advances are being freely talked of by the handlers of domestic stocks and a higher market appears to be expected shortly.

Dried Fruits—Prunes are unchanged from last week, the situation being still somewhat easy in Eastern markets. The coast is unchanged. Peaches are still selling very low in spite of the efforts of holders to boost them. Apricots are unchanged and quiet. Raisins, currants and other dried fruits are unchanged for the week.

Rice—New Orleans reports that trading in rough is quiet, with the mills taking the receipts. There was a better demand for cleaned, with Hondorus and Blue Rose having the call. There is a good export enquiry reported, with trouble in shipping still a factor.

Cheese—The market is steady at unchanged prices, with a normal consumptive demand. Stocks are reported to be very light, owing to recent shipments abroad. The conditions are not likely to change in the near future.

Provisions—Everything in the smoked meat line is steady at unchanged prices, with a moderate seasonable consumptive demand. Both pure and compound lard are dull, but firmly held at prices ranging the same as for the past week. Barreled pork, canned meats and dried beef are very slow sale, with a light consumptive demand. No change in price is expected in the near future.

Salt Fish—Norway mackerel is steady to firm. Some demand, apparently for Lenton purposes. Some holders are asking a small advance for the week. Cod, hake and haddock are unchanged and steady.

## UPPER PENINSULA.

## Recent News From the Cloverland of Michigan.

Sault Ste. Marie, Feb. 28.—The Soo Travelers' Association is the name of the new order which was permanently organized here last Saturday. Although the weather was very disagreeable with a sixty mile snow storm raging and the temperature near zero at the time, twenty-five of the faithful braved the weather and were present at the meeting. The constitutional by-laws were perfected and the following permanent officers elected: Charles Haase, President; S. D. Newton, Vice-President; K. McKenzie, Treasurer. The selection of the committees has been deferred until the next meeting. It is expected that the Soo Association will have a membership of about fifty knights of the Grip who are all boosters for the Soo and will do much toward advertising Cloverland.

T. H. Watson, one of DeTour's leading merchants, who has been a patient at the Soo hospital for the past few weeks, successfully undergoing an operation, has returned to DeTour and is now able to look after his business interests again.

The hustling town of Pickford, twenty-four miles from the Soo, is having its trouble with the pool room proposition. The township board refused to grant Bert Smith a license to conduct a pool room and Mr. Smith has taken the matter up in Circuit Court before Judge Head, starting mandamus proceedings against the board for refusing to grant him the license. Attorney Bert Goetz is conducting the case for Mr. Smith and as Mr. Goetz is a young attorney of sterling ability and raised at DeTour, much interest is being taken in the procedure.

The Soo had its Dollar Day Wednesday, Feb. 29, and never before was there such bargains offered by the merchants. You could get most anything from an auto down.

Thomas A. J. Shimmens and J. M. Andary, originators of the 5 and 10 cent store here, have been very successful in their venture and are branching out, opening a new store at Manistique, purchasing the Racket store and their newly acquired property will be redecorated and alterations made, also a modern glass front installed, which will make the new store a credit to Manistique and show the progressiveness of the Soo merchants.

The Colonial theater, at Manistique, has been closed after giving the theater a trial during the past ten days. John Knoph decided to discontinue the business and the theater will go back in the hands of the former owner.

Chippewa county is to have a visiting nurse, according to the report of Mrs. W. A. Rudell, Secretary of the Chippewa County Anti-Tuberculosis Society, which is the result of the successful Red Cross stamp sale. Miss Mary Nelson, one of the best known and most popular of the visiting nurses in Michigan, will be here on March 16 for a three weeks' stay.

Bob Wynn, the Soo's leading dare devil autoist, has made a new record by driving his Dodge car down the St. Mary's river in a temperature of 10 to 18 below zero, his destination being Oak Ridge Park on Neebish Island. On his return trip he turned in at the Dunbar Agricultural College and took a number of the students out for a spin on the ice. Bob says the real automobile driver will never know the real pleasure of winter touring until he takes a long trip on the ice.

Bruce Walker, the well-known traveler for the Gamble-Robinson-Shaw Produce Co., was not able to attend the traveling men's meeting Saturday evening, but when it was explained that the cause for his stay-

ing away was the arrival of a young traveler, his absence was excused and congratulations were immediately forthcoming.

A. W. Dawson, Superintendent for the Michigan, Northern Power Co., has returned from a three weeks' business trip to Detroit and Eastern cities.

H. R. Wenzel, of the Wenzel Lumber Co., of Fibre, was a business visitor here last week.

William Mundle has accepted a position as accountant with the McDonald & Rath Lumber Co., at Kinross.

Postmaster C. H. Scott and family have left for Chicago and other cities and expect to be gone about ten days.

W. H. Cance has left for Detroit, where he has accepted a position with the Postal Telegraph Co.

Arthur Bailey, one of the Soo's best known young men and formerly manager of the Soo Co-Operative Mercantile Association, is now a full fledged farmer. Art is considered an expert at tilling the soil and his college education has been a great help to him in gaining knowledge which he is turning into dollars on the dear old farm. Art says farm life is the only life. Fresh eggs every morning for breakfast, all the milk one can drink and plenty of exercise.

Mr. and Mrs. Burt P. McKinnie of the International Operatic Co., are spending a few days in the Soo, visiting Mrs. McKinnie's parents. Their visit here is always a treat to a score of their friends who are always waiting for an opportunity to entertain them while here. They are a Soo product and a credit to Cloverland.

The Moher Meat & Provision Co. has moved into its new quarters on Ridge street.

The Sault Ste. Marie Civic and Commercial Association has issued a handsome booklet. C. E. Chipley, the local Secretary, is anxious to secure a mailing list of people who would be interested in this publication. The Soo is now right after the industries and would be pleased to hear from any prospective concern or factory which is contemplating making a move in this direction. The Soo is now equipped with the necessary horsepower to make an interesting rate to the manufacturers and the opportunities offered at the present time are unusually good. The business men are heartily in accord with the interesting factory movements and the Secretary would be pleased to mail a booklet to any one interested.

The Sherman House, on Portage Avenue, which has been closed for the past few months, has been re-opened again by Matt Shea, who is having the hotel thoroughly renovated, decorated and refurnished throughout and expects to be in readiness to receive guests not later than March. Mr. Shea is well known and popular throughout Chippewa county, having lived here for over seventeen years, the greater portion of that time being devoted to the hotel business. The Sherman House has always been a popular hotel and the new management promises the best of service.

St. Ignace sustained a big fire last week in the heart of the business district with a loss of about \$50,000. However, St. Ignace business men are all optimists and are planning to rebuild the burned section with as little delay as possible. When rebuilt, it will be better than ever. We missed the issue of the Enterprise last week, possibly on account of the fire, but this newsy paper is badly missed by the Sooiters who get much valuable information therefrom.

Mark Tymon, of the Tymon Lumber Co., has rebuilt his mill which was completely destroyed by fire last summer, and expects to commence operations in the near future. The new mill, when completed, will be one of the best mills in the city. Mr. Tymon purchased an entirely new outfit in

Chicago and much of the machinery has already been installed. The new mill will be known as the Phoenix, on account of its having been destroyed by fire a number of times, but arising from the ashes bigger and better than before.

Calumet is to have a new postoffice. The bill providing for the purchase of a site passed Congress last week without opposition.

A. Nicholas, former merchant prince of Algonquin, and later engaged in the wholesale grocery and fruit business, but meeting with reverses which caused him to go into bankruptcy, has re-opened. At the time he failed Mr. Nicholas promised his creditors and friends that they would hear from him again and if he was spared and could get back into business, every creditor would be paid 100 cents on the dollar. His friends and creditors believed that Nick meant what he said and he is again back in the harness and the chances are he will make good, as Nick is one of the live wires and an experienced merchant.

Jacob Barrish, Sr., member of Barrish Bros. Dry Goods Co., on Ashmun street, has sold his interest to Max Barrish & Company who will continue the business at the old stand. Jacob Barrish is undecided as yet what he will do in the future, but his many friends hope he will continue to make the Soo his home.

Mrs. C. W. Black and children arrived in the Soo last week from Saginaw to join Mr. Black, who has been transferred from the Cornwell Co. branch at Saginaw to the Soo branch, and will make the Soo his future home.

William G. Tapert.

## Status of the Bean Market.

The bean market, like all other food commodities, has been affected more or less the past two or three weeks by embargoes on all railroads to seaports.

All Eastern ports, like New York, Philadelphia, Baltimore and Newport News, are blocked more or less with grain, and it is an impossibility to get boats to carry the beans and grain which are already contracted to go to Europe. This, of course, leaves the elevators filled, with no market for the surplus.

The price of beans is high and, without a question, will be oversold.

There is little or no prospect for a higher price on beans until such time as we are able to ship them out of the State, and the railroads can provide adequate facilities for handling them.

With the decline of 30c per bushel in the price of wheat, it is only to be expected that other food commodities will slide on the same toboggan, for

a time at least, even though there are but few beans left in Michigan. Generally speaking, dealers are all looking for a much higher level.

There seems to be plenty of enquiry for beans from Europe, but the freight rates are now prohibitive, and there is little or no possibility of our beans going abroad until there is some relief, so far as boats to carry them are concerned.

A great deal of work is being done by the Michigan Agricultural College and their field men to get better seed for the farmers, and also to have all beans in Michigan planted early, that we may eliminate the possibility of another crop of poor beans on account of disease.

It has been said that all the beans now in the State could be used for seed right here at home if they were of good quality on account of the short acreage of wheat planted last fall. The ground is available if we can get good seed, and we are hoping an increased acreage will be planted next season.

Ernest L. Wellman.

The Furniture City Pearl Button Co. has been organized with an authorized capital stock of \$10,000, of which amount \$5,170 has been subscribed. \$119.09 paid in cash and \$5,050.91 paid in in property.

## 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

Established 1863

Send for Prices

Bell Phone 1833

WE CATCH OUR OWN FISH  
FISHERIES, SAGINAW BAY AND LAKE HURON



**The Benson Fish Company**  
HENRY A. BENSON, Manager

Pickarel, Perch, Pike  
Trout, White Fish

Mullets, Carp, Herring  
Bull Heads, Cat Fish

Wholesale

Fresh, Salted, Frozen and Smoked Fish

BAY CITY,

MICHIGAN



### Sagacious Suggestions From Saginaw Salesmen.

Saginaw, Feb. 28—Saginaw grocers who helped make the retail grocers' convention at Battle Creek last week a success by their presence were: Charles Christensen, President of the local Association, William Landskroener, "Happy" Otto M. Rohde, Louie Schwemer, Dan Troy, J. Younckers, F. W. Perry and L. Stierle. Just why there were so few attended we can not state, but if those absent only knew what they missed they would have a grouse on for a whole week. Just ask those who attended.

C. E. Borland, Manager of the local branch of the National Grocer Co., and Mr. Brown, sales manager of Symons Brothers & Co., this city, attended the convention this week.

We cannot help making mention of one of the live wires at Battle Creek last week. The person was none other than Seymour Theodore Algernon Was Von Jasmund, the jovial representative of the Diamond Crystal Salt Co., St. Clair. No convention is complete without him. With such a name we wonder how he ever grew to be such a big man.

Practically every branch of the National Grocer Co. was represented at the grocers' convention last week. Boys, we appreciate your presence. Come again next year.

Special mention must be made of Grant Conham, of the firm, of Conham & Sons, Port Huron, wholesale grocers. Grant did not arrive until late Thursday accompanied by Harry Bankston, grocer, also of Port Huron. However, I am sure he got about as much out of the convention as those who preceded him two days. As an orator few in his line are his equal.

A word of praise is due the Battle Creek Grocers' Association and the cereal food manufacturers for the excellent way they handled the visiting

delegates. Automobiles were furnished by the Postum Cereal Co., which were used in meeting all incoming trains, special attention being shown the delegates who were accompanied by their wives.

Ladies who contributed much to the success of the grocers' meeting were Mrs. L. D. Hobbs and Mrs. Frank Weed. They were on the job every minute looking after the welfare of the visiting ladies. Both are wives of prominent Battle Creek grocers.

William B. Mereshon, Saginaw, was re-elected President of the Michigan Wild Life Conservation Association.

Three hundred prominent business and professional men from Lansing, headed by the Reo factory band, came to Saginaw Thursday to attend the Wild Life show. One hundred and fifty of them were dressed to present some nation, some as bears, some as chickens others as tigers, etc. John Macklin, famous M. A. C. coach, was dressed as a giant woodsman. Each person carried a little wooden gun bearing the word Lansing on it. Truly it was Lansing Day in Saginaw.

Everything the last week here was wild. One almost imagined himself living back in the timber times, but this week sees a radical change. The big show on now is of a more tame nature, although there may be just as much noise and howling. It is the Saginaw baby show being held at N. W. Tanner's department store.

Frank Keho, veteran West Side Saginaw groceryman, died very suddenly at his home Saturday morning, after an illness of only one day. He had been in business here for the past forty-five years.

Leo J. Duggan, member of the firm of John J. Duggan & Son, this city, died after an operation for appendicitis.

E. F. Stiber, of the firm of Stiber & Mayer, Wadsworth street meat dealers, died at the women's hospital Wednesday from appendicitis. He

had been in the meat business here for the past thirty-two years. He was a prominent Elk.

Last Monday Max Heavenrich, local clothing merchant, celebrated his thirty-eight anniversary, having started in business here Feb. 28, 1878. Mr. Heavenrich has done much to help make Saginaw a good town. He has erected several fine buildings, the latest being the new home of the Simons Auto Sales Co., corner Genesee and James streets, which is considered one of the finest automobile show rooms in the State. He has also done much toward educational work, being the founder of the scholarship system of the Saginaw high school. May he see many more years of prosperity.

The following U. C. T. boys attended a boosters meeting of the Flint Council Saturday night: Senior Counselor William B. McGregor, Junior Counselor William Moeller, George Pitts, Conductor Ed. Putman, Page Mike Conaton, Jr., and Past Senior Counselor H. D. Ranney.

At this writing we are mighty glad to inform you that Ben Mercer is improving, although still confined to his bed.

Don't be surprised if you see my name published as a candidate for County Treasurer. Why not? It is easy money. Why sell Grape Nuts for a living when I might be able to pull down \$10,000 or \$15,000 in four years as Treasurer?

Remember the ladies of the local U. C. T. give a colonial party in Foresters' hall next Saturday night. Be a booster and come. They need you and don't forget, boys, that you need them. A most valuable asset to Saginaw Council.

Until Then farewell,

L. M. Steward.

When it comes to debt, most men are glad they are not in it.

### Live Notes From a Live Town.

Owosso, Feb. 28—We notice in the Tradesman of Feb. 16 a poem entitled "Where Michigan Begins," and those of us who have not traveled extensively think it is down in this little nook of our grand old State where Owosso is planted and that we are just about fortunate enough to be right on the ground floor front of the Tradesman poetical location where the bonds of home are a wee bit tighter, where friendship is a little truer and a man makes friends without half trying. To us, that spells Owosso.

William W. Wool, the Lakeside biscuit salesman, has sold his farm near Elsie and moved to Owosso. Welcome to our city. Shake hands with W. S. Lamb, of the Aikman Baking Co. and Fred Hanifan, of the National Biscuit Co. This makes three cracker jacks of our own and also reminds us that we have heard somewhere that three of a kind beats—the band.

Saturday evening, Feb. 12, was the regular meeting of Owosso Council, with two candidates for initiation, also an attendance of about fifty members. Later a chicken supper, followed by impromptu remarks. G. A. Pitts, principal speaker, came up from Saginaw and separated himself from what we call down here a bang up good talk, after which all present added what he could of his own to the general fund of good fellowship. Even Fred Hanifan rubbed it into the Honest Groceryman to the satisfaction of himself and all present. At the close of the event it was voted to give a dinner and card party to the ladies on Feb. 26. This, no doubt, will bring C. V. Page, who has been absent the last two meetings.

J. H. Copas, who has been on the sick list for several months, is again out on his regular trips and is receiving the glad hand of all his old customers. Honest Groceryman.



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

### Barney says—

*In the old days we didn't know about Powdered Sugar, but people now days want Powdered Sugar, and they don't want it hard and lumpy.*

*The great care we take in having the Quaker Powdered Sugar carefully looked after and super-dried before it is put into packages, is why it does not get HARD and LUMPY and must be the reason why we sell more of it every month.*

## WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS

# MICHIGAN TRADESMAN

(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.

March 1, 1916.

## WHEN THE WAR IS OVER.

There are a great many questions, problems and possibilities of importance and interest to this country arising out of the European war situation, both present and future. One of them is that affecting immigration. As a rule, this is largely regulated by the prosperity or lack of it on both sides. If the times are bad and work is scarce abroad and the reverse is true here, then the people are liable to come in large numbers. Since the beginning of the war immigration has fallen off at the port of New York from a million to 200,000. Foreigners living in this country in goodly numbers have gone back to their old homes, and this, perhaps, is in part responsible for the fact that it is frequently stated there is a dearth of labor, especially of the unskilled sort, in this country. What the conditions will be when the war is over, and how it will affect the United States, can at best be but matters of conjecture, but it is an important question well worth considering in all its phases.

In an interview the other day, F. C. Howe, United States Commissioner of Immigration, made some interesting comments along this line. He pointed out that there have been very few Belgians and French coming to this country, because there, to a large extent, the peasants own their homes. In Russia the reverse is true and as well in Austria-Hungary. Germany's social organization is expected to keep its people at home when the war is finished. The Italian authorities are credited with wishing that the United States would establish a literacy test because that would prompt and almost compel a general educational movement in Italy which would be attended by valuable results. The Italians who come to this country and save a little money go home to become influential men in their communities, and it is counted that their education helps as much in that respect as their money. When the war is over it is estimated that there are 500,000 of foreign extraction in this country who will return to Europe to look after their relatives, and perhaps will wish to bring them back to improve their condition. Mr. Howe says that only 40 per cent. of the foreign born men in the United

States have been naturalized. He expects a great inrush of Jews, Poles, Italians and people from the Balkans into this country when the European war is finished. It has been frequently suggested and is generally believed that unless European countries take steps to prevent their people from leaving, there will be a very general exodus to escape the taxation and the unfortunate conditions which will be the inevitable result of this long drawn out and expensive contest. Americans will do well to study these conditions pretty carefully and be prepared as soon as possible to meet them.

Particulars cabled from Berlin regarding the new taxation measures of the German government show that the Imperial Secretary of the Treasury was a little premature in his statement to the Reichstag, last August, about the Government's decision "against the imposition of war taxes during the period of war." Dr. Helfferich then explained that "we do not desire to increase by taxation the heavy burden imposed on our people, so long as it is not absolutely necessary." Of the proposed taxation of war profits, in particular he stated that "we are of the opinion that the levy of such taxation should not be made until after the conclusion of the war." But the present Berlin news announces a graduated tax on war-time profits of corporations, ranging from 10 to 30 per cent., and apparently covering the whole period since the war began. Indirect taxes also are imposed, notably on tobacco; and a tax on increased value of property is substituted for the more usual income tax. Imprisonment is the penalty assigned for evasion of this tax.

A patriotic movement for the display of the American flag at night through the medium of electricity is gaining headway in the largest cities and towns. Although the movement had its beginning in the casually expressed wish of a Cleveland man only a few weeks ago, over 1,000 flags illuminated with electric lights have been erected up to the present time, and it is expected that the total will reach more than 25,000 by the Fourth of July. In Toledo, where the movement has gained its greatest impetus, there are over 300 electric flags in use at the present time, including the Court House, the Newsboys' Club and many churches, factories and other public buildings.

A Philadelphia judge the other day said the railroads are to blame for much youthful criminality. He says that when they leave their freight cars, especially those containing fruit, unlocked, it is little less than an invitation to the boys playing about to take a few, and thereby they become thieves. Once they steal a little this way without being caught, they grow bolder, and eventually find themselves behind the bars.

If a man does wrong he thinks he's doing right to keep it a secret.

Many a man fails to arrive because he started with cold feet.

## GERMANY'S SUPREME EFFORT.

The most interesting development of the week in any of the war theaters has been the attack on Verdun.

This effort should be regarded from three points of view: First, the reasons for it; second, to what extent it has succeeded; third, the potentialities in complete success.

American students of the war have been expecting a German attack in the west, not a half-baked effort such as that made week before last in front of Ypres, but an effort resulting from heavy concentration of guns and men, prepared by terrific fire and followed up by an overwhelming drive of massed infantry.

This expectation was based on the belief in America, more or less general, that Germany's useful reserve in man-power was approaching exhaustion. In other words, having used up the efficiencies supplied through the normal process of draft, Germany was reduced to the necessity of drafting into service men either below or above military age.

Germany's opponents, on the other hand, have not exhausted their reserves from which they can fill their losses and have not yet reached their full power. Were all of the Allies organized on the same general lines as to conscript service as is Germany, the statements regarding Germany's exhaustion would apply to all the belligerents.

But France alone, in all probability, has reached the point where she, too, cannot replace the losses with efficiencies. With England and Russia, however, the situation is entirely different. These two will not have their full power either in men, or for that matter in shells, until spring. They have not yet even considered reaching out for inefficients.

Accordingly, the situation that confronts Germany is this: She has reached the point where a decline in power is inevitable. Her rate of wastage is such that she must grow weaker each month that passes. Her enemies, on the contrary, are growing stronger. With a smaller rate of wastage and a greater shell supply, as well as greater reserves from which to draw, each month Germany's enemies are gaining a preponderance of strength which increases the disproportion almost daily.

These are the impressions American students and critics have received after eighteen months of war. They may be wrong, but with Germany's admitted losses they probably are right; and, if right, a German offensive was not only a logical probability but a necessity.

Surely it would not be consistent with the German military policy to wait when delay only lessened her chances of success. To wait would be doing exactly what the Allies want Germany to do.

It was not necessary, of course, that the blow would fall on the western front. Many other fields open up possibilities. But operations on any other front than the Polish or French are entirely subsidiary and must be so considered. Only success in Rus-

sia or in France can bring a decision.

As between France and Russia, weather conditions at this time of the year argue in favor of France—and France is receiving the burden of German attention. On the west Germany's menace lies. It is in the west that the great supply of ammunition is piling up, that the German lines are in greatest peril. It is in the west, therefore, that a decision could be reached, if at all.

As to the details of the Verdun attack the blow seems to have fallen on the front between Melancourt and Etain. As near as can be determined about 300,000 men were massed, about 7,500 to the mile.

Between the Meuse and the town of Orres it has been successful to the point of flattening out the French salient. The Germans apparently made their greatest effort down the Meuse Valley, beating back the French there and forcing the defenders of the towns of Brabant and Samogneau.

In the vicinity of Orren a similar move endangered a section of the French line to the west, forcing the withdrawal of the center between these points.

Possibilities of the German drive are not as great as those of the French and British in September. These latter, both in the Artois and the Champagne, struck at vital supply lines and brought these lines under close artillery fire. The German blow is against nothing but Verdun. If Verdun falls, of course, the results will be very far-reaching.

The way to Verdun from the German new line, while but six and a half miles, is beset with difficulties of terrain and defense that will make the going hard. Verdun is masked by a number of hills, higher than those held by the Germans, which give the French guns greater field of fire and consequently greater scope. The big double bend in the Meuse River between Champneville and Vacherawville gives the Meuse the character of a defensive screen guarding the city from the north.

The Germans advancing on this line will have to cross the river twice to reach Verdun or be jammed in in a way that will so congest traffic as to permit the French guns to play havoc with both men and supplies.

West of the Meuse the French hills are even more commanding. In spite of this, however, it would not be surprising if the German attack would shift to this quarter.

Mr. Bryan's last Commoner is filled with attacks upon President Wilson. Most of them are over his signature. Some are veiled, some are open; but the intent of all is unmistakable. Yet Mr. Bryan starts out with the headline: "The Duty of a Friend." He professes himself to be a warm friend of Mr. Wilson. But this is simply nauseating. Let Mr. Bryan come out in manly fashion as an avowed antagonist of the President, and at least he can be respected as a man sincere and straight; but this hypocritical pretence of friendship merely disgusts.



## WAR IS MURDER.

We are living at the apex of world history. Unrecorded thousands of years of so-called human progress has reached a climax of woe that shames the professed humanitarianism of the age and makes a mockery of the Christian religion as practiced by civilized nations. What is the matter? Let us face the facts as they are, dodging nothing. Let us no longer deceive ourselves into thinking we are really followers of the meek and lowly Nazarene—that we are entitled to call ourselves Christian nations—when we are ready to fly at each other's throats at the first provocation and then pray to Almighty God to help us slay our brother men. Evade the issue as we may, war is nothing more nor less than murder on a gigantic scale. If, then, we shudder at the fate of one human being slain, what shall we say, what shall we think, how can we express our sentiments when thousands whose only crime is to be courageous, patriotic and devoted to cause and country are slaughtered daily by bomb and bayonet? No wonder we are thinking. We live in peace, thanks to the leadership of a President who is willing to make any sacrifice of independence and honor rather than involve this country in war.

But while we enjoy the blessings of peace and revel in the sunshine of prosperity, what of our brothers across the sea? Slav and Saxon, Jap and German, meet in mortal combat; the roar of awful cannon, the shriek of deadly bomb, the hiss of bullets and the wail of the dying is heard from the Baltic to the Adriatic, from the Thames to the Tiger, from Paris to Tiflis, from London to Lemberg. Turned loose at last to satiate his satanic passions, the "unspeakable" Turk thrusts his blade into thousands of defenseless mothers and babes in Armenia in the name of his sacred Allah, and along with the barbarians of Africa and the far away heathen Chinee listens in glee to the echo of so-called "Christian" warfare fought by so-called "Christian" nations.

In England, the song of the spindle is silenced, but the ships of destruction are under full steam; in France the golden grain lies ungarnered, and the sheaf that should feed the peasant's children is the pillow of a soldier; along the Rhine and the Rhone the blood of the grape is unpressed, but the blood of human beings flows freely. The beautiful blue Danube has taken on a reddish hue, and the Alps are barren of sight-seers and crowded with sentinels, great hordes of Cossacks swoop down on Austria like plagues of old with human beings for their prey. Where but a few months ago all was happiness and good cheer, the inspiration of progress and the love of home, disaster, devastation, pillage, ruin and death now reign supreme. To what purpose? When it is all over who will have gained anything? Where is there a man who can give one single sound reason why the Kaiser should have precipitated this wickedest of all wicked wars? When the last shot has been fired, the last ship sent to the bottom of the sea to coffin a thousand sailors, and the last long trench filled with the countless and nameless dead, what will

have been gained in return? The call to arms was sounded without the consent of those who fight and the call of peace will leave the common people still the playthings of the Kaiser, unless the German people shake the shackles from their wrists and the scales from their eyes and rid themselves of the unspeakable tyranny which has brought death to every family, disaster to every home and destruction to Germany and her industries.

Unless the German people profit by their experience which has caused them to eat the bread of bitterness, will justice have been advanced? Not one iota. Will civilization have conquered barbarism? Let the music halls of Munich and Berlin reply to the conservatories of London; let the learned places of Heidelberg answer this question to the ashes of Louvain; let the art galleries of Paris and Versailles tell the colleges of Vienna and Budapest what part civilization is playing in the present uncivilized conflict. Wherefore, then, this greatest struggle of the ages? Will it do any good to strip proud England of her glory and bring starvation to her already impoverished people? Will it benefit France to fasten crepe on a million door posts, assume the support of a million widows and orphans, and convert her colleges and cathedrals into hospitals for the homeless and helpless? Will Germany, her commerce ruined, her mighty armies cut in fragments, her treasury bankrupt and her people starving, profit by this senseless slaughter? In the language of scripture, "Who can bring a clean thing out of an unclean? Not one."

How dare any American, however great, advise his countrymen to engage in that awful conflict on any pretext short of endangering our own National existence or integrity? All that can be taught, all that can be gained from this woeful struggle is a modern lesson on the uselessness and wickedness of war. Startled from its dream of security, aroused by the terrible nature of modern warfare, face to face with the awful fruits of its own folly, the hour has struck when the world will awaken to the absolute necessity of a change in international relations. We seem to have needed this object lesson to answer the proponents of mighty armaments. Those who sincerely believed that in the maintenance of a great standing army lay the best safeguard of peace have their lesson in the rapidity with which the army of Germany, trained, equipped and eager for battle, flew at the Allies in deadly combat. It is as illogical to train the citizens of any nation for fighting, equip them for battle, turn their thoughts continuously in the direction of war, and talk peace, as it would be to give a school boy a loaded weapon, teach him how to use it and warn him not to shoot. It is the "gun toter" who gets into trouble, and it is the nation which keeps a mighty army on dress parade that gets quickly into war. We will never place international peace on a sure foundation until the armies and navies of the great powers are reduced to police proportions and the road to war is made longer and less easy to travel than it is to-day.

The Tradesman is by no means op-

posed to a policy of better defenses for our country. We need a great navy, much greater than we have to-day. We need coast defenses. We do not need a great standing army. A great navy would be a protection, a great standing army a menace. Nature has lavishly blessed this country with bulwarks of defense. Three thousand miles of ocean on the East and 10,000 on the West constitute fortifications such as no other government has ever possessed. We need a mighty flotilla to patrol those Godgiven seas and we will then be in danger neither of successful attack nor of temptation to make conquest. Give us a sufficient navy, well protected harbors, and well stocked arsenals with reasonable provision for increasing defense supplies, and we have no use for a great standing army in the United States. The greatest protection America has had in the past from the aggressions of Germany is the English navy. That navy is still at our command and will serve to keep the Germans away until we can create a navy equal to the occasion. Unless we prepare to meet Germany, she is pledged to invade the United States as soon as this war is over and utterly subjugate us. This is no pipe dream, but the settled policy of Germany, clearly and brutally expressed in the written opinions of twelve members of the German General Staff.

We cannot peruse the pages of history calmly without seeing that great standing armies have been more of a menace than a protection to the governments which fostered them. Centuries of tyranny at the hands of her own conquering soldiers preceded the downfall of the Roman Empire. Before and since that time nation after nation has fallen a victim to its own arms turned against itself by the lust of power. The present indescribable eruption in Europe is due wholly to the maintenance by Germany of a great standing army that sought a test of its strength. Surely such portentous lessons of the past and present staring us in the face, we will not heed the cry of those who would convert this Nation into a military camp and turn our feet from the paths of peace toward the seductive rattling of sabers and the rumble of destructive guns.

Let us not forget that in this world crisis America has an opportunity such as has been offered to no nation of history before. If we build up our navy and coast defenses without upbuilding our army, no nation can think we contemplate conquest. Holding this exalted position in the thought of the world we can show by precept and example how utterly foolish is the policy of burdening a people with tremendous taxation to vie with some other nation in the increase of armaments. Who will deny that the course of Germany during the past few decades in trying to outdo England—who had legitimate use for a large navy to protect her colonies—in the building up of mighty armaments is insanity personified? Where is the end of such a programme? As long as new battleships that cost ten millions each become antiquated in a decade and must be substituted by more expensive ships of a later type—as long as 10-inch

guns are displaced by 12-inch, and 16-inch by 18-inch, and every army must have the latest killing device, or be vanquished—where is there any end to the burden? What city, however fortified, is safe from the barbarous bomb of the aeroplane, what ship from a hidden mine, what gunboat from a submarine? Is it not plain to the simplest mind that in the building up of great armies and navies the nations of the earth are but erecting a gigantic tower of Babel that even now is falling with terrible effect upon their own heads?

There is one great fact we must never forget. Permanent peace between nations will never come through disarmament or peace treaties or arbitration tribunals alone. These are good, and the time for their establishment is drawing near. Yet all of them would be in vain if we did not have back of them the certainty of fair dealing, equity and justice thoroughly established, which cannot be so long as Kaiserism exists to lead a noble people like the Germans into barbarism. The goal can only be reached as the individuals composing these nations learn and practice the arts of peace and justice toward each other. Peace must be based on principle or it has no sure foundation. Nations cannot be reformed en masse—they are what the citizenship comprising them represents and is. War is only the passion of hatred and revenge turned loose on a tremendous scale. In essence, it is no different from the feeling of hatred which one may entertain toward his fellow man. The spirit of war must be eradicated from the individual's thought before it can be eradicated from the thought of the nation. In fact, as we all know, the nation's thought changes only as those comprising the nation change. Hence, each of us has a duty to perform, without the doing of which the end desired cannot be attained.

This is neither theology nor theory—it is the plain truth that we must accept, understand and practice before war will cease. If we really wish to unload this monstrous burden which we have tied on our own backs, we must loose the bands that hold it there, and those bands are not national or international, they are individual and personal. They are woven from the threads of hatred, selfishness and greed found in the human heart. Purify the heart of humanity and war will cease, and it will cease only as such purification takes place. America is farther removed from war than any other great power because she has more lofty ideals of government and a holier concept of her mission than any other nation on earth. If other nations adhered to the same ideals of justice and humanity by which our own Nation is governed every arsenal could be obliterated, every fort razed and every gunboat sunk, and peace would reign supreme on this planet.

We have gloried too long and too much in the victories of war. The stories of Thermopylae and Marathon, of Agincourt and Waterloo, of Bunker Hill and Gettysburg, have been drilled into our children as the great events of history, when they should have been passed over as unfortunate occurrences in our forward progress. So much glamor and glitter has gilded the dragon

of battle that we have come to look upon it as partly good instead of wholly evil. All the good ends ever achieved by war could have been achieved by judicial and arbitral means, and the evil accompaniments and subsequents of war are the only glories that can rightly attach to its name. Buddha commanded, "Love all mankind equally." When we do that, war will cease. Christ Jesus commanded, "Put up thy sword," and the command was not for Peter only but for all mankind. Let us never forget that he who taketh up the sword shall perish by the sword, and while we willingly contribute millions for defense, let us spare not one cent for conquest. When the hysteria of threatened invasion would frighten us to arms, when the greed of armor barons and munition makers would conspire to lead us onto the rocks of militarism, when the whole world seems to have become drunk on the blood of battle, let us remember the words of the wise man of old, "Remove not the ancient landmark which thy fathers have set." May the time never come when we shall boast of the might of our arms or substitute force for fair dealing, but may the glory of America continue in the future as in the past to be that she seeks no territorial aggrandizement, no unholy spoils of conflict, no triumph over a downtrodden foe, but extends her mighty right hand and arm to uplift humanity of whatever race or tongue and lead them into higher paths of righteousness and peace.

#### BATTLE CREEK CONVENTION.

The eighteenth annual convention of the Retail Grocers and General Merchants' Association of Michigan, which was held in Battle Creek last week, was a success except in two essential particulars:

There was not adequate preparation in the arrangement and carrying out of the programme.

There was too much entertainment. The former plainly showed in the proceedings of the convention from start to finish. Instead of having a definite time arbitrarily established and maintained for discussion and action on each important topic, there was a manifest disposition to procrastinate and defer action on many important questions until the closing hours of the convention, which necessarily crowded so much work into the Thursday sessions that justice could not be done to many matters which should have received more careful consideration.

The entertainment features comprised three inspection trips, which necessitated early adjournment three afternoons, two banquets and one theater party in the three evenings at the disposal of the delegates. These features and the food show which was conducted in the same building at the same time attracted so much attention that the real fundamental work of the convention, including the deliberations of the committees, was greatly curtailed. At the next convention, which will be held in Kalamazoo a year hence, it is to be hoped that the entertainment feature will be arbitrarily confined to a single evening and that the food show and all other conflicting fea-

tures which tend to distract the attention of the delegates may be entirely eliminated, so that ample time can be provided for the consideration of the many important questions which should be discussed, considered and passed upon officially by the organization.

An auspicious feature of the convention was the increase in the per capita tax to \$1 per year. This will do much to start the organization on a self-sustaining career which will ultimately enable it to refrain from soliciting assistance from jobbers and manufacturers, as has been the case heretofore. The hardware dealers of Michigan cheerfully pay \$4 per year to their State organization and find it a most excellent investment. The Tradesman believes the time will soon come when the grocers and general merchants will contribute at least \$5 per year to the cause of State organization and be entirely satisfied with the result. It is belittling to them and their cause to be continually knocking at the door of the jobber for financial assistance to meet the necessary expenses of their organization.

Unfortunately, the Association made no progress during the past year, due to the fact that the Secretary elected at the Lansing convention a year ago resigned as soon as he found he could not use the organization as a club to extort funds in large amounts from the wholesale dealers of Michigan and the food manufacturers of the country. This precipitated his retirement after he had disgraced the office for two months, halting the work of organizing new associations to a considerable extent. President McMorris did the best he could to overcome the bad results of an unfortunate election, but, of course, he was powerless to step into the break and conduct the work of Secretary as well as that of chief executive.

With a strong man for President like John A. Lake and an experienced man for Secretary like J. M. Bothwell, the Tradesman believes that the organization will take on new life and vigor and enter upon a new career of usefulness and benefit to the retail merchants of Michigan.

#### THE NICARAGUAN TREATY.

By the terms of the treaty with Nicaragua, which the United States Senate has ratified by a vote of fifty-five to eighteen, the United States is at liberty, if and when it sees fit, to construct an inter-oceanic canal across the Central American republic. In addition, the United States acquires control of Great Corn and Little Corn islands as naval bases at what would be the Eastern entrance to such canal, and a similar base in the Gulf of Fonseca at the Western end. For these canal and naval base rights the United States pays to Nicaragua, if the latter also ratifies the treaty, \$3,000,000 with the provision that the money is to be applied to liquidation of Nicaragua's national debt or to such other public uses as shall be approved by the American Government. As the treaty has been greatly desired by the Managua government

it will undoubtedly be ratified, unless there is an unexpected revolution which will bring opponents of the arrangement into control in Nicaragua.

The Nicaragua canal project has been more or less agitated in the United States for a century. Henry Clay was an advocate of it, and twice within the past fifteen years the House of Representatives voted overwhelmingly in favor of that route for an interoceanic waterway. Private companies have been organized to build or further the Nicaragua canal, and one of these spent \$2,000,000 or more on excavation and harbor work in the neighborhood of Greytown at the Eastern entrance. Former United States Senator Warner Miller was one of the active figures and heavily interested in at least one of these companies. In 1902, after the House of Representatives by a vote of 307 to two had passed a bill for construction by the Government of the Nicaragua Canal, in which the Senate failed to concur, the Panama route began to loom in popular and congressional favor. Before long appeared the opportunity of securing the French Panama Canal Co.'s rights and property at a bargain, and the Government became committed by act of Congress to the shorter but remoter route. Although the Nicaragua route is much the longer, being 170 miles against less than fifty across Panama, the estimated cost of construction is considerably lower than the present canal, either estimated or demonstrated. The strongest, or one of the strongest, arguments against the Nicaragua project is the supposed danger of damage to or destruction of a canal by volcanic action, as there are inactive or dormant volcanoes in proximity to the route the waterway would follow.

Perhaps the time is not far distant when another canal joining the Atlantic and Pacific will be needed by commerce. Should that time come, or when it comes, the United States with the Nicaragua treaty in force will be able to construct such canal without having to obtain the consent of any other power. But whether the commercial need of another canal arises or not, the treaty with Nicaragua ensures that the canal route across that country will never pass into the hands of another power, either by direct cession or through the subterfuge of a private company. Any military menace to the Panama Canal by the acquisition of the Nicaragua route by other than American interests is removed by the treaty with Nicaragua. The naval bases secured under the treaty are of immense value to the United States in the further protection of the Panama Canal, even if the Nicaragua route is never utilized. Nicaraguan sovereignty is in no wise threatened by the treaty. On the contrary it is safeguarded, the only clause of the treaty as it was originally negotiated by Secretary Bryan which would have applied the principle of the Platt amendment of our relations to Cuba to those of Nicaragua, having been eliminated in the Senate. While Salvador and Honduras are reported as objecting to

the treaty, there is nothing in it which either they or Nicaragua need fear, as the rights and sovereignties of all are preserved unimpaired.

#### CONFINED TO NO LOCALITY.

The variety of criticisms and arguments against the income tax and especially against the proposed increase is creditable to the ingenuity of those who make them. The one fault which can be honestly charged against it is that it discriminates, leaving out some and putting others in, whereas the theory and hitherto the practice of taxation has been that it shall be charged proportionately upon all according to what they have that is taxable. The explanation and the defense is that in this instance the tax is levied against those who are most able to pay it. Taxes are necessary for the support of the Government, and one of the duties of the Government is to protect its citizens and to provide the machinery under which business can be lawfully and safely conducted. It stands to reason that the man who has an income of \$100,000 a year has just one hundred times more need for protection than the man whose income is only a thousand a year, and that pro rata he should pay more. The same theory is involved in the taxation of real estate.

The man whose house or business block is worth \$50,000 should certainly, and does pay more than the one whose little home is worth a couple thousand. If it were lost, the loss would be twenty-five times greater. It costs more to insure against fire and the cost all the way around may very properly be more. A hue and cry is being raised just now as a protest against the proposed increase of taxes on incomes, that it is favored by the South for the reason that it will have to be paid by the North. It is true that the Southern states are represented by Democrats who just now are in charge of the White House, and in the majority at Washington, but that is only an incident. It will have to be paid by those who have the property, and if they happen to live in the North, that is their misfortune or fortune, according to one's ideas of climate. A man with a big income in Georgia will have to pay just as much tax as a man with the same income in New York. Of course there are more men with big incomes in New York than there are in any two or three Southern states, or possibly all of them put together. That is a mere matter of residence and does not affect the fact. The South is a good deal more prosperous than it used to be, and its contribution will be very considerably greater than it would have been a score of years ago. Whatever argument can be brought against the income tax, in all fairness it must be stated that it ought not to be and can not justly be charged against the Southern states.

A woman always tries to make a secret of what she doesn't know.

Better be taken by surprise than by the police.



# Unique Grand Rapids Industries

Under the above caption, the "Grand Rapids Progress," the monthly publication of the Grand Rapids Association of Commerce, has the following to say in its January issue:---

Perhaps the most unique industries in Grand Rapids are those actively managed by Mr. W. Ioor and known as the National Piano Manufacturing Company, National Automatic Music Company, Sparta Manufacturing Company and the United Vending Company. Mr. Ioor is president of all these concerns except the National Piano Manufacturing Company of which he is vice president. He is manager of all four.

The National Piano Manufacturing Company manufactures automatic playing pianos which play by dropping a nickel in the slot. These pianos are all sold to the National Automatic Music Company. Thus the piano company has no selling expense; it manufactures the pianos no faster than the music company buys them so its product is all sold as soon as it is manufactured. Thus the company does not have to carry any surplus stock. The music company buys no pianos it cannot pay cash for so the piano company has no "bad accounts" on its books. Thus on account of having its product sold in advance at a profit to a concern which will pay cash for it immediately upon delivery the industry is rightfully termed "unique."

The National Automatic Music Company buys the instruments made by the piano company and places them in cafes, restaurants, hotels and other public or semi-public places where people will drop a nickel in the slot to hear the music. The pianos are first purchased from the capital stock of the company. Then the company has a contract with an operating concern which selects profitable and suitable locations for the instruments; removes any piano not earning the minimum required per week to a more profitable location; provides all music (rolls), making a complete change of an eight roll programme weekly on each piano; keeps all instruments in perfect tune and repair and makes all necessary replacements of parts and collects all coins from each piano weekly, remitting to the company. The operating company gets twenty per cent of the proceeds from the operation of the pianos for this service.

Of the eighty per cent remaining a sum equal to one per cent is paid on the outstanding capital stock monthly; then twenty-five per cent of the net receipts is passed to a surplus fund for the purpose of purchasing new instruments and then all the balance is passed to

a surplus dividend fund and paid to stockholders in the shape of extra or special dividends.

The income of the company is from the nickels taken in by the pianos; the company has no debts and is prohibited from having any, except capital stock liability, by its charter. It buys no pianos except as it has the money to pay for them; it buys no pianos it cannot profitably place. The purchase of pianos is from sale of capital stock and the reinvestment of one-quarter of the net earnings.

The unique features of this entire industry are the fact that there is no promotion stock; no debts; no sales unless the money is available; no purchases unless the cash is on hand and the operating of the instruments is paid for out of the receipts regardless of the amount of the same.

Up to the present time the company has paid back to its stockholders over one hundred per cent in dividends and with the reinvestment of a portion of its earnings in new instruments the dividends should gradually increase. The whole scheme is on the endless chain plan and will continue just so long as people will put nickels in the slots that they may hear music, and the present indications are that this date is a long ways off.

The same proposition is being worked with the Sparta Manufacturing Company which manufactures peanut vending machines which are operated by the United Vending Company. No machines are manufactured except for the vending company; the vending company pays cash for the machines so the manufacturing company has no unsold product and no bad accounts. The machines are placed where the pennies will be dropped in and if the income is as low as five cents per day per machine the venture will be highly profitable.

All these concerns are located in the Leonard Building and many prominent Grand Rapids citizens are stockholders while some of them are officers and directors. Mr. Ioor is also president of the Michigan Hearse and Motor Company, which concern has just recently built an addition to its plant to accommodate its increasing business.

The following representative citizens of Grand Rapids are directors in one or more of the companies mentioned:—

JOHN D. CASE, Pres. G. R. Underwear Co.

J. D. FARR, Asst. Cashier City Trust & Savings Bank

CARROLL F. SWEET, Vice-Pres. Old National Bank

JOSEPH RENIHAN, Attorney

For further information in regard to stock in these companies, apply to

## Michigan Securities Corporation

412-414 Powers' Theatre Building



### Duties and Obligations of the Voting Citizen.\*

We can not shirk the obligation of interesting ourselves in politics as long as we live in a democracy and the people rule and the officials who are elected to office are recognized as servants of the people. We, all of us, men and women, have a duty to perform in doing everything we can to make our democracy a success and assist to avoid the pitfalls which are incident to a republican form of government. I say men and women, because I feel even if suffrage is not yet granted to women, they should be equally interested with men in clean governmental methods. My mother and grandmother could not vote, but, as I remember, with their great interest in politics and their influence upon the views of men with whom they associated, I am certain that they could have had no more value as voters than they were recognized to have in their communities without the right of suffrage. Still, I do not hesitate to say that the time is near at hand when men and women will be placed upon the same level in connection with the active responsibility for our political methods.

The matter of a deep and abiding interest in the affairs of government should be a matter of conscience and the excuse often made that politics are handled by the bosses and there is no use in wasting time in trying to make things better, is without sense or reason. The man who neglects his political responsibilities, should be a marked man in community. Our Government exists for the people and not the people for the Government, and, because designing men who are after the official plums, without any conscience as to services rendered, seem to be the ones who control political concerns is not a sufficient reason for any of us to shrink from political duty. I have often heard the excuse—"I can not afford the time from my business to take part in politics" and this excuse is made in connection with nomination to office. Men put business concerns above political duty.

The poison in our political methods consists in using offices as political spoils. A man seeks an official position for the money, for the influence that is in it which will satisfy his personal ambition to either get more than belongs to him as an emolument of office, or thinks that he can live an easier life in an official position than by earning his living in some

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

other way. This is particularly true of the lesser offices in township and city government. Men who are fitted to take official positions shrink from the contact with ordinary political methods and are rarely chosen to handle the affairs of the city, county, and state. As long as we exist under a Government of the people, a man should consider it his duty, if he feels fitted for the position, to make the necessary sacrifice, and accept the responsibility that the voters desire to place upon him. We get an oblique view of office holding because men who seek offices forget that they are servants and act as if they were bosses of the people. Opportunity to serve and ability to render help in governmental affairs should guide men to official positions and under our form of government, if a man refuses to spend the time necessary to go to the primaries and to the polls, he should be subject to public reprimand and if he continues in his delinquency, should be deprived of the right of suffrage. This penalty is a perfectly legitimate one and would have more influence in bringing home to men their duty as citizens than any other plan that has been suggested.

Politics are important enough to become a part of our school curriculum along with the instruction given in mathematics, in science, and language, and art. We should put in a strong thread of instruction concerning the duty of a citizen and the importance of equipment for the responsibilities of citizenship which may come through the holding of official positions. I am impressed with the necessity of this whenever I look over the records of a school district or a township and see the entire lack of ability to handle this department of government in a business way. I suppose there is scarcely a record in the townships of Kent county that would be of much value in court, because of the carelessness and want of primary knowledge put into them. I have known for years townships in this county to treat the office of justice of peace as a joke to be passed off upon some man utterly unfitted for the responsibility of the position. We do not take the matter of politics seriously enough and we almost absolutely neglect the preparation necessary to fill positions of trust acceptably.

Then there is another difficulty so often encountered—the men who are elected to office forget that they have a duty to all people to earn the money represented in their salaries. They do not carry with their positions the

## North American Pulp and Paper Companies

### COMMON STOCK

The salient features are summarized as follows:

1. The Company controls, through stockownership, some of the largest Pulp and Paper Mills and timber reserves in North America, as follows:  
Chicoutimi Pulp Co., Province of Quebec, Canada.  
St. Lawrence Pulp & Lumber Corporation, Quebec, Canada.  
Tidewater Paper Mills, Brooklyn, N. Y.  
1,360,000 acres of spruce timber adjacent to the Companies Mills on tidewater and comprising over 60 years supply of pulpwood at present rate of consumption.
  2. The Net Physical Assets over all liabilities are equivalent to over \$20 per share on this stock.
  3. Large percentage of output sold under long time contracts insuring continuance of present earnings at the minimum.
  4. Owing to present advance in mechanical and sulphite pulp the Companies' surplus output is being sold at prices which will materially increase the net earnings and which must be reflected in the market value of the stock.
  5. The Company's policy is to enlarge its present plants and to construct additional paper mills to meet new long term contracts in hand for additional output, which will materially increase earnings applicable to Common Stock.
  6. Some of the strongest newspaper and financial interests in the United States and England are identified with the Company, which insures the permanency of market and increasing earnings.
  7. Application will be made for listing on the New York Stock Exchange, which assures a wide market for the stock.
- We offer a limited amount of the Common Stock at \$10 per share, subject to withdrawal and advance in price.

Circular on Application

## GEORGE M. WEST & COMPANY

### INVESTMENT BANKERS

Union Trust Bldg.

DETROIT

## What is a Trust Company?

The Trust Department of this Company performs two distinct groups of services

INDIVIDUAL TRUSTS—Services to Persons  
CORPORATE TRUSTS—Services to Corporations

### Individual Trust Functions:

- |                                   |                                     |
|-----------------------------------|-------------------------------------|
| 1—Executor under Will             | 5—Committee for care of Incompetent |
| 2—Administrator                   | 6—Depositary for Escrows            |
| 3—Trustee under Will or Agreement | 7—Custodian of Will                 |
| 4—Guardian                        | 8—Custodian of Securities           |
|                                   | 9—Custodian of other Property       |

### Corporate Trust Functions:

Trustee for Bondholders  
Trustee under Agreement  
Agent for Re-organizations  
Trustee under Voting Agreement  
Transfer Agent  
Registrar of Securities  
Fiscal Agent

Send for booklet on Descent and Distribution of Property and a blank form of Will

## THE MICHIGAN TRUST CO.

### of Grand Rapids

Audits made of books of corporations, firms and individuals



same vitality, energy, and loyalty, that is required by ordinary business concerns of their employes and as a result of this slipshod method, we get into all sorts of snarls in the business of running our city and township and county governments.

I talk to you plainly about this, because you are young people who should have right views with regard to local, state, and National politics, and should begin at once to take a hand in making any departments of government nearest to you clean, businesslike, and successful.

Next to our obligation to the family circle and neighborhood it seems to me comes the duty of using our opportunity as a factor in democracy in such a way as to help make our form of government a success. We should not think of comparing politics and business, but we should simply put business into politics, so that it shall be recognized as a business affair. I have no sympathy whatever with the oft repeated remark by men engaged in politics when they say—"I like the game of politics." The gambling spirit should never enter into affairs of state. One of the last injunctions of my father to me was that inasmuch as under our form of government I had enjoyed great privileges and opportunities, I should never shrink from taking part in the responsibility of good government without regard to any money requirement therefor. It is somewhat difficult to live up to this ideal, but it is a good one for us all to hold up before ourselves in framing our life obligations.

#### The Pending Federal Plan for Rural Credits.

The plan for the joint committee for a National system, provides for twelve or more Federal land banks, each in a separate district, after the scheme of the existing Federal reserve system. These banks are to have a paid-up capital of not less than \$500,000, and will be authorized to issue debenture bonds based upon mortgages, to an amount not exceeding twenty times their capital and surplus. The mortgages must be first lien on improved farms occupied by the owners, and for not exceeding 50 per cent. of the appraised value of the property. The loan must be for expenditures upon the farm, i. e., purchase of the same, or for improvements, stock, etc. Every mortgage shall be for at least five years, but thereafter may be paid in whole or in part at any interest date, and must provide for a regular payment of not less than 1 per cent. upon the principal at each interest date, which without other payments upon the principal will extinguish it in thirty-six years.

The bill also provides for local associations, to be known as National Farm Loan Associations, which shall be composed of borrowers. Each borrower must take stock in the association to the extent of 5 per cent. of the amount of his loan, and the association must subscribe to the stock of the central land bank of its district to the extent of 5 per cent. of the face of the mortgages which it passes up to the land bank. In this manner the borrowers themselves

supply the required capital of the land banks, which is to be not less than 5 per cent. of the debentures issued, with a minimum of \$500,000. In order to supply the minimum capital at the start, the Secretary of the Treasury is authorized to subscribe for any amount of the stock of the land banks that may be necessary to provide the \$500,000 required for each. As the business develops and borrowers supply the capital, the stock taken by the Treasury will be gradually retired. It will be seen that the scheme in its final development is strictly co-operative.

The debentures issued by the land banks will pay 1 per cent. less interest than the farm mortgages which they represent, but if any profit above expenses is realized it will go back in the form of dividends to the local associations, and be distributed by them in form of dividends to the borrowers, in exact proportions to their loans.

Over the entire system is established a farm loan board, which shall consist of five members, not more than three of whom shall be of one political party, all to be appointed by the President with the advice and consent of the Senate. They must devote their entire time to the duties and will receive the same pay as members of the existing Federal Reserve Board, to-wit, \$12,000 per year. This board will have supervision of the farm loan banks, and be represented in the management of each of these banks by a registrar, whose duties correspond to those of the Federal reserve agent in the Federal reserve system. The board will also appoint one or more land bank appraisers for each district, and as many special appraisers as it may deem advisable. The entire expenses of the system will be apportioned upon the land banks.

The resources of all the land banks are pledge to the redemption of the debentures issued by any of them.

The maximum loan to one borrower is \$10,000.

The debenture bonds will be exempt from all Federal, state or local taxation, and a lawful investment for all fiduciary and trust funds, and may be accepted as security for Government deposits or purchased by the member banks of the Federal reserve system.—National City Bank of New York.

#### Pride of Ancestry.

"I've looked up your family tree," said the genealogist, "but I doubt if you will be pleased with it. Your great-great grandfather was hanged for murder; your great-grandfather was imprisoned for robbery; your grandfather was tarred and feathered for beating his wife. That's not a very good record, is it?"

"I should say it is," replied the other emphatically. "It shows the family is getting better with each generation. I'm an improvement on the entire bunch—never been in jail yet. Let me have those records—I'm proud of 'em."

The mother tongue is very apt to run to baby talk.

## Why the Trust Company

In the administration of your affairs, in any capacity, you should be familiar with the following advantages of the trust company over the individual:

The trust company is permanent; it does not die.

The trust company does not go abroad or leave its office.

It does not imperil a trust by failure or dishonesty.

It can be consulted at all times and is absolutely confidential.

It has no sympathies, no antipathies and no politics.

It does not resign or go insane and its judgment and experience are beyond dispute.

It acts under the supervision of the State Banking Commission.

Let us mail you our booklet on "Why a Corporate Executor."

## GRAND RAPIDS TRUST COMPANY

MANAGED BY MEN YOU KNOW

ROBERT D. GRAHAM, President

LEE M. HUTCHINS, Vice President

JOSEPH H. BREWER, Vice President

ALEX. W. HOMPE, Vice President

HUGH E. WILSON, Secretary and Trust

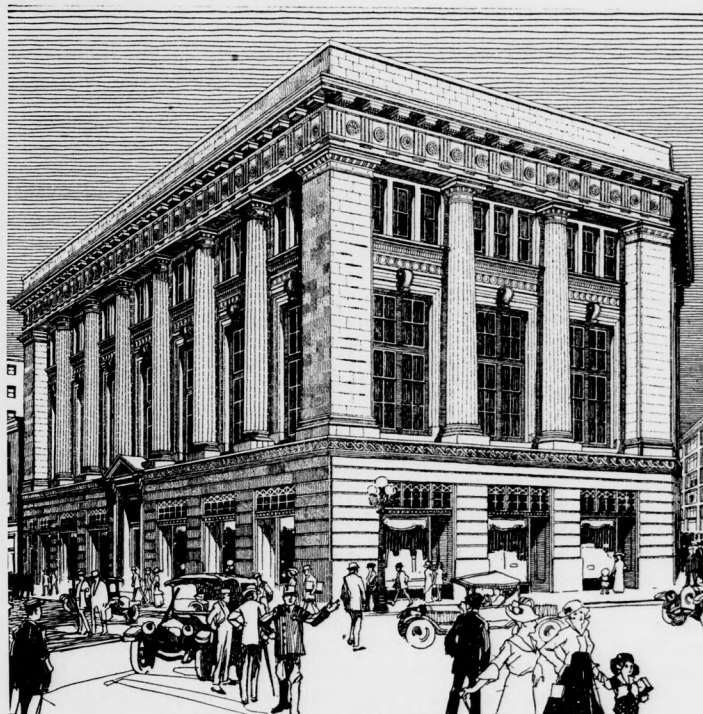
Officer

ADOLPH H. BRANDT, Treasurer

Ottawa and Fountain St.

Both Phones 4391

## 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.

### The Banker and the Professional Accountant.

It is a patent fact that practically all bank failures can be assigned to either one or both of the two following causes.

1. The substitution of the selfish interest of the officers or directors, or both, for the interests of the stockholders and the depositors. The substitution of the selfish interests may be in the form of loans or investments to or in favored concerns, or may be in the nature of direct defalcations; the first usually being more harmful and the further reaching in its final effects.

2. Ill advised loans and investments without sufficient information or knowledge as to the real nature of the loans or investments.

The causes of the first class of failures mentioned, being of a moral nature, there is no way in which the same can be entirely guarded against. Efficient, virile, independent accounting can however, localize wrongdoing and prevent a repetition of the same to a very large extent. Such accounting, however, must be from the outside and of a nature other than of a purely checking and clerical character.

The successful elimination of the second class of causes of failure is only possible through accurate accounting information obtained in a manner other than directly from the customers themselves, for in many cases, the customers know very little of the actual status of their own business, and in all cases are unable to judge disinterestedly as to their own affairs. Such outside accounting services, however, to be of real value, must be other than that of a purely clerical and verifying character. These services require not only a technical knowledge of accounting, but also such a knowledge of business affairs, combined with business judgment, as will enable correct size-ups of the concerns under investigation to be obtained.

While no successful bank ever considers the possibility of failure, yet, it is probably true, that there has never been a financial institution in this, or in any other country, which has reached its maximum possibilities, either in profit to its stockholders or in service to the community served. To the extent that each institution has fallen short of its possibilities, to that extent it has failed in its purpose.

This age is an age of responsibility, and we are coming to realize, whether we will or no, that, whether we operate in the capacity of an individual, a firm or a corporation, we, after all, are our brothers' keepers.

There is a responsibility that every bank and banker has, which is just beginning to be recognized, viz., the responsibility to see, as far as is in its power, that its customers succeed in the largest possible way. The old idea that it was none of the bankers' business how poorly or how inefficiently a customer managed his business providing only the bank's loans were secure, is fast passing away, and, in beginning to appreciate this responsibility, the banker, con-

sciously or unconsciously is safeguarding his own interest and his own welfare.

There has been much written in respect to social responsibility and social rights and many remedies have been suggested for the improvement of social conditions. If, however, there is an all wise Creator, who in His wisdom, has provided for all necessary things, with a penalty for every waste and inefficiency, and with an effect for every cause, it is apparent that, as long as any business is not operated at 100 per cent. efficiency, someone must be deprived of what he was intended to have. Whether the one who suffers, or the one who lacks is near at hand or far away, it is evident that there can be no perfect social justice until all business as well as all other operations of life are conducted on a maximum of efficiency basis.

If the cure for social evils is not ill advised socialism, but the efficient handling of business, it is apparent that a banker is in a particularly responsible position, due to the possibilities which lie within his reach, for the bringing about of more efficient business conditions in the offices and shops of his customers.

All agitation by the banking fraternity for real efficiency and real knowledge in respect to the affairs of their customers, results not only in safeguarding the loans and investments of each banking institution, but also in increasing their deposits, and their influence for all that is substantial and conservative, as well as progressive, in the business life of their respective communities.

The more thoughtful bankers are coming to appreciate the fact that the fulfillment of their own possibilities in any large way is only through their co-operation with the professional accountants.

At this time, I am free to state that, perhaps the responsibility for the failure of our banking institutions in the past to meet their respective responsibilities, in a larger way, is due, as much as anything, to the inefficiency and lack of vision of the professional accountants of our country. As accountants we have our own responsibilities to meet and before we can criticize too severely those who have not availed themselves of our services, we must first put our house in order.

The most damaging indictment to the accounting profession is the small number of certified accountants who have come forth from the offices of the professional accountants. In the great states of Pennsylvania and New York, but a handful of degrees are issued each year, and there are many large accounting firms from whose ranks, in the course of many years, come very few, if any certified accountants.

This simply means that the accountants themselves have not appreciated the fact that if, they are to serve the banking and other business interests, they must constantly and carefully train their staffs to meet their responsibilities. When this responsibility is appreciated, the number of accountants obtaining the certified

degree will be multiplied many times, for, as the leading accountants fully educate their staffs, the staff members will instinctively seek the certified degree.

The profession of banking and the profession of accounting will, therefore have to go hand in hand; each realizing its own dereliction of responsibility in the past, and each striving to bring about those business conditions which will forever banish the bane of ill advised socialism and other similar half-baked attempts at social betterment. This only can be accomplished by the placing of business and its allied affairs upon such a basis that the maximum of service may at all times be rendered in all lines of business and trade.

Frank Wilbur Main.

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

Our list of investment securities includes the following high grade bonds:

Kingdom of Norway 6s  
Grand Rapids Savings Building Company 5s  
Pantlind Building Company 5½s  
Grand Rapids Gas Light 5s

We offer these bonds with our recommendation

**HOWE SNOW CORRIGAN & BERTLES**  
MICHIGAN TRUST BLDG. GRAND RAPIDS MICHIGAN  
**INVESTMENT BANKERS**

**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.

**KEEP YOUR EYES OPEN**

Securities bought on recessions will yield profits later on. Fundamental conditions are still sound.

Call up or write us for full information.

**ALLEN G. THURMAN & CO.**

136 Michigan Trust Bldg.

**Fourth National Bank**

United States Depository



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

**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**

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



### Promoting Efficiency in Bank Administration.

Successful bank administration is dependent upon three kinds of knowledge: (1) concrete or practical studies; (2) technical information; and (3) general vocational studies. Let us examine these in detail.

The practical studies include such concrete problems as, the operation of adding machines, the assorting of documents, the recording of transactions, the counting of money, and the handling of books and papers. These are absolute necessities for the success of the business, and are capable of intensive study for the improvement of both speed and accuracy. By division of labor and specialization of tasks, the larger banks have developed great efficiency in these functions. The specialization has gone so far in all city banks, however, that the problem of initiating a new bank clerk is a very real one. To introduce a newcomer to the practical operations in the shortest possible period of training is a task requiring both patience and pedagogical skill. It can be done more easily within a bank than without. This work has usually devolved upon department heads who have performed this duty remarkably well in consideration of the other problems that press upon them for solution.

The Minneapolis Chapter of the American Institute of Banking has taken a noteworthy step forward by its decision to aid the banks in specializing this labor of introducing new clerks to the practical problems of operation. This new undertaking will have the added advantage of giving the incoming prospective bankers a conspectus of the whole business by giving them not only an intensive drill in the work of one department, but also a general view of the elements of work involved in all other departments.

The obvious result of division of labor and specialization is to limit the activity of the apprentice to routine functions and to make it increasingly difficult for him to acquire a comprehension of the larger aspects of a business. On the other hand, such a general view is very necessary if the individual clerk is to give service that will harmonize with and contribute to the general objects sought by the whole institution—profits and public service.

The technical studies are less concrete and, as a consequence, require a higher order of capacity for their appreciation and utilization. These include such subjects as:

The principles of accounts, costs and business control.

The law underlying negotiable instruments and all contracts.

The law regarding deposits, collections and organization.

The analysis of borrowers' statements and corporate organization with regard to commercial credits and investments.

Domestic and foreign exchange.

Banking principles with emphasis upon reserves.

The monetary system of the country, including the operations of the money market.

Price levels and oscillations in the volume of trade, as they effect values, credit and bank policies.

Exact information upon these subjects is absolutely essential to successful operation of banks. However, the daily tasks of many bank men do not yield the breadth of experience and information that is required for the highest proficiency in handling these problems, particularly when new and extraordinary situations arise. These subjects can be better taught without than within a bank. These subjects demand special study outside of the ordinary daily experience. The successful bank man seeks this information from every possible source. Much, to be sure, does come from the experience of his own bank, especially if he makes a diligent study of its historical records in order to lengthen his own experience. Much may be gained through consultation with those of wider experience. But a careful study of the written evidence of past experience will yield a knowledge of the principles that are universally recognized as underlying banking transactions. The mastery of these principles gives one assurance and self-confidence when a new set of circumstances arise with a call for leadership and courage.

In this field of studies there is a peculiar need for specialists in the principles of accounting, of legal relations and of monetary and credit science. This is the field of labor assumed by the universities in the departments of commerce, accounts and finance. By offering evening courses, these subjects are made available for men in active business as well as for students preparing for active life. In fact, the men who come from actual practice are better students, since they realize the immediate value of the materials discussed. The Minneapolis chapter has advanced itself in National reputation by carrying these technical studies further than any other chapter has yet sought to accomplish.

The general vocational studies would include such subjects as, a history of banking, foreign banking systems, public finance, economics, business organization, insurance and kindred subjects, all describing the business system in general and with but incidental reference to present banking problems. These subjects are valuable for those who can find the time to study them after having completed the technical studies. These vocational subjects lend lateral support but are not absolutely essential for a fair degree of proficiency in the banking profession. They add interest to the occupation and render satisfaction to the mind rather than a golden lining for the pocketbook.

We must not fall into the error of believing that these three kinds of information can be secured only in class work. On the contrary, education goes on wherever the mind is busy analyzing environment. It is the quantity and quality of thinking that is applied to life's problems that determines whether or not education is taking place. However, it is also true that systematic class work is, or

can be, the best method for acquiring this knowledge of environment. Class work and lectures are, or should be, nothing less than common sense boiled down and presented in systematic and pedagogical order such that the uninitiated will find it easy to absorb. Education advances most rapidly by proceeding from the simple to the complex. Class work should also render some opportunity for the individual to express himself.

The environment which the bank men must study includes personalities, machines or institutions, and principles underlying the operations of these two. We have here considered the principles and the machinery of the banking business. The human factor, the necessity for cordial relations, for pleasing personality, for courteous treatment and fair dealing, must not be overlooked. This will contribute as much to the building of a business as will a knowledge of concrete methods and of fundamental principles. Another great step forward will be taken when this personality is subjected to analysis and organized as a course of scientific study. For the present, this knowledge must be secured through association with others in the home, the church, the bank, the class room, and in other social groups. It is an important by-product of college courses that are systematically pursued. The ambitious man must secure this training by widening his circle of acquaintance with judicious care and with observation and reflection.

J. F. Ebersole.



### Complete Banking Service

Travelers' Cheques  
Letters of Credit  
Foreign Drafts  
Safety Deposit Vaults  
Savings Department  
Commercial Department

Our  $3\frac{1}{2}$  Per Cent  
Savings Certificates are a  
desirable investment

### Guaranteed Principal and Interest

We offer

### A Short Time Secured Bond

To yield well over 5%

Send for Circular R-70

Hodenpyl, Hardy & Co.

Incorporated

Securities for Investment

14 Wall St., New York

First National Bank Building, Chicago

### Kent State Bank

Main Office Fountain St.  
Facing Monroe

Grand Rapids, Mich.

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

Resources Over  
8 Million Dollars

$3\frac{1}{2}$  Per Cent.  
Paid on Certificates

Largest State and Savings Bank  
in Western Michigan

### 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

### 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

### 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

### Use Tradesman Coupons

## PAVING BLOCKS.

Valuable Suggestion to Michigan Timber Owners.  
Written for the Tradesman.

In recent years, as lumbermen see the necessity of owning the land from which they cut timber, thereby having time to turn a larger portion of each tree into finished products, the manufacture of paving blocks has reached an importance it never had before, and justly so, for they are superior to other paving material and should be used more than they are. Several things have helped to make the manufacture of paving blocks an industry of increasing importance. The increased production of creosote resulting from the manufacture of illuminating gas from coal, the cheapness of this oil and its adaptability to wood preservation have been important factors. Another cause has been the increased use of the auto and the necessary improvement of streets and speedways to motoring and carriage driving. Another has been the crusade in large cities against unnecessary early morning noises. In some of our cities strict laws are now in force to this end, and the tendency of these laws is to encourage the use of wooden paving blocks.

Another cause has been the desire to work up more small, crooked or knotty trees and the tops of large trees into material which could be turned into money. Such trees will make good paving blocks or house blocks, when if not so used they would be a complete waste, and greatly increase the danger from forest fires. The gnarled, twisted character of timber makes no difference in its value for paving purposes, as the more twisted the grain of the tree the better it will be for this purpose. There will be less danger of the blocks splitting under the weight of heavy traffic. Also the sawing of paving blocks enables timberman to work up different kinds of trees which would be good for nothing else. Teams can draw bigger loads over a wooden pavement than over an asphalt or brick one. They are not so apt to slip when going up hill, or when about to stall with a heavy load. The natural roughness of wooden blocks with the grain pointing up tends to prevent horses' hoofs from slipping as they do on slick, hard brick.

The man who has lived on a street paved with wooden blocks, and then later upon one paved with brick, has the superiority of wooden pavements impressed upon his mind quite painfully; especially if it be summer and he works late at night and sleeps late in the morning or tries to. I learn this anew every morning. My home is in the middle of a block, upon a north and south street, and next to an east and west alley. The cross street and the alley are paved with brick set on their edges, the street a half block south of me is paved with asphalt, and the one a half block north with oiled pine blocks.

The brick pavement is worse than the asphalt, because in time the upper edges of the brick are worn off by the grinding of wheels upon them, and they are like small cobblestones, high in the middle and low at the edges. Traffic on the two streets north and south of me is quite heavy, but the difference in the amount of noise made on then is very

great. From the one paved with asphalt comes a ceaseless, continuous grind most trying upon the nerves even a half block distant, while the sound coming from the one paved with the blocks is a mere hum—very soothing in comparison with the tortuous sounds from the other street. The wooden paved street sustains just as heavy traffic as the other, with not one-tenth of the sound, and it is constantly alive with autos, for wooden blocks are less trying on rubber tires than the asphalt.

But it is the cross street in front of my house, and the alley, both paved with brick, which are the greatest torture, being closer, and less smooth than the asphalt. Besides they are quite slanting so that heavy coal wagons, drays, moving vans and even milkmen's carts make a tremendous racket as they come tearing down this alley at a rapid gait, the decline being just enough to permit reckless driving and not enough to make the drivers careful to control their teams. And the milkmen's carts driven by from 4 to 6 o'clock in the morning, before the noise of regular traffic starts, seem to make more racket when one is trying to sleep, than do heavy coal wagons and trucks in the day. These bricks, like small cobblestones, are also undoubtedly wearing upon iron wheels, and still worse upon iron shod horses' feet when the animals are being driven rapidly down a street or alley, urged on by the mere momentum of the vehicles.

In putting down wooden blocks they should be thoroughly oiled. They should be of sufficient size to prevent their splitting from heavy traffic, say five-inch cubes, and they should rest on a firm floor of concrete and broken rock. They should be wedged in close together to prevent splitting, and after having sand or thin concrete poured between the blocks to fill up all space, they should be well oiled on top to prevent water from penetrating them. They will last as long as brick or asphalt, and give better service. They will not chip at the edges as brick do, and therefore will not become like cobblestones, no matter how long they are allowed to remain, and there will be no hard, metallic pounding of iron upon stone such as you hear when heavy traffic is passing rapidly over a brick pavement, for even if the sound of wheels on wooden blocks were loud it is not as nerve-racking as a milkman's cart driven rapidly over the bricks. It is simply a dull humming, and is soothing to ears accustomed to the sound of wheels upon uneven brick.

It is therefore certain that the use of wooden blocks will increase, both for boulevards set apart for pleasure driving, and for streets carrying heavy traffic, and the man owning a large tract of timber unsuited for lumber or fine factor stock, can in time turn it into paving blocks at as good profit, perhaps, as if it were much finer material. The same is true of the capitalist who has an opportunity to invest his money in such timberlands. The fact that the trees are low or deformed will not unfit them for this use.

Most paving blocks now in use are of pine, and are commonly used in cities near pineries, but there are other trees

which make even better paving blocks, and in time it will surely pay to cut them for this purpose. In many portions of the United States there are great forests of postoaks and red oaks, both furnishing strong, heavy, coarse-grained wood, the former a very durable wood, but the latter rotting rather quickly in contact with moisture. Post-oak wood is used largely for making fence rails, railroad ties and house blocks, but it should make splendid street paving blocks, far out-lasting pine, and being cheap wood unsuited for lumber or fine factory stock, it should be especially good for paving blocks, and worth much more when thus utilized than when cut up into crossties. The same is true of red oak and other coarse-grained oaks, as well as many other trees which are unsuited for the manufacture of fine products.

Creosting pine blocks quadruples their durability, and the creosting should have the same effect upon an oak block, except that it would take a longer bath in the creosote, for the softer the wood the more readily the oil is absorbed. But with a long time in the bath of boiling oil, a hard wood like post oak could be given a treatment which would make it last perhaps fifty years, if the blocks were say five or six inch cubes, and the top were given a new coat of oil every year or two. No asphalt will last this long without requiring almost enough repairs to pay for a new pavement, and certainly no brick pavement will last this long. If a post oak crosstie used in putting down a city street car track is given a good oil bath and then buried in a solid concrete pavement it will last a hundred years, or longer. Brick used for paving would become so worn on the edges that they would have to be removed and a new pavement put down every fifteen or twenty years, at the farthest.

The upper surface of paving blocks will remain smooth and even after long service, and therefore are easier to clean with a street sweeping machine, while the pavement is as sanitary as brick or asphalt, for there would be no place for germs to multiply as long as it was kept properly oiled.

Every merchant, capitalist, banker and sawmill man who owns or controls timber land should realize that these rough woods are going to be valuable some day, and get himself in shape to furnish this paving material when the demand becomes stronger. They should inform themselves as to the value of such paving material, and be prepared to talk it up, because many aldermen, street commissioners and mayors must be educated as to its value before they will become customers and endorse it for use on heavy traffic ways. No one should allow such material to go to waste at the present time, in the process of cutting up valuable trees, for if the blocks are cut, dried, creosoted and stacked under sheds they will keep many years with no deterioration in value. The owner can be sure that the demand for them will be strong and insistent some day.

I. H. Motes.

When a man does have greatness thrust upon him he thinks he achieved it.

## The Goal.

## Written for the Tradesman.

These are truly times that try men's souls.  
Is there aught that man more dearly holds  
Than liberty of reason?  
For who among us has not  
For this freedom freely bought  
His own soul's treason.

There is naught that man can long endure  
That does not in some way insure  
His future happiness.  
For nothing is in man's devotion  
Other than he has a notion  
Of love and bliss.

Why then is it? Why this slaughter  
Of our brothers across the water?  
Why are men driven  
To fight for home and fireside hearth  
In awful war that has already  
Round our earth  
Its iron band riven.

Hear the father's dying prayer;  
Hear the loved ones sobbing there;  
Not full knowing  
Why the sweethearts of the maidens  
Lie the blackened food for ravens  
Or by them groaning.

Will the coming generations  
Heed this grinding of the nations?  
Ah! We will  
Strive and in our striving  
Pray to all the Gods of men  
That ever, oh, ever again,  
God of War,  
Be still.

Robert C. Munger.

Hart, Michigan.

## Example of German Efficiency.

A Berlin toy-manufacturing concern has an agent in Christiania, a man named Sorensen, a native of Norway, who travels the Scandinavian kingdoms for his German employers, and naturally, like other commercial travelers, has his expenses paid.

By chance, not long ago, one of the directors of the firm had business in the North. At the Savoy Hotel, in Copenhagen, he came upon Sorensen in the restaurant, surrounded by indentments of oysters, caviare, champagne, and the like pomp and circumstance of high living and with company to match.

"Great heavens, man," exclaimed the director, "so this is the way you live—at our expense."

"To be sure," replied the Norwegian calmly. "And you should be thankful for it. Don't you realize that the bigger my expense account is the less the firm in Berlin will have to pay in the way of war-profits taxes?"

## Transmigration.

In New Jersey one morning Perkins looked over his fence and said to his neighbor:

"What are you burying in that hole?"

"I'm just replanting some of my seeds, that's all," was the response.

"Seeds!" exclaimed Perkins angrily. "It looks more like one of my hens."

"That's all right," came from the man on the other side of the fence. "The seeds are inside."

## The Ultimate Outcome.

Teacher—If I cut a beefsteak in two and then the halves in two, what do I get?

Boy—Quarters, sir.

Teacher—Good! And then again?

Boy—Eighths.

Teacher—All right! And then again?

Boy—Sixteenths.

Teacher—Exactly! And then?

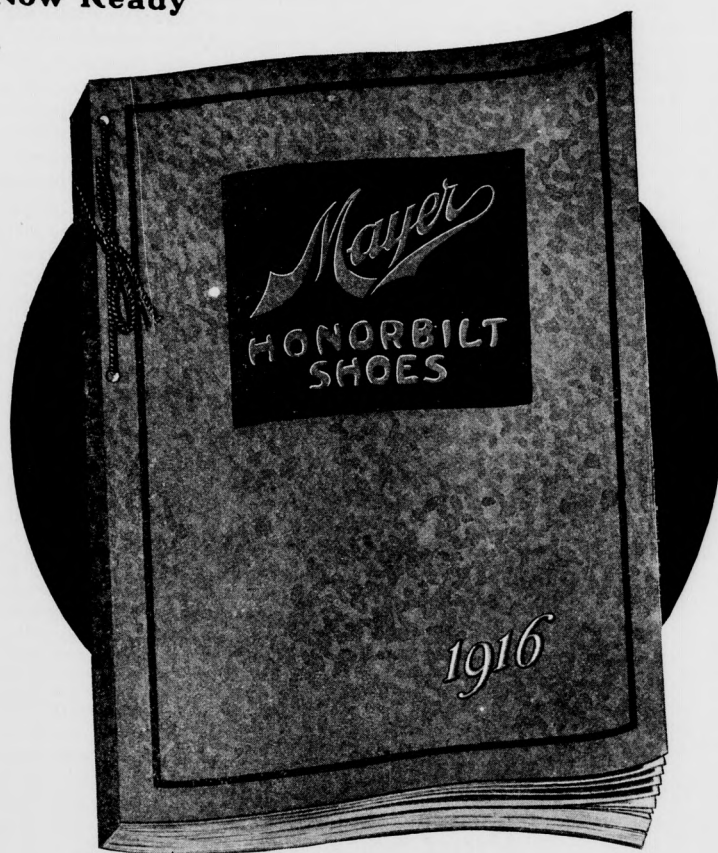
Boy—Thirty-seconds.

Teacher—And then?

Boy (impatiently)—Hash!



1916 Catalog  
Now Ready



Every page carries a message of interest and profit

THE new Mayer Shoe Catalog illustrates in an interesting way the popular **Honorbilt** line--- for men, women and children; tells you about that great **Dry-Sox** wet weather shoe; describes and illustrates the well-known **Martha Washington Comfort Shoe** line and the new **Honorbilt Cushion Shoe**.

*Mayer*

**Honorbilt  
Shoes**

Get acquainted with this big Honorbilt line, with its broad gauged advertising and business policy. Get this big catalog and open the way to bigger and better business. Fill out and mail the coupon---today---now.

**F. MAYER BOOT & SHOE CO.**  
MILWAUKEE, WIS.

F. Mayer Boot & Shoe Co., Milwaukee, Wis.

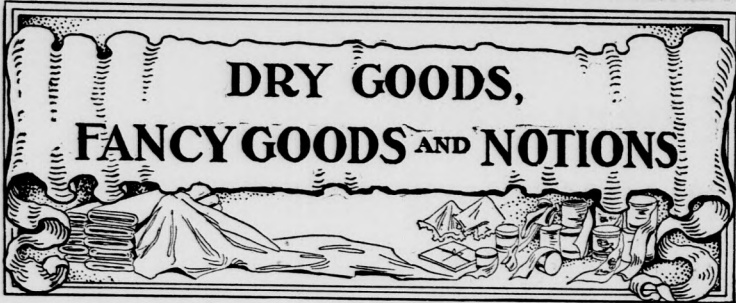
Without any obligation on my part, you may send me the new 1916 Mayer Catalog.

Name.....

Address.....



No. 47—Gun Metal Polish, Dull Top, Medium Narrow Recede Toe, Close Edge, 1 7/8 inch Louis Cuban Heel, Single Oak Sole, McKay Sewed, D-E, 2 1/4-7, \$2.25



### Need of Better Management and Better Salesmanship.

Business has been defined as "buying and selling goods at a profit." I believe that if a man doesn't buy and sell at a profit he isn't in business. The man who merely buys and sells and neglects the profit end of it is sooner or later going to be out of it entirely. "Buying and selling at a profit." Of the two, probably selling is the most important, because selling is the climax of all the other activities. It really is the point of contact with the customer. It is the point at which we meet the customer, and all the other activities are preparatory for this final stage of getting rid of the goods and getting the money. This is the only reason why we have a store, why we have a store building. So that as a matter of fact selling is the important thing in business, and the important person in business is the person who does the selling. A great deal of thought and a great deal of time have been given in the past to the development of advertising men, window trimmers, buyers and all the other factors that enter into the making of a store, but we have persisted in overlooking the person who actually comes in contact with the trade, who is the actual representative of the concern, and who actually gets the money that supports us and every other employer; and that is the clerk behind the counter, the one who sells the goods, who really furnishes the point of contact. As a matter of fact this clerk is of more importance than almost any other person in the business, because it is only through this clerk that we have actual contact and actually consummate the sale. If this, then, is the most important part of the business and if it has been most overlooked the next great development that will come will be in this particular individual, this particular point, the individual who is getting your goods out to your customers.

And first of all, it will be necessary to select the right man, the man who is going to represent you in the right way. The old method of selection was to look a man in the eye and say, "Yes, he looks like a pretty good sort of a fellow; we will give him a chance," but not to bring any special amount of discrimination or any analysis to bear to find out whether he is strong enough to lift a sack of flour or quick enough to wait on more than one customer before noon. I believe that the selection of your material should receive a great deal more attention from store managers in all kinds of business.

The second thing is to provide the man with the right kind of tools with which to work. These tools are made up of the equipment in your store, and

anything in the way of equipment that will help to facilitate business, that will help to make "two blades of grass grow where only one grew before," is going to have a very beneficial effect on the net profit, for which we are really conducting business. And so, we ought to provide him with the sort of tools that will enable him to wait on the most customers in the shortest possible space of time and give the very best degree of service. But having the tools, being provided with the tools, is scarcely enough. Very frequently we bring young men and young women into our stores, and put them behind the counter without any preliminary instruction. All too often we practically say, "I worked out my salvation in the past, let's see you do the same thing;" and the result is that for the first two or three months this clerk probably costs our concern more than he is paid, more than the profit he is bringing in from the sale of goods. This cost comes from a great many leaks and losses, the greatest of which probably is the loss of customers, a loss which none of us can regain. There was a time possibly when we felt that we owned our customers. I believe that the retail business has developed along with other lines, until it requires attention to customers, and cultivation of customers, and that the man who has been spending only \$10 a week ought to be developed to the place where he will spend \$15. We know what great things have been done in other lines of activity. In scientific agriculture we know that they raise a great many more bushels of corn to the acre by applying scientific methods. A young man out in Cheyenne, Wyo., recently raised a great many more bushels of potatoes by applying scientific methods than had ever been raised before on the same acreage, and we have the same thing in all lines of business.

It seems to me that there are just two things we can do that will help us to sell more merchandise; to my mind there are only two ways. One is by waiting on more customers and the other is by selling each customer a larger quantity or more expensive merchandise. If we can adopt either of these two methods and show our clerks how to carry on our business in that way we will sell more merchandise and make more money. The great trouble has been in the business that the manager and those of greater experience have had troubles of their own and they have paid no attention to the poor clerk, who comes in and tries to make a little headway in this most arduous work of trying to sell. The result is that the new clerk simply fills the orders that are brought to him, becomes merely an order taker, and he does not really try

to sell anything. We ought to help him, we ought to give him the kind of help that he needs.

The other clerks in the store may try to help the new clerks but they haven't the right idea; they don't know what you want them to do. And while the selection of employees is very important, there is another thing that is very important, too, and that is how those employees when selected sell your merchandise. We ought to diagnose the case of selling merchandise very much the same as a physician does, in order to effect a cure. First, we must find out what is wrong. The modern physician looks his patient over very carefully, just as we ought to look over this selling problem in our stores. We have paid altogether too much attention to buying. Buying is very important, of

course; we want to buy the best goods, of the right kind, at the right prices, and in the right quantities. We always want to get the best terms, the lowest prices, and we want to have the newest things. Then we want to have splendid returns, and we have studied with that intention for years and years until we have arrived at a fairly high standard of operation. But we have overlooked an equally important thing, which is to get rid of the goods. The best buyer is not always the best seller but you ought to be a good seller also; you ought to be a good enough salesman to do something in behalf of those who are under you in actual contact with the trade.

Now, there are no methods, there is no such thing as a method of selling a thing, and yet I believe that we will all agree that there are certain things



## Good Hosiery

For over ninety years the product of Ipswich Mills has led the hosiery industry both in quality and quantity until today they produce nearly 36,000,000 pair annually.

Ipswich Trade-Mark stamped on hosiery is the sign of greatest style, comfort, fit and durability that finest materials and sanitary working conditions can produce at popular prices. A full line of Ladies', Men's and Children's.

Distributed by

**Paul Steketee & Sons**

Wholesale Dry Goods

Grand Rapids, Mich.

# Ha-Ka-Rac



No. 1603

The quality of yarns used is always of the best according to the price of the garment—another advantage. Then add to these the fact that "Ha-Ka-Rac" prices offer you a good, substantial profit. We sell direct to you, eliminating the jobbers' share.

Our salesmen are out and will call on you during the season

**Perry Glove & Mitten Co.**

PERRY, MICHIGAN



true to every sale, that these are certain fundamentals which if they are known and used will make selling very much more easy. We know, for example, that our customers usually have to come into the store; sometimes we go out and get them, it is true, but that is the exception. As a rule they come into the store, just walk right in like real human beings. Of course, there are cases—there is a store now and then that has a little exceptional service right here; for instance, the wheel chair service for invalids and the aged, but your customers walk in. It is at this point that the actual meeting of customer and clerk takes place, and what happens then determines to a very great extent whether a sale is going to be made or how much of a sale is going to be made; and it also determines very largely the future relations between that customer and that store. Very often it is just the first impression that determines the whole future. That first impression would be a good impression because that will help to make it a lasting impression. The first impression can be created by doing a very few, very simple things.

First of all, be prompt in waiting on the trade. In order to wait on customers promptly we must first of all see them. We must be awake. Our people must be alert and they must wait on our trade promptly. They must have the necessary "pep" and ginger in them to do this, and just to the extent that you can infuse that spirit into your clerks, just so far as you can get them to apply it in actual practice, you are going to be a success in your business. This is one of the big things in business, this giving of service, getting people waited on in the way that they like to be waited on. I talked to the managers of two stores a short time ago, and one of them said, "We do a wonderful business in our store, we buy cheaper and we sell cheaper than our competitor." Two weeks after that I talked to the manager of the other large store and he also said, "We do a wonderful business because we buy cheaper and we sell cheaper than so and so." As a matter of fact they couldn't both be buying cheaper and selling cheaper, but one of those stores does 50 per cent. more business than the other and the difference is due solely to the degree of service rendered. Under present day conditions, competitive conditions, we must all remember the fact that there are very many people ready to supply merchandise at the right prices to prospective buyers and on a good basis of profit. Under those conditions no one can have a "cinch." But if there is any such thing as a cinch in this day, the man who has it is the man who has good salesmen in his store and renders real service to satisfied customers. Remember that a satisfied customer is your very best asset, for the other fellow probably has just as good merchandise as you have. Of course, this applies more to the cities and towns, and your problems are somewhat different in the average retail store, because in very many cases you have very little competition, but people can buy goods, if they have the money, almost anywhere. You try the service in the stores in this city or any other city and you will find that you can give your customers better

service if you will than they are getting anywhere. I know of only two or three stores in the United States where the service is anywhere near what it ought to be. There is one in Boston, another in Philadelphia and another in Chicago. Therefore, I say to you, look after this feature of your stores. Improve the service that is being given to your customers and you will have no trouble in keeping them and in securing more of them. Sometimes you will find that the handling of your customers is anything but courteous. I believe that courtesy should be more than mere politeness—that it should, as a matter of fact, be real hospitality. That is the idea on which we are working in the concern with which I am connected and we are trying to put it across.

When a customer comes in your store and has been promptly and pleasantly greeted, the very first thing your clerk will do if he is a skilled clerk, if he knows his business—the first thing he has to sell to that customer is himself, and the second thing is to show and sell our merchandise. Value is determined entirely by how badly the customer wants the goods. We can go down to the river and get a bucket of water without any cost whatever, but if you were in the middle of the Sahara Desert the price of that same bucket of water would be incalculable because of your want and need for it. So that value is determined entirely by how badly the customer wants the goods. Along about Christmas time you put your goods up in a pretty little box decorated with holly and you raise the price 10 cents, but the box is worth only a nickel. You tie red ribbon around it, you put tissue paper around it or you wrap it in oil paper, and you have it all fixed up in a nice way, and the value is really there because the customer wants the goods and wants it put up nicely and seasonably. Some things are Nationally advertised and for that reason become the standard of value and quality and the people want them, but the value is really there. It is an intangible thing perhaps, but it is there.

After the first step is over between customer and clerk the next is to show the customer the merchandise and it should be shown only in the best way, in such a way as to make the customer want it immediately. This, for economic reasons if for no other, to reduce the time of sale. Some statistician has figured that it takes four minutes to sell a collar and eight minutes to sell a shirt. Now, if it takes four minutes to sell a collar the clerk can sell fifteen collars in an hour; but if you cut down the time of sale to two minutes that same clerk can sell thirty collars in an hour, and so on all the way through the business. We ought to reduce the time of sale without of course trying to hurry the customer and so prejudice the future. We ought to try to have our merchandise shown in the right way at the very beginning so as to make the customer want it at the start. Sometimes it is a mistake to try to demonstrate the article and sometimes it should be demonstrated. The best reason for buying the article should be given at the start and it should be given not by showing the article alone but by

testing its merits if possible and handing it to the customer so that he can test it too. Make positive statements in showing goods. Never tell the customer, "I hope it will," "I guess it will" or "I hope it won't," but say, "It will" or "It won't," and know what you are talking about. You know when we used to sell indigo prints at 5 cents a yard a woman and her daughter would come in the store and examine those prints and the woman would ask, "Will it fade?" "Oh! no, this won't fade." And the woman would say, "Will you give me a little sample of it," and you would cut her off a little sample and she would hand it to Mary Jane and say, "Mary Jane, you chew this and see if it fades." Your clerks ought to know what they are doing and what they should sell the customer. You will not get the trade you ought to have unless they do, and your trade year by year is expecting more and more all the time that your clerks will know because people are becoming more discriminating. J. W. Fisk.

(Concluded Next Week.)

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.

## Are Your Net Profits Satisfactory?

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

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

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

## Butler Brothers

Exclusive Wholesalers of  
General Merchandise

New York Chicago  
St. Louis Minneapolis  
Dallas

## New Neckwear for Easter Trade



Men's Teck ties, assorted colors and plain black, per dozen \$2.25.

Four-in-hand ties, assorted stripes and colors, per dozen \$2.25 and \$4.50.

Four-in-hand ties, assorted plain colors, special five dozen packing—exceptional value—per dozen \$3.50.

"Sport" ties, especially made to wear with "Sport" shirts, choice assortment of colors, per dozen \$4.50.

Also a good assortment of colors in Windsor ties for children at \$2.25 and new ideas in ladies' neckwear at \$2.25 and \$4.50 per dozen.

SAMPLE LINES ARE BEING SHOWN  
BY OUR SALESMEN

## Grand Rapids Dry Goods Co.

20-22 Commerce Ave.

Exclusively Wholesale

Grand Rapids, Mich.

## THE MEAT MARKET

### Various Grades of Carcass Beef.

Carcass beef is divided into classifications known as native, Western or Colorado and Texas. These terms are used in the same sense, although not to the same extent, in the beef trade as well as in the cattle market. The distinct differences which formerly separated them have become much less marked in later years owing to the improvement in the quality of the beef produced in the West and Southwest. They are sufficiently distinct, however, to give each term a reasonable definite meaning in market circles, and they are sometimes even applied to wholesale beef cuts. Native carcass beef differs from Western chiefly in shape, finish, thickness and age. It is fatter and firmer in flesh, showing the effects of grain feeding, more compact in form, shorter in shanks and neck, thicker in loins, ribs, rounds and chucks, more mature in proportion to age, and much better in marbling and general quality. Natives consist chiefly of medium to choice steers, heifers and cows of the heavier weights, but they include all grades of beef and are used as dressed beef cutters or canners. They make up over 85 per cent. of the carcass beef trade at Chicago.

Westerns, or Colorados, are carcasses that are comparatively rangy or loose, coupled in form, grassy or green in appearance, with coarser grained flesh, larger, whiter bones, lighter kidneys, wider plates, more prominent shoulders and lighter, longer rounds than natives. They do not run as far as natives, and most of them arehipped or bruised on the plates and ribs. The flesh just underneath the shoulder blades is almost invariably dark colored, as is observed when the chuck is taken off. The rump bone is generally thicker and more prominent than in the natives. Heavy, well-finished Collos, or Collies, as they are sometimes called, frequently yield loins or ribs that may be substituted for those of natives. By far the greater proportion of carcasses in this class are medium and common grades, with a considerable percentage of cows and smaller proportion of heifers than in native cattle. Heavy steers—750 to 1,000 pounds—of this description are usually termed Colorados, and the 500 and 700 pound steers Westerns. Western cows weigh 450 to 700 pounds. Most spayed heifers are Westerns; they are a very small percentage of the number slaughtered, and little or no difference is made in price when compared to open heifers. The supply of Westerns is confined principally to the period from July to December, which is known

in the beef trade as the cattle cutting season. They are sold to a considerable extent as dressed beef, but are also cut up and stored in freezers in the form of No. 2 and No. 3 loins, ribs, rounds and chucks, also strip rolls, clods, tenderloins, etc., and to some extent in quarters. These cuts are sold from the freezers mainly from February to June, when medium and lower grades of fresh beef are scarce. The plates, flanks and rumps are packed as barreled beef, and the rounds as beef hams. Colorado beef constitutes only about 10 per cent. of the trade.

Texas beef refers to light-weight carcasses more deficient in form and finish than Western and more grassy and washy in flesh, together with hard bone and dark color, showing considerable age. Many Texas sides are severely bruised, due to the long shipments of the live cattle. Large scars, resulting from branding the hide too deeply, are visible on the hide in some cases. They grade from canners to medium and good. Only 5 per cent. or less of the annual supply of beef cattle consists of Texas beef, most of this beef being handled in Kansas City, St. Louis and Fort Worth. It is in season from June to October. A larger proportion of this beef than of Westerns is cut for freezers.

### Temperature For Curing.

If haste is necessary, different S. P. cuts may have different temperatures in their curing rooms, but if the plant is such that all cuts are cured in the same room, then the temperature should be such as to fit the medium and heavy hams, which is 37 degrees, F. A cooler temperature will retard the cure, while a warmer one is apt to turn the sweet pickle rosy or thick, before the heavier hams are cured. Sweet pickled bellies should be cured in a temperature of about 39 degrees F., while 40 degrees F will answer dry salt meats.

### Marrow Souring in Hams.

Sour marrows are primarily due to faulty circulation in the chill room. After the hogs are run in a steam rises from them and unless the ventilation apparatus is able to carry this off it will condense and fall back in moisture on the shanks and hams, eventually causing "sour." The remedy is to keep your ventilators open until all the steam has passed out, and then to close them as soon as your room is clear. If you do this the chances of your having sour marrows are small.

Blessed is he that keeps his troubles to himself.

### Tongue Sausage.

Take fifty pounds of hog or sheep tongue, 130 pounds shoulder fat, thirty-four pounds hog skins, thirty pounds blood, eight pounds salt, one pound four ounces white pepper, two pounds onions, ten ounces marjoram and four ounces cloves.

Use pickled shoulder fat, skin and cook for one hour at a temperature of 210 degrees F., run through a fat cutting machine or cut into the size of small dice. Use beef blood passed through a fine sieve in order to remove all foreign matter. Cook the hog skins at a temperature of 210 degrees F. for two hours and then grind. Pickled sheep tongues are preferable to pickled hog tongues, as they are smaller and make a better appearance when cut. The tongue should be cooked one and three quarters hours at a temperature of 210 degrees F.

Before mixing the above ingredients rinse the fat off the tongues with hot water. Mix ingredients thoroughly with the seasoning by hand. When stuffing put in about four pieces of tongue to each bung. Smoke for twelve hours at a temperature of about 65 to 70 degrees F.

### 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.

### MODERN AWNINGS—ALL STYLES



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

### Dandelion Vegetable Butter Color

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

Manufactured by Wells & Richardson Co.  
Burlington, Vt.

## 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

### 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

## 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



**What Gives Color to Meat.**

When flesh is red the color is due to the presence of a sufficient quantity of haemoglobin, the coloring matter of the blood. In the muscles the haemoglobin is united with myosin, which is the name science gives to the peculiar variety of albumen of which muscles are composed, says the Meat Trades Journal, of London. All living tissue is built up of albumen, but, strange to say, no two varieties are like. There is plant albumen and animal albumen, but the albumen of the golden rod is different from the albumen of the tomato, and the albumen of the frog is different from the albumen of the beetle. Even among human beings the albumen can never be duplicated, not even among the closest relations.

Myosin is distinguished from other varieties of albumen by its readiness to coagulate. The rigidity following death is due to this peculiar condition. It is not yet known whether it is produced by a peculiar ferment formed after death or by a post-mortem formation of lactic acid in the muscles. All muscles which have physical work to perform possess more haemoglobin than muscles of which no work is required. The muscles of the heart, of the stomach and of the jaws are a deep red. The muscles of the breast, to which the wings are attached in birds that fly, and which therefore bring into constant play the muscles of the breast. But in chickens and other barnyard poultry, whose wings have fallen into disuse, the flesh of this part is white.

Beef is red because the ox and steer are active animals, performing certain labors or constant exercise. Pork is white because the white-fleshed pig has nothing to do but eat and grow fat—and does it very well.

Why should red meat turn gray when boiled? In boiling meat the albumen coagulates, and the haemoglobin turns into a gray substance called haematin. Thus, after being boiled, the poorer the meat is in haemoglobin the lighter it will be. That is why pork and veal are almost white after being cooked, while lamb and beef are a dark gray.

Why is salt meat red? If salt only were used the meat would also turn gray, as in cooking. But gray meat is not as attractive as red meat, therefore a very small amount of saltpetre is used in salting meat. This is changed by the microbes existing in the brine to nitrous acid, and this, combining with the haemoglobin of the meat, forms haemorrhin, the color of which is the attractive red that we see in corned beef. There is usually a small portion of the meat which remains gray because, being situated in the center of the cut of meat, it has not been reached by the combination of the brine and saltpetre.

Sometimes the edges of the meat turn reddish after boiling. This is due to the nitrous acid contained in certain waters and vegetables.

**Canning Meats.**

Processes of canning differ widely in various establishments, and with the

various meats that go into the can. In the canning of potted meats the meats are boiled for forty minutes, after which they are hashed sufficiently fine and immediately spread in shallow pans and trays, which are placed in a retort and heated to 180 deg. F., and then emptied into the receptacles from which the meat is conveyed into the stuffing machines. In handling the meats all delays should be avoided, and the cans should be filled as rapidly as possible. The tops of the cans, after they leave the stuffer, are cleaned off and the cans are topped. The tops are soldered immediately by passing the cans through an automatic soldering machine, and then the vent in the top is closed by hand soldering. After inspection the can is passed to the process retort, where it remains about one and one-half hours under a pressure of seven pounds at a temperature of 233 deg. F. Coming out, the cans are passed through a bath of hot lye, to remove all grease, then sprayed with cold water, after which they are taken to the label room.

In canning corned beef the meat is first boiled for one hour and then placed in the can, which is topped with vent open. The can is then placed in the vacuum machine and the vent soldered. In canning roast beef the meat is par-boiled for forty minutes. The method is very similar to canned corned beef.

**She Belonged to the Union.**

Lady—I shall be very lonesome, Peggy, if you leave me.

Peggy—Don't worry, ma'am, I'll not leave you until you have a house full of company.

**Medium Grade of Cervelat.**

Take forty pounds of beef chucks, lean and entirely free from sinews; ninety pounds of pork trimmings, trimmed in same manner; twenty pounds shoulder fat, cut into strips about two inches square and cut into shavings as fine as you can get them; five pounds twelve ounces salt, two ounces whole white pepper.

Grind the beef and mix with the fat and seasoning. Add the pork trimmings and again mix, this time thoroughly. Take the mass to a cooler, the temperature of which is between 38 and 40 degrees F., lay it out about ten or twelve inches deep and allow it to remain for three days. Stuff into either hog bungs or beef middles.

Allow the sausage to hang from two to three days, according to the weather, in a temperature of about 48 to 50 degrees F. If the weather is damp exercise care to prevent the sausage from sliming. To do this it is sometimes necessary to run the temperature up to 55 degrees in order to keep the room as free as possible from dampness. If the sausage slimes there is great danger of it becoming sour or hollow in the center.

When ready to smoke hang in smoke-house at a temperature of 48 degrees F., gradually allowing it to increase to 70 degrees F. It must be kept at this point throughout the entire process of smoking, or twenty-four hours for beef middles and forty-eight for hog bungs. Allow it to cool gradually.

ASK YOUR JOBBER FOR

# Hart Brand Canned Foods

HIGHEST QUALITY

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

**Quality Guaranteed**

**The HART BRANDS are Trade Winners and Trade Makers**

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

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

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

Factories at

HART, KENT CITY, LEXINGTON, EDMORE, SCOTTVILLE.

## EIGHTEENTH MEETING

## Of the Retail Grocers and General Merchants.

The eighteenth annual convention of the Retail Grocers and General Merchants' Association of Michigan was called to order at Battle Creek, Feb. 22, by L. L. Swank, President of the Battle Creek Retail Grocers and Butchers' Protective Association. Following an invocation by the Rev. George Barnes, of the First Presbyterian church of Battle Creek, the address of welcome was given to the visiting grocers and butchers by Mayor James Marsh. In extending the words of welcome, Mayor Marsh said:

"Let the truth always dictate your entire conduct, men of the commercial world. Then there can be no hypocrisy, no deceit, no malice in your affairs." Mayor Marsh spoke of truth as an endowment which man gets from God, and not a human attribute. "It is a gift that can only come from the Almighty."

Vice-President John A. Lake responded to the Mayor's words of greeting. His response was published verbatim in last week's Tradesman.

The annual address of President McMorris and the annual report of Treasurer Grobe were then presented. Both were published in the Tradesman of last week.

The songs "Michigan, My Michigan," and "Marching Through Georgia" were sung to new words apropos to the occasion, by the entire assembly. Afterwards the morning session was closed and the delegates retired for luncheon, which was served by the ladies of the Eastern Star in the dining room of the Masonic temple.

What was to have been the feature of the afternoon programme, an address by Frank B. Connolly, President of the National Retail Grocers' Association, had to be dispensed with, owing to Mr. Connolly's inability to be present.

President McMorris announced the following temporary committees:

Rules and Regulations—Martin J. Maloney, Otto M. Rhode, J. R. Doig, Adolphus Blanchard and J. F. Tattman

Resolutions—John A. Lake, C. J. Christianson, J. P. Holbrook, F. D. Averil and M. C. Bowditch.

Credentials—S. Kline, W. P. Workman, M. C. Goossen, F. A. Weed and A. E. Crosby.

Auditing—W. J. Cusick, W. J. Poole and O. H. Bailey.

Press—L. D. Hobbs, Tom Whalen, A. P. Walker, George Fuller and C. A. Day.

Ex-Secretary Miller made a partial report covering the two months he acted as Secretary after the Lansing convention. Most of his report was so replete with unfounded attacks and libelous innuendoes that he was forbidden to read it by the Executive Committee.

At 4:30 o'clock the entire assembly, including all the local grocery clerks and their families, in addition to all the outside visitors, were taken by special cars to the Kellogg Toasted Corn Flake Co. plant, where

they remained during the afternoon and evening. At 6:30 o'clock in the evening a banquet was served in the banquet room of the factory.

The Rules and Regulations Committee made the following recommendations: We recommend that we adopt the Roberts rules of order to govern the proceedings of this convention. We also recommend that all nominations of officers be made from the floor. We also recommend that all nominating speeches and discussions be limited to ten minutes. We further recommend that the President use his own good judgment in construing the said rules of order, so as to give the broadest latitude to all matters coming before the convention.

The report was adopted.

The Second Day.

Storm clouds hung dark for a time over the second day of the convention. Several matters of importance developed during the morning session which for a time seemed to make an upheaval imminent.

The first difficulty arose over the appointment of S. Kline, of Detroit, as chairman of the Credentials Committee by President McMorris. The Detroit delegation claimed that Kline was ineligible, as he had not been elected to come to the Battle Creek convention as a regular delegate from that city. Kline, it was stated had been one of thirty-six nominees for the place of delegates, but he had been defeated at the election, and had come to the convention entirely of his own volition, and with no authority to act as a credited delegate. He was out of harmony with the Detroit Association, it was stated.

After some heated arguments had passed back and forth down the convention hall. President McMorris appointed a committee of three, consisting of Delegates Avery, of Tecumseh, Jeau, of Bay City and Tatum, of Saginaw, to retire with Kline and the Detroit delegation and reach some settlement. It was decided that Kline was not eligible as a credited delegate, and Frank D. Avery, of the Tecumseh delegation, was named chairman of the Credentials Committee in place of Kline.

A second crisis was reached when the legality of the recommendation made by the Rules and Regulations Committee was questioned by M. L. DeBats, of Bay City. The resolution offered by the Committee was that hereafter all nominations of officers be made from the floor.

The recommendations of the Committee were bitterly assailed by a number of the delegates present, who had construed the report to mean that the office of State Secretary was included in the list of the offices for which nominations should be made from the floor. It was made a law of the Association at the last meeting in Lansing that the Secretary should be elected by the Executive Committee. It was finally explained by W. G. Cusick, of Detroit, who was chairman of the Committee that offered the recommendations, that the recommendation was not intended to apply to the office of Secretary.

The third difficulty arose when John

D. Malony, of Detroit, charged the Executive Committee with having forged his signature to certain papers which he stated he had never seen, but which were sent broadcast about the State for the purpose of increasing the finances of the Association by securing aid in this direction from merchants in different parts of the State. The discussion died down after a time.

During the morning reports were read by the delegates from the different local associations throughout the State. These showed that much progress had been made along varied lines during the year past.

The real feature of the morning's programme was an address by Fred Mason, Vice-President and general manager of the Shredded Wheat Biscuit Co. of Niagara Falls, N. Y. Mr. Mason spoke for over an hour. He continually delighted his audience with his pointed remarks, which at times took on a touch of the most genuine pathos, and at other moments provoked outbursts of the merriest laughter.

Mr. Mason had many helpful suggestions to offer the convention, and scattered with no infrequency through the course of his remarks were many tender compliments to the grocers and retail merchants of Michigan, and particularly to the Association of Battle Creek, which had in part provided for the entertainment of the State convention. Mr. Mason paid a beautiful tribute to the memory of the late C. W. Post, as the "man who had built up Battle Creek," and every person in the auditorium rose and with him paid a silent tribute to Mr. Post's memory.

Most entertaining was Mr. Mason's account of his first "experience" in Battle Creek. "I was passing through your city on a sleeper, on my way to a convention in Wisconsin," he said. "It was about the time that your breakfast food industry was having a start here. All of a sudden, as I lay in my berth gazing out into the faint light of early morning, an electric sign caught my attention. I had heard of your breakfast food industry, which was then in its infancy, and I had seen some of your factories from the train. The wording on the electrically lighted sign was 'Battle Creek Interior Finish Co.' The suggestion struck me as singular."

Continuing, Mr. Mason said: "If I could fill my glass with nectar as gods only can, I would fill it to the brim and drink to the men of the Michigan Retail Grocers and General Merchants' Association. I want to congratulate you all on being in Battle Creek. And I wish to congratulate Battle Creek for being the host to your Association."

Mr. Mason spoke of the employment of men for commercial positions. "I believe in employing good men," he said. "Give me the fellow who believes in me, the company's product, and who believes in the company itself. Then when there is a sale to be made or some transaction to be pulled through there is no cause to worry about that fellow's ability to come up to the situation.

Interest in one's work is the most essential requisite to success. The fellow whose heart is in the deal will always win out."

Mr. Mason recalled some of the anecdotes of the earlier days of the State Retail Grocers and General Merchants' Association of Michigan.

"I well remember the time in 1903 when I held the office of National Secretary, of meeting your esteemed member, Charles Wellman, of Port Huron, at a convention in San Francisco. He told me about a new association he was organizing up there at Port Huron, and urged me to come there to speak to the members.

"I accepted his invitation, but the 'association' that I addressed was no such organization as I had dreamed of. I was not welcomed into the city amid any popular acclaim as I had, although perhaps without cause, imagined I would. In fact, I'll confide to you now, that I had a pretty hard time to find the meeting at all. When I found it, it was in the police station, and there were seventeen persons there. I talked two hours and a half, I remember, and I have often wondered why they stood for it."

The "Question Box" was a valuable feature of the afternoon proceedings. Questions relative to business getting, buying, collections, the relative merits of cash vs. credit, jobbing, conventions, legislation, advertising and the mail order competition, were asked and answered with profitable results to everyone. The unfair competition of the mail-order and chain houses was given a hard rap and better ways of meeting this competition were devised. Some of the more important of the questions which were propounded follow:

Is the smile, hand shake or hearty greeting a business getter? Should we cultivate same?

If catalogue houses sell for cash, why can't we?

From what part of the convention do you receive the most good?

What can be done to revive the Sunday closing bill?

Who pays the taxes on the merchandise sold by mail order houses?

Who is to blame for there being so many retail grocers?

The above questions called forth the most discussion and the questions relative to mail-order houses and the Sunday closing bill brought forth many suggestions.

Some Memory Gems.

The officials of the Association had a little booklet printed and which was distributed at the meeting. Among other items of interest it contained a list of "Memory Gems" which were eagerly read and which aroused lively discussions. They were as follows:

1. Always set a good example.
2. Do not lie to your clerks and expect them to tell the truth to you.
3. Command the respect of your employes by the integrity of your business methods.
4. Have confidence in the ability of your employes until they have proved themselves unworthy.
5. Pay a just amount for labor performed. A cheap man is a poor investment.



6. Treat those beneath you with respect and they will return the compliment.

7. Do not waste your breath in swearing and storming around the office. The same amount of energy expended toward improving your business may make you a wealthy man. No amount of swearing ever sold a dollar's worth of goods or improved the work of an employee.

8. Be courteous and considerate to all of your employees if you wish them to be courteous to your customers.

9. Confine your purchases to as few as possible.

10. Do not overbuy.

11. Take all discounts and pay bills when due.

12. Have some books, especially a daily sales ledger and a book showing purchases with costs and when due.

13. Carry enough insurance.

14. Keep a clean and well arranged store.

15. Do as much cash business as possible.

16. Do not make unjust claims.

17. Live within your means.

At 3 o'clock, the entire body left the convention hall for the Postum Cereal Co.'s plants, where they remained as the guests of the company until 5 o'clock. Following a banquet at the Post Tavern at 6:30, the delegates were guests of the Postum Co. at the performance of "When Dreams Come True."

#### The Third Day.

A storm of resentment arose at the morning session, when the Executive Committee presented its annual report and recommended that a per capita tax of a dollar be imposed upon each of the members of the State Association annually. This suggestion immediately brought down a storm of opposition, the principal opponents to such a measure being the Detroit delegates.

The Detroit delegation, led by W. G. Cusick and Martin J. Maloney, opposed such a tax strenuously. Mr. Maloney arose instantly and said:

"I had the honor of fighting against the levying of a per capita tax six years ago in Port Huron. The Detroit Retail Grocers' Association believes that it is greater to the State than the status of the State Association is itself. If you raise our per capita tax from 30 cents to a dollar, we simply won't stand for it. Detroit won't support the organizations all over the State. We will not support your Western retailers. I move that the former rates per capita be made to substitute the rates suggested by your Executive Committee."

Heretofore the per capita tax has been graded according to the membership of the local associations. All places having a membership of or greater than 300 have previously been taxed 30 cents per capita annually. Many thought that this was high enough.

"It is the only way to put our organization on a self-supporting basis," declared Charles Wellman, chairman of the Executive Committee, in a positive denial of Mr. Ma-

loney's charges against the proposed tax. "Detroit criticized us for going to the jobbers and manufacturers about the State a year ago and begging financial aid from them. This is the way we can get away from begging."

The Detroit delegation then charged that the Executive Committee was merely attempting to penalize Detroit for the attitude which she had held last year in regard to the policy of financial solicitation from outside. "It is a venomous attack on Detroit," was the spontaneous whisper that went around the circle of Detroit delegates.

"Read the letter that the chairman of your Executive Committee sent about the State with my signature forged to it," challenged Delegate Cusick, from Detroit. But he was called to order by President McMorris.

By this time the Lansing delegation was getting into action. In his remarks Mr. Cusick had said:

"It would cost Detroit \$316 annually if such a tax went into effect. If the Association finds ways or means of raising more finances for its treasury imperative let them raise the money in some sane method. Let then take the proceeds from the sale of the convention programmes out of the hands of the local organization, who get the advertisers through the use of the State Association's prestige and place it in the State treasury. The money will go to Battle Creek this year. Last year the Lansing Association kept it."

Delegate Bowdish of Lansing, rose and said:

"We did not make any profit off our programmes or advertisements last year. We made all the profit we had off our food show. The book cost us \$400. How could we make a profit off the books at this rate?"

"Besides we didn't use the State Association name. If Detroit doesn't want a per capita tax, make one of our Lansing men Secretary. We have one man up there who made Lansing strong. He could make the State Association strong. But it will take money to get him." The Lansing delegation afterwards was silent on who it referred to as "its" man.

"We don't want 30 cent members," said John A. Lake, of Petoskey. "We want dollar members. I believe that there are not many men in the Detroit delegation who really in their hearts want a 30 cent membership or a 30 cent Association. We get out of this Association just what we put into it."

At this juncture President McMorris made a few remarks, which soothed the situation for the time being. "I believe that both sides are partly right and partly wrong," he said. "We have tried to settle this per capita tax proposition at every convention during the past three years. But at last the time has come when we must take action upon it. We cannot longer allow it to go unsettled."

The matter was finally left to a committee consisting of three of the members of the Association, upon the suggestion of Delegate Maloney, of

Detroit. At Mr. Maloney's suggestion they were President McMorris, Chairman Seager and W. G. Cusick.

"We will abide by the decision of these men, if they can reach an agreement," he said. "Mr. Cusick is positively against the tax, Chairman Seager is for it, and your President is neutral." It was feared, however, that in case the decision rendered was not favorable for Detroit, the delegation would walk out of the convention. The committee held a special meeting during the noon hour.

The recommendations of the Executive Committee, barring the "dollar per capita" tax, were adopted by the convention.

The entire recommendation made by the Committee were as follows:

Resolved—That the ex-Secretary be paid a salary of \$100 in full of account for services alleged to have been rendered by himself and wife, since he resigned last May.

It was suggested by Delegate Cusick, of Detroit, that President McMorris be paid \$200 from the treasury for his services, but this was not deemed advisable by the Association, and the President did not favor it.

The Resolutions Committee reported as follows:

Whereas—Much of the trade now passing from our State is caused by false advertising and unreliable agricultural papers; and

Whereas—The Agricultural Publishers' Association has taken steps to correct this abuse by refusing such advertisements and such advertisements as abuse others' methods of marketing; and

Whereas—The retailer is absolutely necessary to furnish all communities co-operative supplies and markets; therefore be it

Resolved—That we extend the Agricultural Publishers' Association our vote of thanks for their stand and also a vote of thanks to Frank B. White, their managing director, for valuable suggestions and information given this convention.

Resolved—That this Association go on record as favoring good and efficient pure food laws, also that we favor the removal of the pure food department from politics and the choosing of its deputies "by competent examination based upon their work rather than their appointment for political reasons as we believe this would add greatly to the efficiency and justice of this department.

Resolved—That we extend a vote of thanks to the Trade, Michigan Tradesman, the press in general of Battle Creek, the Kellogg Toasted Corn Flake Co., the Postum Cereal Co., the Battle Creek Grocers and Butchers Protective Association, the Battle Creek Sanitarium, the Mayor of Battle Creek, Fred Mason, and others who have assisted in making this convention a success.

Resolved—That this Association go on record as being in favor of the net weight being stamped on all wrapped hams and bacon, such as recommended by the members of uniform fares committee and a copy of the resolution be printed and returned to said committee.

The report was adopted.

The convention elected President McMorris to represent it on the committee which will work for the good of trade conditions along with the other three lines of industry in the State.

The Credential Committee chairman, Mr. Jones, then gave the report of that committee. The committee reported 228 delegates and seventy-two visitors in attendance, who had registered. Thirteen visitors from outside of the State were said to be present also.

Election of officers resulted as follows:

President—John A. Lake, Petoskey; First Vice-President—W. J. Cusick, Detroit; Second Vice-President—E. W. Jones, Cass City; Treasurer—C. W. Grobe, Flint; Executive Committee—William McMorris, Bay City; M. J. Maloney, Detroit; Donald Seager, Cadillac; M. C. Bowdish, Lansing.

It was decided to hold the next meeting in Kalamazoo.

Ex-President McMorris was presented with a diamond stick pin in token of his service to the organization.

The convention then adjourned and the Executive Committee proceeded to the election of a Secretary. There were three candidates—L. A. Kline, of Kalamazoo; William P. Workman, of Grand Rapids; and J. M. Bothwell, of Cadillac. Each candidate was requested to appear before the Committee and present his case, which was done. Mr. Bothwell was then unanimously elected with the understanding that he be paid a nominal salary of \$400 per year and be permitted to increase his income \$1,100, or \$1,500 in all, by the organization of new associations. In case his income from the latter source exceeds \$1,100, the Executive Committee is to decide what portion of the excess, if any, he is to retain.

At 5 o'clock the delegates were taken in special cars to the Sanitarium, where they were the guests of Dr. J. H. Kellogg at a banquet. Dr. Kellogg gave a short talk on health matters, after which the delegates were taken on a tour of inspection of the institution. Speeches were made by Dr. Kellogg and Secretary Cook, of the Ohio Retail Grocers' Association, after which President Lake expressed the thanks of the delegates for the generous entertainment accorded his associates.

The festivities concluded with a dance at the Masonic Temple at 9 o'clock.

## 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



**Michigan Retail Hardware Association.**  
 President—Karl S. Judson, Grand Rapids.  
 Vice-President—James W. Tyre, Detroit.  
 Secretary—Arthur J. Scott, Marine City.  
 Treasurer—William Moore, Detroit.

#### Building Up the Tool Department. Written for the Tradesman.

Every hardware dealer stocks tools, but it is not every dealer who makes the most of his tool department. To make the department a thorough success demands intimate knowledge of the business, and interest in it; and a measureable understanding of the various trades from which the department's best customers are secured. The tool salesman is not equipped for his work when he knows the names and prices of the tools he handles; he must have a more than superficial knowledge of how to handle them and perhaps of how they are manufactured coupled with ability to demonstrate what he knows.

The successful tool salesman is a specialist, who has given the subject close and careful study, and has picked up knowledge regarding tools and trades whenever opportunity offered. Just so, the merchant whose tool department is an outstanding success, must, to begin with, have an interest in tools outside their importance as a line which every hardware dealer must carry in stock. Specialization opens the door to larger sales and cleaner profits in the tool department. The man who takes up this business in a wholesale way, whose mental vision comprehends not merely the possible profits to be obtained but the actual service to be given, is the man who ultimately secures the inside track with the mechanics, who are the best buyers of tools, as well as with the general buying public.

This is not theory; it is cold blooded business, based on the practical experience of merchants who have succeeded, and the just as educative experience of others who have failed to succeed.

Beyond this specialization, there are, however, other important essentials to the successful handling of tools. One successful dealer named three items which he considered especially important. First, the dealer must have the goods to sell; second, he must keep them in first class condition; and third, he must push them energetically.

In the tool department, successful buying is a preliminary to successful selling. The dealer must know his clientele, and be able to gauge their wants. The dealer who has been in business for twenty years has acquired an intimate knowledge of the com-

munity which will guide him to some extent in buying; but even the experienced dealer needs to look about him, and, not content with stocking what mechanics have always bought, foresee and stock and advertise new tools which they are pretty sure to need. A new industry in a town, employing a slightly different class of mechanics, may mean a steady demand for tools not largely handled before. The new dealer will do well, in stocking tools, to acquaint himself with the industries of his town, or at least his immediate neighborhood, to find out what makes of tools are popular with the workmen, and to make this information the basis, in part, for selecting his stock. The alert dealer, in the course of such a canvass of local industries, or through meeting individual mechanics, will very likely discover opportunities for pushing tools not in general use. Things as they are will be, in this respect, merely a stepping stone to things as they ought to be.

As it pays to study local industries, so it pays to study individual customers, to learn their preferences and prejudices, where each man is employed and in what class of work, what tools he has use for, whether he buys good or buys cheap, and all that mass of personal detail which a wide-awake salesman, interested in his subject, can tactfully pick up as a by-product of actual selling. The salesman who thus places himself in close touch with the workmen of the community, and who, specializing in tools, comes in time to thoroughly understand the community and its needs, is an asset to any store. Men like to buy where they are understood, and where there is understanding of the subjects which interest them. The average mechanic likes to buy from a man who says a saw is sure to satisfy, not because he wants to sell it but because he knows it will satisfy.

A well selected stock is essential in the first place; a stock well kept up is necessary to continued success. A good many dealers are satisfied with the "want book" system of keeping their tool stock well sorted up. The want book, to be useful, must not be reserved for the recording of actual "wants;" it must anticipate them. When a salesman notices that the stock of any specified tool is getting low, an immediate entry in the want book is in order, that a fresh supply may be secured before the original stock is entirely sold out. The success of the want book system of keeping up the stock depends less on the actual details of the sys-

Bell Phone 860      Citz. Phone 2713  
**Lynch Bros.**  
**Special Sale Conductors**  
 Expert Advertising—Expert Merchandising  
 23 So. Ionia Ave.      Grand Rapids, Mich.



*Its Loose Leaf opens like a Blank Book*

Write us

**THE Proudfoot**  
**LOOSE LEAF CO.**  
 GRAND RAPIDS, MICH.

## FREE

### Cut This Out

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

Excelsior Mattresses	Coil Wire Springs
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

## 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.**

## High Class

# FURNITURE

For High Class People and an Honest Deal

## Klingman's

**The Largest Furniture Store in America**

Entrance Opposite Morton House

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



tem than upon the diligence with which it is looked after. An indexed note book may be sufficient; a card-index system may be convenient; but neither is much good where the clerk fails at the crucial moment to make the needed entry.

This fact has led numerous dealers to adopt the idea of a stock clerk. This puts the responsibility up to an individual member of the staff. Because there can be no sidestepping when things go wrong, there is practical certainty of things going right. The stock clerk, usually the salesman who shows the keenest interest in the selling of tools, is required to go through the stock at regular intervals—at least once a week—noting what is needed. Where the stock carried is a heavy one, twice a week inspections are necessary; perhaps oftener.

The average mechanic knows a good tool when he sees it, but he judges it primarily by its appearance. Probably no part of the hardware stock requires greater care. A speck of rust, a scratch or a dent, may lose a good sale. To guard against damage and depreciation, constant watchfulness is required. Exposure to air, dust and dirt, may spoil the appearance of a tool even where they do not injure its quality. To prevent such depreciation, tools, when shown, must be carefully handled and put away immediately. The store where tools are left lying carelessly about is pretty sure to have an unprofitable tool department. Regularly—and at frequent intervals—the stock should be oiled and polished. If a display is put on, the tools that make up the display should be carefully cleaned and oiled before being returned to stock. The juniors in dull moments can look after this work as part of their regular duties.

Even among mechanics, there are those who buy cheap; although as a rule the mechanic—particularly the experienced mechanic—demands quality tools. On the other hand, the ordinary buyer, the amateur who wants a good general purpose saw for tinkering about the house and doing odd jobs, is often as much interested in price as in quality. Unlike the mechanic, he does not look on his tool kit as a part of his livelihood, and its efficiency isn't so important to him. Nevertheless, even the ordinary buyer often yields to quality arguments. It is a thoroughly safe principle to stock both classes of goods, but to feature quality in the actual selling. Remind the buyer that he is purchasing service; and that, all things considered, a good saw which gives five times the service is a bargain at only twice or three times the price of the cheap article.

The tool department, to be a success, demands its share of advertising. Newspaper space is helpful. Tools lend themselves readily to attractive window display, as every dealer knows. Often, too, a novel stunt can be pulled off which will give the tool department desirable publicity among the customers particularly interested in tools. Such stunts cannot take the place of newspaper publicity and window display;

but they help to build business, and to bring the merchant into personal touch with the mechanics.

A Western hardware firm, for instance, advertised a special reception for mechanics from 7 to 10 on a Saturday evening. A feature of this reception was a demonstration of some of the latest tools. Five expert representatives of manufacturing firms were secured to demonstrate, while the interior store arrangements prominently featured, tools and builders' hardware. The newer tools were explained, their use actually demonstrated, and advertising literature of one sort and another was distributed to those interested.

It is worth remembering that the goodwill of the carpenter is often a help in securing the builders' hardware trade. One hardware firm distributes to carpenters and other mechanics free aprons. There is no stipulation as to purchasing anything, but each apron bears the firm's advertisement. The mechanic gets a good apron, which is what he wants; the hardware firm secures an advertisement as long as the apron lasts; and both mechanic and merchant are drawn closer together.

Along the same line, a dealer turned what looked like dead stock into good advertising. He had taken on a pretty good grade of carpenter's hammers in quantity for the sake of a price consideration, the salesman having further agreed to burn the dealer's name and address on the handles. The hammers, however, proved slow sellers. Just before Christmas the dealer had a hunch. He went over his mailing list of carpenters in the city and vicinity, and sent a hammer to each, accompanied by a printed Christmas card bearing his good wishes for a Merry Christmas and a Happy and Prosperous New Year.

Any fool can give things away, but the man who turns the gift into an advertisement isn't quite a fool. The reverse side of the card bore the wording: "However much you knock with this hammer, you'll boost our tools. Every tool in stock is the best that money can buy, and is backed by our guarantee. Our stock is complete; our store extends you always a cordial welcome."

As an advertisement, the stunt proved a good one.

Incidentally, a mailing list of mechanics, classified according to trade, is an asset to the tool department. Such a mailing list can be compiled in various ways. The city directory is a starter, where there is a directory. The information gained there will be revised by personal acquaintance. But better than any broadcast list is a carefully selected list, with little details of information regarding each man's trade, his preferences, and, if desired, his financial standing. It is a good rule for the salesman tactfully to secure each customer's name and address at the time of his first purchase. The salesman who understands his business can do this in the course of ordinary conversation. The average man dislikes to be catechized; but, on the other hand, he will talk

to a clerk who is willing to talk to him.

A card indexed mailing list is the ideal of convenience; information kept in this way is easy of access, and can readily be revised from time to time. The mailing list affords opportunity for personal or circular letters, which is an excellent and pulling form of advertising. Often a bit of printed matter, accompanied by a short, personally-signed note, will convert a prospect into a customer. The mailing list of course, will not be confined to regular purchasers at your store, but will include the mechanics who don't buy, but whom you hope to interest. Such a list will pay best where a circularizing campaign is followed up systematically and persistently.

A well managed tool department is like any other specialty in this respect; it pulls business in other lines. It has a direct influence on builders' hardware and paint, and less directly stimulated trade in other departments.

Victor Lauriston.

#### Too Much Is Too Much.

Mary Jane's master is a slightly eccentric bachelor. He has one most irritating habit. Instead of telling her what he wants done by word of mouth, he leaves on his desk or on the kitchen table, or anywhere else where she is likely to see it, a note curtly directing her to "Dust the dining room," or "Turn out my cupboard," and so on.

The other day he bought some note paper, with the usual die-sunk address imprinted upon it, from the stationer, and ordered it to be sent home.

Mary Jane took it in, and the first thing that caught her eyes was a note attached to the package. She read it, open-eyed.

"Well," she said, "he's asked me to do a few things in his blessed note, but this is the limit. I won't stand it no longer."

For the note read:  
"Die inside this package."

## 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.

## 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

## 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



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

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

Catalog—to merchants

**Wilmarth Show Case Company**

1542 Jefferson Avenue

Grand Rapids, Mich.

**Made In Grand Rapids**

## REPRESENTATIVE RETAILERS.

**John A. Lake, President State Grocers' Association.**

John A. Lake was born on a farm eight miles southwest of St. Johns, Nov. 12, 1875. His antecedents were English on his father's side and Scotch on his mother's side. He lived on the farm with his parents until he was 20 years of age, attending the district school winters. Having acquired all the knowledge he could obtain in the district schools, he attended the Ferris Industrial Institute, at Big Rapids, the winter of 1895, the winter of 1896 and the summer of 1898. In the meantime he taught school five years, three years in Clinton county and two years in Cheboygan county.

During his youthful days he had formed an intimate acquaintance with L. A. Smith and both had become equally attached to R. M. Winston, who had been County School Commissioner of Clinton county while they were both teaching in that county. Mr. Winston had in the meantime removed to Emmet county, where he was County School Commissioner of that county. The three young men formed a copartnership in 1900 under the name of the Winston Grocery Co. and engaged in retail trade at Petoskey. Three years later Mr. Winston sold his interest to the other partners, who have since continued the business under the style of Smith & Lake. They have had an exceptionally prosperous career at Petoskey and conduct a branch store at Bay View during the summer. Five years ago they purchased the grocery stock of J. M. Hoffman, at Mancelona, which they have since conducted in copartnership with J. P. Holbrook, under the style of the Mancelona Grocery Co. The Tradesman believes that these gentlemen are the third largest grocers in Michigan. The annual sales of their three stores aggregate about \$150,000. They own their own store buildings at both Petoskey and Mancelona and handle fresh and salt meats as well as groceries. They have long taken front rank among the leading retail dealers of Michigan and their judgment is considered good on every ramification of retail merchandising.

Mr. Lake was married Oct. 3, 1900, to Miss Belle Boardman, of St. Johns. They have five children, three boys and two girls, and reside in their own home at 807 Michigan street.

Mr. Lake has been a member of the Methodist church since he was a young man. He is actively associated with the First Methodist church of Petoskey. He is one of the church board and First Vice-President of the Business Men's Class. He is a director and Treasurer of the Petoskey Building and Loan Association. He is a Mason up to the K. T. He has been a member of the Petoskey School Board for the past two years and will be chairman of the Board next year. He has frequently been importuned to accept political office, but has never seen his way clear to become a candidate for any political position. He is Treasurer of the Republican County Committee of Emmet county and has long been regarded as one of the main spokes in the Republican party of Northern Michigan.

Mr. Lake has always been a strong advocate of local and State organization and has always taken an active interest in the protection and elevation of the retail trade. He has been a Vice-President of the Retail Grocers and General Merchants' Association for several years and at the Grand Rapids convention he was elected a delegate to represent that organization in important hearings before Congress on matters vitally affecting the welfare of retail merchants. He has always taken a strong stand against trading stamps and other demoralizing factors which tend to disrupt trade and impair the integrity and dignity of the mercantile calling. Largely through his influence and the example of his house, the trading stamp has been driven out of Petoskey and



J. A. Lake.

will probably be kept out permanently. He took an active part in raising funds to defend the validity of the present law in Michigan prohibiting trading stamps and confidently looks forward to a favorable decision in the Michigan Superior Court the latter part of this month. At the eighteenth annual convention, held in Battle Creek last week, he was elevated to the position of President, which he will fill with dignity and discretion. He is probably the largest and most representative merchant who has ever been called upon to head the organization and the Tradesman believes that, under his direction and control, the Association will make marked advances along progressive lines. He will not consent to permit the organization to assume the attitude of a mendicant before the jobbing interests of the State and the food manufacturing interests of the country. Mr. Lake believes it will in time become self sustaining through an increase in the annual dues from the present rate of \$1 a year to \$3 or \$4 a year. He believes that the members of the organization get out of an association exactly what they are willing to put into it and that it is just as easy to extract blood from

a turnip as to secure a large measure of results from an organization which is starved financially. Mr. Lake is making large plans for the officers and committees of the Association during the coming year which he will announce from time to time through the columns of the Michigan Tradesman. It goes without saying that his efforts will be promptly and cheerfully seconded by his associates and his assistants whom he has selected with great care in the belief that they are the best possible men to carry out the work of the organization effectively and successfully.

One of the singular features of Mr. Lake's career is the fact that he entertains unbounded confidence in the opinions and judgment of his partner. He insists that the remarkable success of the Smith & Lake business is due more to the efforts of Mr. Smith than to himself—and Mr. Smith is equally insistent in according the lion's share of the credit to Mr. Lake. Considering how generously these partners regard each other, it is no wonder that they work so well together in double harness and that they have achieved such a large measure of success in the comparatively short period of fifteen years.

Mr. Lake attributes his success to close application to business and to the fact that he always endeavors to do things right or as near right as possible. Those who know him best and appreciate the struggle he has made to acquire a competence and secure and maintain a high standing in the mercantile world believe he is richly entitled to the good things which have come to him in a business way and the other achievements which have come to him along the lines of human endeavor.

**Froze the Mule's Ears.**

A gentleman farmer tells of a city lad who once worked for him.

The lad was called one winter morning before dawn and told to harness the mule to the Dearborn.

The lad was too lazy to light a lantern, and in the dark he didn't notice that one of the cows was in the stable with the mule. The farmer, impatient at the long delay, shouted from the house:

"Billy! Billy! What are you doing?"

"I can't get the collar over the mule's head," yelled back the boy, "His ears are frozen."

## SUCCESSFUL SELLING.

**Principles and Practices Essentials To Satisfying Results.**

Many things are at the bottom of a sale. Sometimes the foundation is clever handling of the customer, sometimes your friendship is the drawing card, sometimes it is just plain price, sometimes—oftentimes—it is quality. Given quality and the right price, it is up to the salesman to accomplish a sale with their aid.

I believe that nine in ten can cultivate the quality of salesmanship to a certain degree; but I do not believe nine in ten attempt to cultivate it at all, as the average salesman sells what goods he has calls for, and occasionally recommends something to a person with whom he is well acquainted. Sometimes he endeavors to persuade people to buy things that they seem in doubt about, but as for studying salesmanship in a systematic way, considering the theory and the why's and wherefore's of it, that does not seem to occur to them.

Of course we must consider that some men have the native ability that others do not possess to read humane nature, but the knowledge of humanity is not more valuable after all than the cultivated knowledge. Therefore I believe nine salesmen in ten can, by a little study of the principles of salesmanship, cultivate the power of influencing those with whom they come in contact. Being a good salesman means more than merely studying how to handle customers. It means giving people satisfaction in their relations with the store through the salesman, so that they will be ready to trust him again. This calls for honesty, not the honesty that is a mere taking nothing that does not belong to you and giving everyone a dollar's worth for a dollar, but the honesty that prevents you from taking advantage of certain classes of people. You influence those with whom you would do business by the things that you say to them, they hear you speak and they either believe what you say or they doubt you. If they doubt, although your story may be ever so pleasant it will fall upon deaf ears. But if they believe, you have found a friend, and however false your arguments may be they are taken at their face value. But if you leave the customer with the belief in mind

# Talk Over



## CITIZENS TELEPHONE CO.'S LONG DISTANCE LINES

Connections with 200,000 Telephones in  
Michigan alone

## Citizens Telephone Company



that things that you said were true and when they fall in any degree short of the truth, then you have laid for yourself a snare which will prove your own undoing. The man who finds himself deceived by you in one thing will consider that you have deceived him in all things. I do not believe a man can live long in the belief that his dishonesty will not out, for it will appear sooner or later, and all is over as far as business goes between you and him whom you have fooled once.

People that come to a store to buy, like to buy from the salesman who is thoughtful of them, the salesman who is interested in their affairs and who enquires after their interests. The successful salesman will study well the goods that he handles. He will be able to answer all the curious questions regarding them with a satisfying intelligence. He will be able to explain why some lines are so much higher now than they were, and why there has been a drop in others. He will have good ideas where this, that and the other thing comes from and how it is made. He will inspire in his customers a belief that he knows what he is talking about and they will believe what he says. He will also study his competitors' methods and know what sort of inducement his customers are getting at other stores and will carry such information as he gets up to headquarters at once.

We should greet customers with a smile every time (not a grin), but cheerfully look right in the eye a "good morning" that carries with it a feeling that we think it is a good morning.

When it is a good morning for us, we have the chance to make it a good morning for the customer. People like to do business with the man that makes them better natured. At one time I thought I was a good salesman, this was in the early part of my experience and I am glad I did think I was a good salesman. But at that time about all that I was doing was keeping on the lookout for customers as they entered the store and taking their orders as they called for the goods. I hardly thought of making a suggestion, and about all the goods I sold were what the customers called for. But by the aid of higher authorities and my own experience, it did not take me long to learn that the simple fact of filling orders did not constitute salesmanship, not "by a jug full." A man to take an order and fill it when someone says "give me 50 cents worth of that" is nothing more than an order clerk, he is no salesman at all. A slot machine is all of that and more accurate than a man could be.

There is something more of duty in the work of every salesman than merely standing around and filling orders as customers call for the goods. Now while there are many ways to look at what I am trying to explain, we will use the following for an example:

Suppose your store is spending so many dollars every year advertising. A good deal of that advertising is based on the idea that if people can

be induced to come in they are pretty apt to buy before they go out. I firmly believe that many storekeepers fall short of making the advertisement a success owing, in part, to the fact that the salesmen of the store are not right. I believe to make advertising pay as it should there must be co-operation in the store in many ways. It is the clerk's business to know what the store is advertising and what special inducements are being put into the hands of the public. The employees of the store should keep themselves posted along these lines by reading the advertisements.

Sometimes we find instances where customers enter the store and ask for something "special" as advertised, to be told by the salesman that they did not know that there was such a thing advertised. It doesn't take much stuff like this to make the customer believe that the house is being run on a haphazard kind of plan.

No doubt numerous stores have got bad names on account of the incapacity of some of their employees. To the public the clerk stands for the store; as the clerk is so is the store, in the minds of the people who do the trading; and if you as clerk are hurting the reputation of your store you are hurting your own chance in life much more. I believe no man can work in such a way as to injure his employer without injuring himself more.

It pays a salesman to carry at heart the best interests of his customers. People soon discover when a salesman is looking out for them and they will look him up next time. The rule should be borne in mind that in selling goods benefits are conferred upon buyer and seller. No purchase is a one-sided affair. "It takes two to make a bargain" the saying has it, and that is a sound truth. It is not a bargain unless both buyer and seller are satisfied.

A good deal of the customer's satisfaction often is in the manner of the selling. A salesman should give with his selling services all the politeness and all the cordiality and cheerfulness that he can. Of course some lines of goods are much more salable than others, and some particular goods in a given line are more salable than other in the same line. The difference in the goods makes a great deal of difference in the selling, but there is more to it than the mere difference in the goods; there is a difference in the offering. One clerk will shove the goods out to the customer without a word of advice, argument or description of them. In such cases the closing of that sale depends upon the goods, and even if the goods are attractive the manner of offering will keep some from buying.

Here comes along the man we call a "salesman." He is a salesman. He says with a smile that the goods are in stock. "Oh, yes a nice line of them." He gets down (not only one piece) but all the grades and arranges them with regard to price so that the customer will have no difficulty in remembering which is which. Then he explains the difference between the various grades, the reason why the

cheap are cheap, and the reason why the good are not cheap. He suggests in a pleasant way and shows his customer that there are other things that go with the articles asked for. He is so pleasant and courteous that he makes a good line of sales where the other clerk perhaps sells one thing. So the poor clerk shows only the grade of goods called for, the good clerk (the salesman) shows the grade asked for and all the better grades and nine times in ten he will sell the better grade.

A salesman must know the goods in order to be able to do justice to himself, his employer and his customers. He certainly ought to know more about the article he is selling than his customer every time. A good salesman is constantly making suggestions to customers. Great is a suggestion in trying to make a sale, but in endeavoring to interest a customer in an article a question often is the desirable means. One can break in with a question where a plain statement would do no good, and no one can refuse attention to a civil and proper question.

You see someone looking at a stack of canned goods on the counter. You take up a can of corn and ask "Have you ever used this brand?" If the answer is "No" you have an opening. If the answer is "Yes" you could say many things; for instance "How did you like them?" You are then discussing a subject of mutual interest. This is only a simple specimen. The salesman who is alive to his opportunities is all the while "butting in" like this. He is selling the goods, he is a salesman too. The writer at one time in life thought it was a good stunt to be able to out-argue a customer. I'm glad to say that that was a long time ago, and that I have learned different. It is poor policy to try to argue a man into wanting anything when he is set against it; try every form of inducement but that which he might call argument, as we know a man convinced against his will does not change his mind. Picture the good points to him. Ask him if he is not of the opinion that it would be a splendid thing for this or that purpose. Use questions and avoid argument. There are lots of men who are angry by very little argument, and as we can not "sometimes-always" tell who they are we should not take any chances.

Human nature is hard to learn; the way to learn is to study it. That means that you are to notice peculiarities of the people you do business with daily. If a man that puts himself up as a salesman never tries to learn human nature he will soon become what I would call an "almost-salesman," a man that almost makes the big sale and just misses closing it. No doubt many a sale has been lost from the fact that the salesman was not interested in his customer enough to speak one word of anything that might have closed the sale.

I honestly believe that the prospective customer, for instance a country man looking for a pair of shoes or a hat, reaches the point where he

wants the goods, but does not say the word and goes away without them. This is when he is being waited on by the "slot machine" clerk. But the salesman will on such occasions show his ability as a salesman. He will keep so closely in mental touch with his customer that he will know when the ultimate moment has arrived, and just when the time is ripe for the clinching blow, he will drive it home.

We know that the clerk who goes to sleep while the customer is looking at the goods never accomplishes anything. He lays out only the goods called for and leans back against the counter or something else and waits for the customer to think it over. Such is far from being salesmanship. The good salesman stands right up to the counter and acts interested, and when doubt of any kind enters his customer's mind he is "on the job." He is pretty apt to see the doubt expressed. Right here is where it is absolutely necessary for us to learn to act wisely upon the spur of the moment. Take the matter up at once and try to say the right thing at the right time.

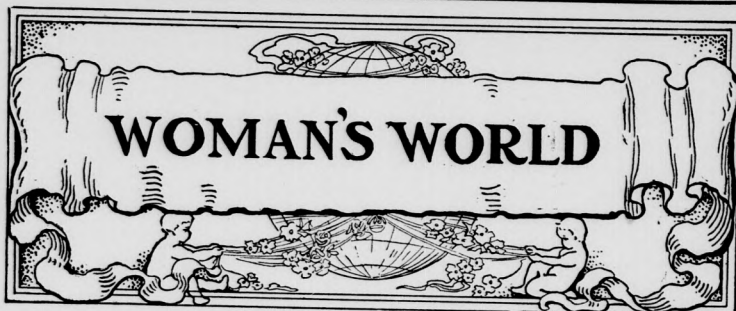
The salesman who thinks he is not going to be a salesman all his life, but is going to be a manager or something else, might regard most of the little things that it takes to be or make a salesman unnecessary. But if he will pardon this statement I wish to say to Mr. Salesman that if he is to succeed in any department of business life he will not find that any of the qualities that make a successful clerk will be useless in making a successful business man of higher importance.

So it behooves us to try to develop ourselves all we can in the way of fitness for our present position, because a business man is a business man either as a clerk or as a manager, and the making of one is the making of the other.—W. C. Lane, in *Commissary Supplement*.

When looking for a sound investment why not buy a phonograph?

**REYNOLDS**  
APPROVED BY THE NATIONAL BOARD OF FIRE UNDERWRITERS  
**FIRE H.M.R. SAFE**  
ESTABLISHED 1868  
**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.



### Things Which Baby Week Brings to Mind.

Written for the Tradesman.

The baby finally is coming into his own! As never before in the history of the race, the baby is now given the stage center of existence, and thought and attention are focused on his welfare and improvement. Next week, or strictly speaking, the week from March 4 to March 11, is Baby Week, which of course is simply a strongly emphasized event in the movement for better babies. And the movement for better babies may be regarded as one feature, a very important and vital one, in the general interest in childhood that has developed with such amazing rapidity within the memory of many Tradesman readers. After ages of blind and stupid blundering, humanity has at last come to realize that the only sane way to improve itself is to give the babies a right start—a conclusion which it truly seems ought to have been reached centuries ago.

No attempt will be made here to enter into details regarding the observance of Baby Week, the expert knowledge about feeding and clothing and care and all else that relates to the baby's well-being that will then be promulgated. Doubtless many of my readers already are well posted in these subjects, and in the approved methods of spreading this precious knowledge. But there are certain things that have a more or less direct relation to this better babies movement—things that hold an interest not alone for the parents of young children, but for the general reader and observer as well. This seems an especially fitting time to touch on some of these.

In the first place, the better babies movement strengthens our faith in our fellow beings—makes us believe that in spite of all indications to the contrary, humanity is really sound at the core.

There never was a time when so many excuses readily could be found for being undomestic—for even shirking parenthood entirely. There never was a time when fathers and mother had so much to distract them from their children as right now. Amusements, social life, public movements, and the increasingly exacting demands of business and professional life beckon with almost compelling hands away from the home and its duties.

There never was a time when it cost so much in hard cash to raise a baby as now—never a time when anything like so great expenditure for its food and care and medical attention was considered necessary. There never was a time when so many

mothers, were they disposed to turn their energies into other than domestic channels, had good earning capacity.

The opponents of the political and industrial advancement of women always urged the argument that votes and ability to earn their living in callings previously followed only by men, would cause women to repudiate home life and the rearing of children. To many minds this line of reasoning was very convincing. Just these results seemed almost inevitable. But the paradoxes of human nature never can be accounted for. With practically every vocation open to their entrance, and with full political rights in many of the states, women are turning their backs on things they might do and which many are well fitted to do, and enthusiastically giving their babies more elaborate and painstaking care than ever.

It is a matter for further congratulation that the movement is for better babies rather than for a too greatly increased number of babies. The emphasis is on quality rather than on quantity, so to speak. The old fable still holds good: The wolf twitted the lioness because the latter had only one whelp. The lioness replied: "One—but a lion!" There has been a healthy reaction against race suicide, but the ideal family, in the minds of intelligent persons, contains only so many children as can be well born and well trained and educated.

The better babies movement is not for fathers and mothers alone. It should hold an interest for those without chick or child. Persons who are not really fond of children, who do not care to have little folks about them, may aid by financial contribution if not otherwise.

Considered in its broader aspects, the movement furnishes an almost limitless field for philanthropic effort. We have as yet gotten only into the edges of the subject. Research, experiment and study must go on. Not without labor does Nature yield a knowledge of her hidden laws. The knowledge gained, there must follow the far greater and much longer continued labor of arousing the desire for it, and then imparting the knowledge to those who need it and can make use of it.

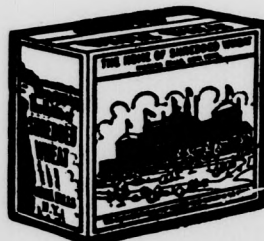
In connection with the movement, two great problems come up. One is, how to reach the class of people who need most just what this movement means—the foreign and the illiterate, the class who have the largest number of children and the scantiest knowledge as to their care and training, and also the smallest financial ability as to their support.

## Twelve Million Dollars

That's what it cost The Shredded Wheat Company to build up a "good will asset" and a consumer demand for

## Shredded Wheat

It is now the best known breakfast cereal in the world, having a steadily increasing sale from year to year, making satisfied customers and good profits for the grocer. It is ready-cooked and ready-to-serve.



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

Made only by  
The Shredded Wheat Co.  
Niagara Falls, N. Y.



As "White House" has served you faithfully and well—giving to you freely of its deliciousness and charm, without a single lapse of highest quality—always reliable; so continue your use of it and your kindly recommendation of its excellence—being assured it will never fail you, but always prove to be, as it is now, and always has been—

The Finest Coffee the World Knows

Distributed at Wholesale by  
JUDSON GROCER CO.—Grand Rapids, Mich.



How is the woman who is obliged to work in mill or factory to raise her babies according to approved present-day methods, even if she knows those methods, and very likely she does not. Much is being done for this class, but an endless amount remains to be done. The problem still is far from solution. It embraces the children of such not only while they are babies, but all the way up until they are educated and self-supporting.

The other problem concerns the great middle class of our population, far more intelligent and better educated and of vastly higher ambitions and aspirations than the class just spoken of—the people who do not have the largest families, but who do have the finest, most promising children and those that develop into our best citizens. The problem is just this: Can any one think out a way by which it shall not be such a staggering undertaking as it is now regarded, for a married pair of this kind to raise a family of three or four children? "If you have children, you can't have anything else," said a mother of three, with a despairing note in her voice. By the "anything else" she clearly referred to the comforts and little luxuries that in the estimation of persons of refinement go so far toward making life worth living.

Perhaps our standards have advanced too fast, our wants multiplied too rapidly. Certain it is that it never was more difficult for the average man by his earnings to support his wife and two or three children, in a style of living that seems to him and to them acceptable and satisfactory. Many who would be most excellent parents feel that they simply can not afford to have children. They do not dare to incur the financial responsibility of raising and educating them. This ought not to be so. Can any one think out a remedy?

Such problems as these and others that will grow out of the better babies movement should engage the attention of middle-aged and elderly women of some leisure. The neighborhood "Grandma" or "Auntie" who freely dispenses non-professional advice to young mothers and recommends all manner of dosing for sickly babies is a type that rapidly is passing. In the light of modern science, her ministrations no longer are needed and are positively detrimental. But to the other kind of elderly woman, the one of good heart and strong intelligence, whose insight has been made keen by experience and who has sympathy for both parents and children—to such a one a dozen fields are open in which her thought and effort can aid the movement for better babies, which really is a movement for a better humanity. Quillo.

#### Quite a Difference.

When a woman winds a towel around her head and calls for a bucket of water it means the beginning of a big day, but when a man winds a towel around his head and calls for water it means the end of a big night.

#### Preparedness We Should All Endorse.

Through Congress and Government appropriations twenty years would not place this country in preparedness where it is being placed to-day by the money of the Allies.

Under what possible Government appropriation could the United States expect to build and put in operation machinery that will turn out more than 1,000,000 rifles a month? In six months this will be the rifle capacity of the United States, without a dollar of Government money. What is being done in rifles is likely to be repeated in heavy ordnance if the war continues, as expected, into 1917.

No possible Congressional appropriation could do for preparedness on this continent what the money of European governments has been doing for over twelve months.

What the United States needs for preparedness is the training of man and youth and the broadening of his education through organization and discipline—nothing else.

Why should not every youth have his education more practical and broader by devoting six or eight weeks of his now wasted summer's vacation to an acquaintance with the country and with Mother Earth? Why shouldn't he be taught how to sleep on the ground, how beans come up, and how spades and axes are made useful and effective in human hands?

Our education is pedagogic and inefficient because it does not bring the youth in touch with the country and with nature and develop and discipline his muscles in conjunction with his brain expansion. It is education, organization and discipline this country needs for preparedness—individually and collectively.

It is not now needful in this country that the youth be taught how to handle firearms or shoot; but it is needful that he be taught his duty to the state and the community; and the safety of the state and community requires in this age a more rounded and practical citizenship education.

It is a crime against the state and the individual for the youth of the land not to know how to live with nature and deal with nature's resources.—Wall Street Journal.

#### The Little Angel.

"I was visiting my married sister in Toledo last week," relates Buck Hawes. "She's got a three-year-old kid, and, while I am fairly fond of children, I am a bachelor and somewhat set in my ways. I was rather dismayed, therefore, when my sister proposed leaving me in the house with the child one afternoon. And here's what she said:

"Don't put yourself to a bit of trouble—he can take care of himself. See that he doesn't climb up the pantry shelves and keep an eye on him so that he won't get into mischief. He won't annoy you. Don't let him go down cellar and watch that he doesn't get hold of the books in the library, and he'll amuse himself all right. If he cries give him a cookie, and if that doesn't stop him ride him on your back. But don't let him bother you a bit. I'll be home in an hour."

*Henry Smith*  
FLORIST  
139-141 Monroe St.  
Roth Phone  
GRAND RAPIDS, MICH.

#### Make Out Your Bills

THE EASIEST WAY

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

# EMPRESS

NOW PLAYING

## Keith Vaudeville 7-STAR ACTS-7

ALWAYS A GREAT SHOW

DAILY 2:30 and 8:15

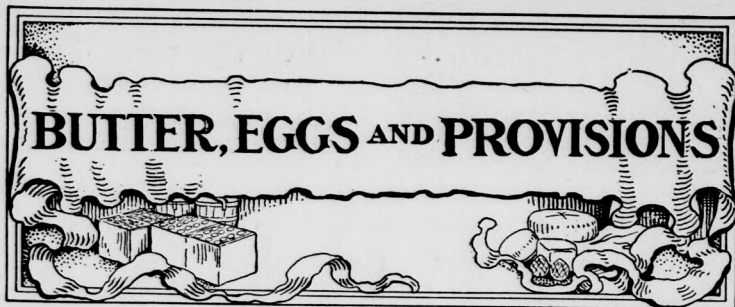
10c - 20c - 25c - 30c - 50c

When Mothers Once take it  
they never forsake it



For Sale at  
Your Druggist

*Grand Rapids*  
BREWING CO.



**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.

#### The Increasing Sale of Oleomargarine.

Congress in 1902 imposed a tax on oleomargarine. The Grout bill, as the law was then known, was advanced by the dairy interests as a "revenue measure." Probably even the most inexperienced member in Congress realized that it actually was intended to place a handicap on makers of oleomargarine. Its sponsors, the dairy interests, may have hoped even to stop the sale of the product entirely. The last, however, has been frustrated by the cost of living situation. The sale of oleomargarine has not only continued; it has increased by leaps and bounds. The users of this economical product are to-day numbered among the millions.

And they pay the tax. The 10 cents added to the price of colored oleomargarine and the one-quarter cent on the natural color product are burdens borne not by the makers of oleomargarine, but by the users. These are, as a rule, the class of people who can least afford to pay it. Oleomargarine has been for years a standard and much used product in Europe. There are thousands and thousands of housewives who use oleomargarine simply because they believe in it and its economy—they can reduce the cost of living without reducing their living standards.

Some idea of the amount saved thereby may be gained from the statement that 143,000,000 pounds of oleomargarine were consumed in the United States last year alone. Some idea of the amount that might have been saved may be gained from the statement that every one of those 143,000,000 pounds costs its users the amount of the Government tax—either one-quarter cent or 10 cents per pound.

As for the attitude of the Government itself, read the following from its 1913 annual report: "The present oleomargarine law is not satisfactory, either from an administrative or revenue standpoint, and should be so amended as to remedy it in both respects."

And upon the failure of Congress to heed this recommendation the Commissioner of Internal Revenue says in 1914: "The conditions have not improved during the past year, but, on the other hand, have become more aggravated, entailing greater effort and expense."

Further, he states that such conditions are likely to continue so long as the law remains in effect, and urges an immediate revision "to make it a revenue measure in fact." This last is especially significant as a tacit admission on the part of the commissioner that the measure has failed in its ostensible purpose of creating revenue for the Government.

Nothing could more plainly show the futility of the law than this statement. Passed on the plea of the dairy interests as a supposed revenue measure—actually to place a handicap on a rival industry—it has proved itself a needless expense and aggravation to the Government. It has resulted only in placing a burden on the users of the product. It has poor excuse to remain on the statute books. The oleomargarine law should be repealed.

In this he has the unanimous backing of the press and all those who have not an ulterior interest in the matter.

The movement to free oleomargarine is stronger to-day than ever before.—Retailers' Journal.

#### Fined for Rotten Eggs.

Charged under the Massachusetts law of 1913 with selling rotten eggs for food purposes five men were fined in the Municipal Court of Boston, Mass., the maximum penalty of \$200 each. Those fined were David Stahl, a baker, charged with using rotten eggs in cakes and with purchasing three dozen rotten eggs; Israel Garman, a grocer, charged with purchasing and selling three cases of decayed eggs; Lewis Cohen and Lewis Silverstein, partners, bakers, charged with purchasing decayed eggs; Benjamin Selizer, egg merchant, charged with selling, delivering and exposing for sale decayed eggs.

#### Overstocking Due to Drop Shipments.

Holland, Feb. 28—Your editorials of advice are worth the price of the paper. What you have to say in your issue of Feb. 23 on the Business Death Rate is astonishing, but true. Let me say that one cause of overstocking is the methods manufacturers use in selling so-called drop shipments, five or ten cases, one case or more thrown in. Not on one article, but on a dozen of them. One is compelled to buy in this way to meet his competition. I have protested against this method for years, but with no avail. I could write you more extensively, but am not in the habit of writing for the press. B. Steketee.

And many a man's generosity depends upon the publicity he can get out of it.

Some clocks are almost human, they very seldom tell the truth.

## Watson-Higgins Milling Co.

Merchant Millers  
 Grand Rapids, Michigan

Owned by Merchants

Products Sold Only  
 by Merchants

Brands Recommended  
 by Merchants

## Standard Computing Scales

for grocers and butchers will outlast a business career. Made in Michigan, complying with the State Inspection laws in construction, and fully guaranteed for

### Accuracy and Durability

Don't play a losing game with your old scale. Don't wait until the State Inspector condemns your scale. Ask for demonstration now. Write

**W. J. KLING, Dist. Manager**  
 315 and 325 Shepard Bldg.  
 Grand Rapids, Michigan

E. P. MILLER, President F. H. HALLOCK, Vice Pres FRANK T. MILLER, Sec & Treas

## Miller Michigan Potato Co.

WHOLESALE PRODUCE SHIPPERS

## Potatoes, Apples, Onions

Correspondence solicited

Let us hear from you if you can load good potatoes

**Wm. Alden Smith Bldg. Grand Rapids, Mich.**

The H. E. Moseley Co. is associated with us in this business

## We Pay Cash

For Your Butter and Eggs—No Commission

Fill in your name and address in the following blank:

.....1916  
 Without any obligation on my part place my name on your list for Weekly Quotations.  
 Name .....  
 Address .....

**SCHILLER BUTTER & EGG CO.**  
 No. 14 Market St. DETROIT

## The Vinkemulder Company

Jobbers and Shippers of  
 Everything in

## Fruits and Produce

**Grand Rapids, Mich.**



**Net Weight Regulations.**

A modification of the regulations for marking the weight or measure of the contents of food packages has been announced recently by the department in Food Inspection Decision 163. This decision allows the use of fractions in indicating weight and measure when there exists a definite trade custom for their use. Under previous rulings a package containing one-half gallon should be marked as two quarts, but now it may be marked as one-half gallon. This decision permits the trade to follow in this respect established customs of marking, if the marking is plain and conspicuous and in no way misleading to the consumer.

The decision permits the use of the metric system in marking food packages, when this system is preferred, and specifies the terms in which weight or measure should be stated when the metric system is used. The decision follows:

Regulation 29 of the Rules and Regulations for the Enforcement of the Food and Drugs Act is hereby amended by striking out paragraphs (d) and (e), and substituting therefor the following:

"(d) If the quantity of the contents be stated by weight or measure, it shall be marked in terms of the largest unit contained in the package, except that, in the case of an article with respect to which there exists a definite trade custom for marking the quantity of the article in terms of fractional parts of larger units, it may be so marked in accordance with the custom. Common fractions shall be reduced to their lowest terms; decimal fractions shall be preceded by zero and shall be carried out to not more than two places.

"(e) Statements of weight shall be in terms of avoirdupois pounds and ounces; statements of liquid measure shall be in terms of the United States gallon of 231 cubic inches and its customary subdivisions, i. e., in gallons, quarts, pints, or fluid ounces, and shall express the volume of the liquid at 68 deg. F. (20 deg. C.); and statements of dry measure shall be in terms of the United States standard bushel of 2,150.42 cubic inches and its customary subdivisions, i. e., in bushels, pecks, quarts, or pints: Provided, that statements of quantity may be in terms of metric weight or measure. Statements of metric weight should be in terms of kilograms or grams. Statements of metric measure should be in terms of liters or centiliters. Other terms of metric weight or measure may be used if it appears that a definite trade custom exists for marking articles with such other terms and the articles are marked in accordance with the custom."

**Open Letter to Wholesale Dealers of Grand Rapids.**

Grand Rapids, March 1—If you are still considering the adoption of some feature to take the place of Merchants Week, I suggest that you replace it with an

Educational Short Course covering three days to be conducted under the auspices of the Committee. This would involve the renting of a

hall with a seating capacity of 500. No expense need be incurred for decorations. The only expense would be the securing of speakers of note to conduct a three day campaign on such subjects as—

Advertising,  
Store Accounting,  
Salesmanship.

My idea if a programme would be somewhat as follows:

Advertising Day.  
The Psychology of Advertising,  
Store Fronts that Pay Profits,  
Newspaper Advertising,  
How to Write Weekly Newspaper  
Advertisements that Get Results,  
Show Card Writing for the Small Store.

The Special Sale.  
How to Advertise a Store with  
Circulars, Handbills and Other Printed Matter.

Store Accounting Day.  
Failures and Their Causes,  
Store Accounts,  
Departmentizing a Store,  
Store Records,  
The Cost of Doing Business,  
Credit,  
Proper Business Practice.  
Salesmanship Day.

Salesmanship,  
The Human Element in the Distribution of Merchandise,  
The Premium Method of Stimulating Business,  
Business Building Salesmanship,  
How to Train Clerks,  
Elements of Salesmanship,  
How to Meet Mail Order Competitions.

I would avoid the introduction of grand stand speakers, high brows, low brows and people with axes to grind or goods to sell. I would confine the speakers to hard-headed, practical business men who have already succeeded in business, so that those who listen would know at once that they were hearing related leaves from the book of actual experience, instead of theories concocted by college professors, freaks, cranks, dreamers or blue sky chasers.

There is a lamentable lack of knowledge on the part of the average merchant—a lack so serious that it impairs his usefulness as a merchant and presents a handicap to his success—and an educational campaign of the character indicated would undoubtedly be productive of good results by showing him how little he knows and how much more he ought to know. E. A. Stowe.

**Do Mail Order Houses Lie?**

Of course mail order houses lie, at times.

But in that respect they are, perhaps, not much different from the small retail merchants. There are small merchants who lie, at times.

The mail order house liar is probably, on the whole, more skilful than the average small town liar, because he is an expert at the business. He lies so adroitly that he is hard to catch. Therefore he is more successful—and dangerous—than the garden variety of liar.

But after all it is not the liar, either home grown or imported, that the honest merchant has to fear.

The mail order house liar is especially vulnerable when caught with the goods,—or without the goods, as the case may be.

For instance, a mail order house liar offers to sell the customer a long list of grocery items, or toilet items, or dry goods items, and "throw in" a chair "worth \$4.98." If it sends out a cheap, thoroughly inferior chair, which anyone can see is likely to fall to pieces in the first month of service, that mail order house is absolutely

eliminating itself as a dangerous competitor for the home store.

Of course it takes some time for the whole community to discover the deception; the fake mail order firm can go ahead for some time catching suckers, but its doom is sealed.

The mail order house which really lies to its customers is not the one which makes hard times for the home store.

It is the mail order house which delivers the goods, or delivers such a fine imitation of the real goods that the customer does not know he is deceived, that makes it hard for the small merchant to meet his pay roll and take his discounts. Don't worry about the ordinary mail order liar. He will take care of himself.—Merchants' Journal.

**Disturbing Their Game.**

In a small South Carolina town two men were playing checkers in the back of a store. A traveling man, who was making his first trip to the town, was watching the game, and called the attention of the owner of the store to some customers who had just entered the front door. "Sh! Sh!" answered the storekeeper, making another move on the checkerboard. "Keep perfectly quiet and they'll go out."

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.



**Yes It's Popular**  
Every one who uses  
**Mapleine**  
likes it. Its flavor wins it favor.  
Order from  
Louis Hilfer Co.  
1503 State Bldg. Chicago, Ill.  
**CRESCENT MFG. CO.**  
Seattle, Wash.

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

Order direct or  
through  
**Worden Grocer Company**

**Barrett Cigar Co.**  
MAKERS  
Ionia, Michigan



## Franklin Carton Sugar Is Made From Sugar Cane

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

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

**THE FRANKLIN SUGAR REFINING COMPANY**  
Philadelphia

## FIGURING PROFITS.

## Right Way To Determine Selling Price.

Written for the Tradesman.

There has been a mass—I might say mess—of material written on the subject of figuring profits.

One can get twisted into a thousand mental knots trying to read some of it. It is one of the most knotty problems and some of the attempted solutions only seem to tie more knots to it.

I shall try to attempt to throw some light on this problem and since I have been assisted to the right solution, I believe I can be of some help in assisting those who wish more light on this most important question. To start right, what is profit?

We say it is the difference between cost and selling price.

True, but it is of two kinds—gross profit and net profit.

These terms are apt to confuse us.

Gross profit means the whole difference between cost and selling price and net profit means only what is left after all expenses of doing business have been deducted.

Undoubtedly some erred in marking up goods because of a confusion of the true basis on which percentage may be figured.

Our problem is to see how much we should mark up our goods, so as to squeeze out a respectable net profit between the cost which is fixed by the maker or the jobber and the selling price which is (many times) fixed by competition. That is some problem in these days of sharp competition and rising costs.

The first great essential is to know, not guess, at what our expenses or overhead cost of doing business are.

The most expensive thing we can do is to guess.

The most profitable thing we can do is to know—and to know all the time as we go along.

It is claimed that nine-tenths of all retailers are making less than they think they are. They are always surprised when they find out the truth.

My trouble used to be that, while estimating the cost of doing business as a certain percentage of the gross business, which is the selling price, I added this same percentage to the cost price when figuring the selling prices on individual items.

While sales ran to a nice figure, the profits were mostly on paper. I knew that the percentage of expenses were figured on the gross business, but didn't realize that a percentage of the gross business is more than the same percentage of the invoice cost.

If we figure our cost of doing business as a percentage of our gross business, we must, of course, allow that much of our selling price for the cost of doing business.

If it were convenient to arrive at percentages on a basis of the cost price, and to always remember that the percentage of profit added to the cost price is always a profit on the cost price and not a percentage of the money taken in, then the old percentage method would be fine. If our profit is to come out of the selling price and not out of the cost price, it is plain that the

percentages should be figured on the selling price.

There is positively no question before the business men of America with such fabulous footings of loss as that involved in the problem of figuring margins.

The mere fact that the text books do not throw any light on this subject is no excuse for us remaining in ignorance on a question as vital as this one.

Thanks to I. G. Kennedy for his pamphlet, "The Bigness of Little Things" and his "Profit figuring chart" in assisting me to the correct method, and he has probably done more to guide



John I. Bellaire.

the merchants aright in the correct method of figuring profits than any other single person in the United States. His teaching is accepted as the true and only correct method of meeting this difficult and perplexing problem.

If we make the mistake of figuring on the cost, we are a loser, because there is a difference in figuring the sum of a whole number and the sum of a partial number.

The cost is but a part of the selling price, and whether we divide, subtract or multiply, the sum will be less than the sum found in using the whole of the thing sought.

A simple analysis of this may fix it in our mind and show just where the loss occurs and how we can find the correct profit.

Wrong Way to Figure Selling Price.

This is figured on the cost end or invoice, to show where we actually get less than intended when we take a given percentage of the cost to find the selling price.

Take an item of merchandise costing \$2, as an example. The usual method of figuring is as follows:

Cost to sell, all expenses	18 per cent.
Profit desired	10 per cent.
Gross profit desired	28 per cent.
Cost	\$2.00
Profit	.56
Selling price	\$2.56

Right Way to Figure Selling Price.

Let 100 per cent. (as 100 per cent. is the whole of any quantity) represent the base or selling price. Add together the percentage of operating expenses and

the percentage of profit we wish to make. Then deduct this total from 100 per cent. and divide the invoice price of the article by the difference.

Selling price ..... 100 per cent.

Cost to sell 18 per cent.

Profit desired 10 per cent.

28 per cent.

72 per cent.

Dividing \$2 by 72 makes \$2.78 which is exactly 28 per cent. on the selling price of the article.

We should mark our goods with the percentage of profit on the selling price, instead of the old method of figuring profits on the cost price, if for no other reason than the one that prompts us to figure profits at the end of the year on total sales, for profit is gain, and there can be no gain unless we get more than the wholesale cost of the goods, plus our cost of doing business.

Just to have something to think about, let us figure out a little common commercial problem and do it the old way.

We buy a horse for \$75 and have an opportunity to sell it through an agent at 100 per cent. advance, and pay the agent a commission of 33 1/3 per cent. The horse, of course, would be sold for \$150 and the profit, according to the old way of figuring, would be 100 per cent., less the agent's commission of 33 1/3 per cent. or 66 2/3 per cent. net.

Adhering to this method of figuring, we should have a profit of 66 2/3 per cent. of what we paid for the horse, or 66 2/3 per cent. of \$75, which would be \$50. But have we \$50 profit? The horse was sold for \$150, and the agent was paid his commission of 33 1/3 per cent.,

or \$50, leaving \$100; and as \$75 was paid for the horse there is but \$25 profit.

For another illustration to show the difference in figuring the margin on the selling price, and on the cost or invoice price, let us take an article costing \$1.60 wholesale. By figuring a margin of 20 per cent. on the selling price, we find that the selling price of the article should be \$2. This gives us a margin of 40 cents; and out of this margin we must pay the article's proportionate cost of doing business. It is generally admitted that 17 per cent. of the selling price is a low enough average for the cost of doing business. We then would have \$1.60 for the invoice price, 17 per cent. of \$2, or 34 cents for the cost of doing business, making a total of \$1.94. This leaves a net profit of 6 cents or 3 per cent., which would certainly be low enough.

Now let us fix the selling price by figuring the old way, to-wit: Twenty per cent. margin on the invoice of \$1.60; and making the selling price \$1.92. Now, after paying the cost of doing business, which is 34 cents, is it not obvious that we would be 2 cents in the hole?

We must get \$2 for the article and if we figure our percentages on the invoice price, we must figure with a percentage high enough to cover our operating expenses, etc.

So you see we are not taking any more from the customer by figuring our margin at 20 per cent. on the selling price, than we would by figuring the margin at 25 per cent. on the invoice price, which we would have to do to come out even.

## Save 25% to 33 1/3% on the Cost of a High-Grade Computing Scale



You can now get an accurate, convenient, handsome Computing Scale at a big saving over former prices. You can bank the dollars you save by our specialized scale manufacture in large volume—our country-wide organization.

### Fairbanks Computing Scales

Without doubt the biggest computing scale value offered to-day. Weighs your goods accurately and conveniently—tells you the correct value of each purchase at once. Has every quality feature you want—full 50 lbs. capacity, computes to 40 lbs. and to 60 cents a pound. No springs, racks or pinions—simple and dependable. Four-point suspension bearing platform: full jeweled agate bearings throughout—assures fine accuracy and long life. Low, convenient sanitary glass platform directly in front of chart. Handsomely finished in blue enamel with nicked trimmings.

Backed by Fairbanks Quality

Fairbanks, Morse & Co.

2247—68A

Chicago



Another fact to be kept in mind, and a very important one, is that the margin between the invoice price and the selling price is not profit. This margin must cover depreciation in value of goods, selling expenses, etc., together with the profit which is usually the smaller part of the margin. Whether the margin is figured as 50 per cent. on the selling price or 100 per cent. on the invoice price, whether it is figured as 20 per cent. on the selling price or 25 per cent. on the invoice price, the margin does not represent profit. Years ago when I was in business for myself, I figured for 30 per cent. net profit, and planned a "25 per cent. off" special sale.

I thought I would have 5 per cent. net, and could afford to sacrifice part of the profit for advertising purposes.

Twenty per cent. was added for the cost of doing business and 30 per cent. for profit, making the selling price a fraction over \$20.

Suits that cost \$13.50 were marked to sell for \$20, and with a reduced 25 per cent., were chopped down to \$15.

Twenty per cent. cost of doing business on the original price (\$20) was \$4. Adding \$4 to \$13.50 (cost price) gave \$17.50.

So when a suit was sold for \$15 there was an actual loss of \$2.50. During the sale \$3,000 worth of merchandise was sold at a loss of \$500 in cash. Yet at the time I thought I was making 5 per cent., or \$150. I was all right as long as I added 50 per cent. to the cost price, although it allowed less profit above the cost of doing business than I thought,

but when I began to cut prices, I ran into unseen danger.

Add 50 per cent. to \$13.50. Then deduct 50 per cent. from the new price. There is a loss of \$3.38 in the operation.

Apply this to some of the prices in our stores to-day.

This method of arriving at selling prices differs slightly from the regular methods of figuring percentages.

We have found that while the regular percentage method is correct, many fail to remember that a percentage added to the cost of goods is less than the same percentage of price thus marked.

Adding 10 per cent. to the invoice cost of an article, allows 10 per cent. profit on the 60 or 70 cents we pay for the goods and not 10 per cent. of the dollar in the cash drawer.

The most expert at figures will blunder when profit percentages are handled. I frankly admit that, like many others, I used to be in the dark on this most vital of all store problems.

When inventories were taken, it was found that the profits figured on were not materializing.

It was then I got busy and, thanks to I. G. Kennedy and his charts, adopted the correct method. I say correct for the reason that after adopting the improved method and taking a careful inventory at the close of the year, it was found that I had realized the net profit I felt I was entitled to.

The work the Graduate School of Business Administration of Harvard University is doing for the retail merchants is good. It will tend to standardize a business and really let a mer-

chant know just how he stands. It is stated on good authority that ninety-seven men out of every one hundred who engage in mercantile life either fail or go out of business with greatly reduced resources.

If it were possible for business men to use the experience of others, the number of failures would be greatly reduced.

The only experience, however, that is really worth anything to us is our own experience and, as a general rule, our experience is valuable only in proportion to its cost—not so much its cost in money, as its cost in effort and worry and trial and hardship and work. Good advice and intelligent sense can never take the place of actual experience, but it may reduce very largely the cost of experience, and with this idea in view the hints and suggestions in this article are offered for your thoughtful consideration.

John I. Bellaire.

#### Would You Give Yourself a Job.

If you applied to yourself for a job—would you get it?

Think it over.

Just be "boss" for a few minutes—then check up your record for the past month as employee.

Remember now, it's your money meeting the payroll.

Have you as employee, filled your hours with productive, conscientious labor, or have you been too busy watching the clock?

Have you produced enough in that month to make you a profitable investment?

Have you put your shoulder to the

wheel—forgotten petty differences and difficulties—or have you put sand in the bearings.

Have you asked questions and improved—or have you been too wise to learn?

Have you analyzed what you are doing, and why, or used instinct instead of reason and gotten an indifferent and methodless result?

Have you allowed your mind to become poisoned with anger, worry or envy and by so doing contaminated and reduced the efficiency of others?

Have you gone through the month, a vision of pay-day the oasis in your desert of work? And have you let this vision shut out from view all else in the day's work that would build you to a size where you would give yourself a job?

Or, have you been heart and soul in the work—on the job every minute with a breadth of vision that made of the desert of work an oasis of opportunity?

Check up. Be truthful. Would you give yourself a job?

J. R. Worden.

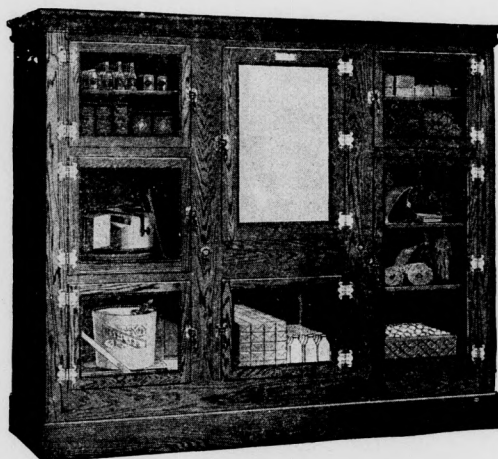
#### Might Lose His Job.

Here is a bit of wit from a member of the Massachusetts Medical Society:

The doctor—Mrs. Brown has sent for me to attend her boy. I must go at once.

His wife—What is the matter with her boy?

The doctor—I do not know, but Mrs. Brown has a book on what to do before the doctor comes and I must hurry up before she does it.



## McCray Grocers' Refrigerators

The McCray keeps all perishable products in perfect condition—attractively displayed, of easy access for your clerks and easy selection for your customers.

The McCray patented system of refrigeration produces a circulation of pure, dry air in every compartment. All odors and moisture are automatically discharged, through a water-sealed drain pipe. Food is kept abso-

lutely fresh, wholesome and enticing. All danger of taint and of spoiling from contact with other food is eliminated. The McCray complies with all legal requirements in regard to the display of perishable food products.

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

Ask Us to Send You the Following Catalogs:

No. 70—For Grocers and Delicatessens

No. 92—Regular Sizes for Residences

No. 61—For Meat Markets and General Storage

No. 50—For Hotels and Restaurants

McCray Refrigerator Co., 644 Lake St., Kendallville, Ind.

Detroit Salesroom, 239 Michigan Ave.

Agencies in all principal cities

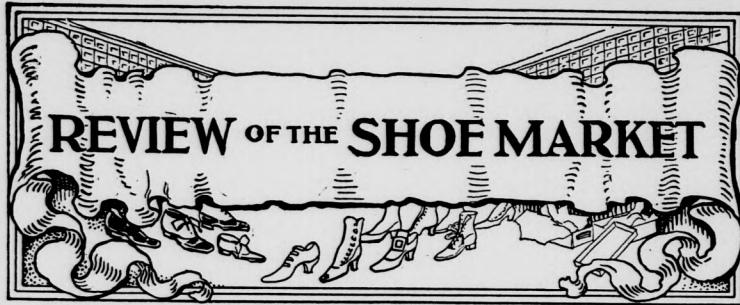
## Foods Attractively Displayed Sell Quickly

The more appetizingly you display your perishable foods the more inviting they will be. Your customers will readily buy additional edibles if you display these foods attractively and keep them fresh and palatable.

Correct refrigeration in nicely built counters or cases will accomplish this for you. In addition the preservation of these perishable foods will wipe out a good part of your loss through waste and spoilage.



Grocery of August Scheele & Co., Elgin, Ill.



### Advantages in Merchandising Novelty Shoes.

I believe that the reason so many retailers and managers of shoe departments are making successes is because they are specializing a great deal more than in the past. I mean that those who cater to a more sedate and conservative trade supply that class of people with the merchandise they most desire, and the retailers who cater to the prevailing "footwear seekers," such as "novelty shoes," are specializing. This, I believe, should be encouraged.

This divides the women's shoe business into two classes, one of them more conservative, the other the more extreme. The latter requires a great deal of nerve and backbone. You have to anticipate the customer's wants before they want the styles, and this, I believe, is the secret of novelty footwear. I believe it is too late to place orders when customers demand certain shoes. By the time the shoes come in to your store your trade wants something entirely different. It would be a serious error for any retailer or manufacturer to discourage the demand for pretty novelty shoes.

You realize that if black shoes were in demand you would only have to sell one pair of shoes which could be worn with any costume. With the present styles, however, the women must have a pair of shoes for almost every suit or gown, and, furthermore, they are probably now spending more money on their personal wearing apparel than they did a few years ago.

At one time they did spend quite a little money on millinery, but they do not do so to-day. For instance, women used to spend from \$15 to \$30 for a hat, and from \$3 to \$5 for a pair of shoes. Now it is different: they are satisfied with a hat at \$5 or \$10, if they are accustomed to pay a great deal, perhaps \$20, whereas shoes are sold at \$5, \$10 and as high as \$15 without a murmur from the customer. You can see it is not a question of price, but "what they want at the time they want it" is the important item.

I am safe in saying that fancy, dignified and conservative novelties will remain for a long time, and that more better grades of shoes will be sold than ever before, and in larger quantities. Cheaper merchandise will not be in demand for many reasons. One reason in particular is that the trade has been educated to wear a higher class of merchandise in soft materials, and more flexible, and they know the difference between good and poor shoes.

Novelty shoes can easily be overplayed by making them too fancy; that is, in horrible and tasteless combinations, which I believe caused the falling off of novelty footwear last spring and summer, bringing black shoes into prominence.

Pretty shoes are stylish to-day, and it is up to you to keep them in fashion. There are fashionable gowns and hats for women all the time. The same condition should exist in women's shoes, and I emphatically call upon you to encourage this thing. We have waited years for such an opportunity, and it is up to us to make pretty shoes a necessity; in fact, the necessity in a woman's costume.

Selling shoes to-day is, in my opinion, the most important thing we have to face. In the past it only required a man or a woman to sell a pair of shoes. It was a question of how many pairs one could dish out a day, regardless of color, height, weight of sole or kind or height of heel. The average purchaser did not care so long as it was a pair of shoes that fitted fairly decently and were comfortable. For such services the average clerk received \$12 or \$14, some as high as \$16, per week.

Now it is a different proposition. A salesman (taking him out of the clerk's class) must know how to sell, and must be an expert fitter. He must possess knowledge with the power to suggest. The three combined mean an entirely different kind of selling. I think many of you have perhaps not realized the importance of such salesmanship.

The salesmen's compensation has been increased, and should be increased, because they are worth much more than a man behind a silk counter or a man selling clothing. They are worth more in proportion than the saleswoman selling cloaks, suits, millinery or dresses. They have to possess all the above qualifications in addition to a correct knowledge of fitting correctly. A misjudged size, length, width or arch can easily cripple a person for life.

I feel that the salesman problem should be carefully considered, and that salespeople should receive a reasonable compensation. They should be encouraged to continue to sell shoes instead of looking for better positions. We should make a shoe selling position satisfactory enough for them to devote their entire time and energy to the work.

The way to accomplish the above is to price your merchandise accordingly, and when pricing merchandise

## Bertsch Goodyear Welt Shoes

### Quality Leathers and Classy Effects



You can depend on this line to stand the knocks.

Over 100 Numbers Carried in Stock.

- No. 993—Men's Plaza Last, Full Grain Gun Metal, Calf Bal, Single Sole, D & E ..... \$2.60  
 No. 994—Same only Button ..... 2.60  
 No. 962—Same as 993 only extra prime quality upper and sole, D & E ..... 3.00

Special Service on Mail Orders  
 Samples on Request

THEY WEAR LIKE IRON

HEROLD-BERTSCH SHOE CO.

Manufacturers Serviceable Footwear

GRAND RAPIDS, MICH.

## R. K. L. "Yard Wide Shoes"



Made Expressly for

"Hard to Fit Feet"

R. K. L. Yard Wide Shoes are made on a special last designed to fit feet with enlarged joints and bunions. They give an abundance of room across the ball of the foot, yet are neat and dressy in appearance.

Carried in stock in Gun Metal, Vici and Kangaroo Leathers.

Rindge, Kalmbach, Logie Company

Grand Rapids, Mich.



keep in mind that at the end of the season, or should certain styles become inactive, a certain margin must be set aside to take care of this. The latter is very important when pricing fancy footwear.

While on this subject I would like to state that our personal success in handling novelty shoes is because we never duplicate. No matter how successful, or how much in demand a novelty may be, if we break away from this rule we invariably get stuck. So again I caution you to be careful if you expect to continue to sell the prevailing styles that they are priced sufficiently to take care of the odds and ends of the season, so if they cannot be sold at a reduced price, they can be put on the table or sold to job lot buyers.

In conclusion, I might say a few words on men's shoes from my personal observation. I believe the men's stock should consist of 75 per cent. staple, conservative and high class styles, and that such stocks should be sized up from week to week, and not too many changes made.

When men buy shoes a great many like to have a pair of the same kind they had before, perhaps changing from button to lace or blucher, or perhaps a change of leathers. Twenty-five per cent. of men's styles should consist of creative novelties.

While men do not switch in styles, in anything like the proportion of women, new ideas can be put into men's styles to create a desire to change, particularly the ones who are looking for novelties.

Julius Goldberg.

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

Chicago, Feb. 28.—Criminal complaints in Chicago for five months—14,827. Women in politics, women in graft—note the Chicago papers.

The cherry tree was again with us. All Chicago celebrated Washington's birthday.

One of the city's most prominent place of interest is the Art Institute on the lake front. Don't fail pay it a visit when in Chicago.

Chicago weather for the past few days has been ideal.

Starr A. Parrish, of Coldwater, was in Chicago last week looking up a location for a jewelry store.

Mr. and Mrs. Henschel, of Kalamazoo, soon tired of hotel life and are now residing at 5622 Kenmore, near the lake, where we are told swimming is good the year around.

No policemen killed last week. Thanks.

Mayor William Thompson—better known as "Big Bill"—is finding out that to take off his coat to settle the street car strike was only a small part of his job. We recommend the next suit he orders to be a two-piece one.

Saloon keepers are still targets for hold-up men. One or two more shot down last week.

The next meeting of Northwestern Council, U. C. T. of A., will be held March 11. All U. C. T. members welcome. Meeting place 19th floor Masonic Temple, State and Randolph streets.

Chicago is now talking of building a fish emporium, the same as Detroit has. By this you see Detroit sets the pace.

With Chicago's great population you can see blocks and blocks of vacant property.

The Prosecuting Attorney of Chicago has now set one drink as the

limit that can be ordered just before closing time.—1 a. m. Please let us know what that limit will be—glass, bottle or bucket.

From the looks of all State street stores and the people visiting them, business was never better, but they do say that all some do is look and visit.

Yes, with all the new saloon restaurants opening up in the city, the price of a meal still remains at the cafe prices.

If you wish to run your automobile in Chicago, be sure to have the change—\$4 State license, \$8.35 city wheel tax, personal tax 23 cents a gallon for gasoline, \$8 to \$10 per month for garage. Again—have the change.

J. B. Beity, of Grand Rapids, registered in at the Palmer House last week.

The women suffrage question is now open for debate. Will the graft charges now being tried in Chicago between women politicians hurt the suffrage cause?

Twenty-four policemen of the city will have charges preferred against them for accepting money from pickpockets for protection. This is a report from the State Attorney's office.

The poor "cops" get shot or fired. There will be no noisy colors for the coming season—so say the textile class of public school teachers. Black will be the dominating color. We advise saving old gowns.

Geo. E. Wolf, of 164 Pearson street, Chicago, former manager of the Morrison Hotel, has returned from Decatur, Ill., where he went to superintend the opening of Fred VanOrman's new Orlando Hotel. Mr. Wolf reports that this hotel is one of the best in Illinois and that their system is so arranged that at a certain hour each day they can tell what the exact profit or loss has been. At the opening of this hotel Mr. Van Orman gave a charity ball. Eight hundred guests attended.

Ed. J. Brouillette, popular cigar dealer at 201 West Southwater street, has added to his Chicago prosperity a seven passenger Cole car. They do say that the city will move the curbs and poles so Ed can run his bus without mishap. Some wagon.

Weather has changed. Zero weather now in Chicago.

One of the city's big doings, Lake street bridge over the Chicago river, has been under construction for the past two years and during that time traffic has not been stopped except for a few hours on the night of Feb. 25 to allow the workmen to pull out the old structure and connect up the rails for the Metropolitan Elevated on the new bridge. Some job.

Chicago experienced a very peculiar fire Saturday, Feb. 26. The Northwestern Stove Repair Co.'s building, at State and Lake streets, took fire and caused considerable trouble to the firemen before it was extinguished, burning nearly ten hours. In service were thirty-two fire engines, fifteen hook and ladders, twelve motor trucks, twenty-five hose wagons and two fire boats. This was one of the most stubborn fires the city has had in some time. C. W. Reattoir.

#### Willing To Be Helpful.

Things were slow in the city and Bronson was quite worried. So he felt it was about the last straw when his daughter told him that she had accepted the hand of George McCuthbert.

"I'm glad you're happy," he said, with a weary smile; "but I'm afraid that I really cannot stand the expense of a wedding just now."

The fair girl bent over him and stroked his furrowed brow.

"Don't worry, father; I'll try and put that right," she cooed. "I think I can scare George into proposing an elopement."

## Extra Strong

where extra strength is needed

## ROUGE REX SHOES

"for the man who works"



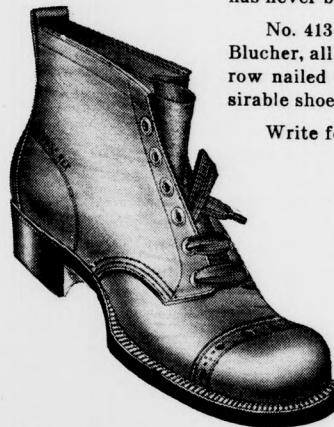
Shoes that are worn by men who work have to stand up to hard wear. The man who works can't be particular where he steps; his shoes come down wherever he has to put them.

Toe-caps on such shoes get more wear than the toe-caps on any other kind of shoes. We know that and so we make our shoes to be worn by men who work, with two thicknesses of leather on the toe.

It's good leather, too. We buy the green hides and tan them ourselves. No one can make shoes of Rouge Rex tanned leather but ourselves. Rouge Rex leather has never been on the market for other shoe makers.

No. 4131 here illustrated is a chocolate colored Veal Blucher, all eyelets, two full soles and slip, and double row nailed bottom, at \$2 35 per pair. An especially desirable shoe for spring trade.

Write for sample pair. It is a custom winner.



## Hirth-Krause Company

Hide to Shoe

Tanners and Shoe Manufacturers

16-18 Ionia Ave., S. W.

Grand Rapids, Mich.

## Eliminate Your Rubber Boot Troubles Buy Hood's "Bullseye" Boots



\$2.95 net



Probably no boot as good as the "Bullseye" has ever been before the American people

Many, very many, people would gladly subscribe to such a statement as the above, having tried them.

## Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

## POWER OF SUGGESTIONS.

### How It Can Be Applied in Salesmanship.

Written for the Tradesman.

Some salesmen possess individual qualifications which make it easy for them to suggest directly or indirectly the idea they wish their customers to receive. The salesman with the right personality, what we may call a "selling personality," finds it easy to direct the channels of his customers' thoughts. His whole attitude and expression convey the idea he wishes absorbed and the customer unconsciously develops a favorable feeling.

In developing suggestive salesmanship, salesmanship which will act through the indirect expression as well as through the direct, the salesman should know his customer's peculiarities. The better you know the individuality of the prospective buyer, the better you can lead his mental processes. The better you can read human nature, the better you can handle the individual buyer. Unless you are able to read human nature in others they will get the better of you. Your customers will prove too much for you.

It is necessary for you to keep the upper hand with the customer if you are to do the leading. This does not mean that you are going to browbeat him, but that you are going to understand him better than he understands you. Yours should be the greater mind if it is going to suggest to the other. Yours should be the self-confident position but not the over-confident.

#### Power of Suggestion.

If your suggestions of any kind are to carry weight they must be made with enthusiasm. The customer will feel in a minute any lack of faith in your own goods. If you are apathetic, apathy will show in all you say or do about the goods. Competition is too keen for a man to be a success in selling if he feels no enthusiasm over his goods. In buying we buy the items about which we develop enthusiasm, but the buyer will not develop enthusiasm when the seller cannot develop it. Enthusiasm suggests enthusiasm, and apathy suggests apathy. Without knowing why, the prospective customer who is met by an unenthusiastic salesman will himself fail to continue even the enthusiasm he felt when he came into the store.

You may talk in strongly favorable language of the goods you are trying to sell. The price and the quality may be all that you claim and you perhaps claim enough, but along with your talk will go subconscious suggestions which will unconsciously be absorbed by the buyer, and this suggestion will be one of apathy or enthusiasm about the goods just according to your own inner feelings.

Every sale you make is a mental transaction rather than a verbal or a financial one. In order to make the sale it is necessary that you talk and it is necessary for money to change hands. But the talk is merely the medium for exchange of ideas and ideas

themselves are existent only in the mind. The money end of the deal is only the result of the mental transaction. It is your own mental attitude and the mental attitude of the buyer that are to be considered. The situation is controlled by those mental positions.

There is a great deal of talk about the psychology of salesmanship. That is nothing but the mental side of buying and selling. And after all what is there about salesmanship that is important in such a degree as the mental feature?

When salesmanship is regarded from its mental side, the consideration may be slightly more technical. It may appear more theoretical. But then, nothing is more practical than sound theory.

If we are to suggest definite ideas to a customer through manner and through any indirect means, we must see that the conditions are as far as possible favorable. In making a distinct and accurate record on the cylinder of a phonograph it is necessary to eliminate all unnecessary noises and to concentrate the desired sound waves in the receiver. In taking a long distance telephone message where the voice is indistinct it is necessary to concentrate attention. If you are going to get a delicately expressed suggestion registered in the prospect's mind, you must see that there is no conflicting idea in the air, that the suggestion has a clear field and that the mind of the recipient is in a favorable attitude.

In getting an idea before the prospective buyer clearly it is desirable to emphasize its most striking characteristics. Any suggestion that is involved in a maze of detail, that is not a well defined suggestion when it reaches its destination, will probably fail of an effect.

The attention of the customer is secured at the outset by using his sense of sight and touch. Get his mind directed to what you want to sell by getting him where it will fill his sight. Let him touch it when the touch will convey some desired impression through the feelings. With his eyes and hands conveying to him the suggestions you want him to receive, his ears will be open for anything that will strengthen the impression of the other senses.

Find out from what point of view the customer views the article and its purchase. Put yourself in his place to the extent of viewing the proposition as he views it. Then you will know what ought to be said and done to get a favorable attitude on his part.

#### Price and Quality.

It does not take much sounding to discover that one customer is regarding a purchase solely from its financial side, or that another considers the style and quality of the goods rather than the durability or the cost. The customer's desire should receive consideration but there should be a constant effort to suggest the importance of other considerations when there are other considerations of great importance.

If the buyer's chief regard is for

price, suggest to his mind the importance of quality—unless you prefer to meet competition and to sell on a price comparison exclusively. Where the customer considers quality the main thing, while price is your chief advantage, impress indirectly the importance of buying economically.

The valuable fact that you lodge in your customer's mind by indirect means, by suggestion, will be of the greater worth because he will probably think he has been clever enough to discover that fact himself. Many items of information about the goods you are selling will have a greater value for being insinuated instead of being expressed outright.

Some writer on salesmanship has said, "Don't take yourself too seriously." There is probably something in this. However, I do not believe any salesman can afford not to take himself and his work seriously. The light-minded man is destined to be a light-weight all through. He does not get ahead because he does not take himself seriously enough. I believe in being happy-minded, cheerful-minded, and in showing it, but I do not believe in being light-minded. A man may overdo the matter of taking his work seriously, but I say, take your work seriously.

The light-minded chap who is full of light ideas and of light-weight talk may be agreeable enough to listen to in small doses, but he will not make many big sales. Small talk and joking are not a part of selling goods. Joking with customers is expensive

business. Sometimes they are not in a mood to care about jokes. It is very difficult to tell a funny story well. It is much more difficult to make it fit well into a selling talk. It is almost impossible to get hold of stories the customers have not heard before. The penalty of humor in salesmanship is loss of sales.

Although you may decide that it is not worth while for you to use suggestion in your selling, nevertheless it will enter into your work. You will suggest involuntary things you would not voluntarily suggest. If you are careless about giving information regarding the goods you are selling you suggest that you do not know much about them. To suggest your own ignorance about your stock is to suggest to the buyer that it would be a good plan to look elsewhere.

#### Know Your Goods.

I don't believe a man can really do the best kind of work in selling goods, the uses of which he is not entirely familiar with. If you do not know the utility of every item you have occasion to sell you will fall somewhat short of being able to show the greatest worth of the goods. You cannot point out to customers points of which you yourself are ignorant. The more knowledge you have of an article, the more experience you have had with it, the better you can sell it.

A man cannot have practical experience in all the lines he is selling perhaps, but he can take advantage of every opportunity to gain experience, and where he fails to get ex-



Very often lately the professional people on our "billing" have appeared as part of the entertainment features of various big events of the city.

To that part of the public not well acquainted with our amusement features this is quite significant of their worth for it indicates the regard in

which our judgment in these matters is held by the people of Grand Rapids.

It is also representative of the entire policy of this management in every detail connected with our service for the public.

Right now we are offering an entirely new feature in the Main Cafe—Prof. Rikks' Hungarian Orchestra. This is an amusement feature such as has never been billed in any cafe in this city before and it is well worth hearing.

The time you spend with us will be as pleasant as you have ever experienced.

Tea Dancing 4:30 P. M.

Dinner Dancing, Main Cafe, 6:30 to 8:00

White and Black Room 9:30 to 12

#### Amusement Billings:

Prof. Rikks and Hungarian Orchestra, Betty Randale, contralto; Zema Randale, pianist; Hanauer and Mack dancing.

#### Management

Frank W. Brandt

Joseph E. Bureau



perience he can get knowledge. Nothing will be of greater help right here than the trade papers.

I know there are some salesmen who have no faith in "This suggestion talk," as they call it. They do not believe that a customer is influenced unconsciously by the actions or by the indirect expressions of another person. The actual importance of suggestion however can easily be demonstrated. Step into the waiting room of a small railway station where a number of people are waiting for a train soon to arrive. Sit down and wait five minutes, then get up, look at your watch, button up your coat, pick up your bag and start for the train. If none of your fellow travelers pay any attention, then there is nothing in suggestion. As a matter of fact, however, half of them will probably follow you and the rest will want to. We cannot help being influenced by suggestion.

Every salesman uses suggestion to some extent. If a customer shows a tendency to buy a cheaper article than we think he should buy, don't we damn that cheaper article with faint praise, saying that it "is all right for the money," and when we say that, aren't we saying, in a round-about way, that it is not very good? Just as we are already accomplishing certain ends by means that are suggestive although we may not have realized it, so we can accomplish more by the development of our suggestion tactics.

Suggestion should begin with the entrance of the customer. That is, instead of waiting for the opportunity to develop in the course of conversation about the goods, opportunity should be made for the suggestion to take effect. One of the first things that may be suggested is the advantage of buying the best grade of goods that can be afforded. If the customer is thus made unconsciously to elevate quality and to subordinate price before having made any statement about how much he expects to pay, there will be one less influence set against you at the outset. Every salesman knows how a customer will stick to a price limit once set, not so much because of the actual inability to pay more, but because he has set his stakes and does not want to back down.

A suggestion in the way of courtesy to a customer will often soften a long wait or help a tired feeling. If you are busy and there is no one to wait on a customer, the indicating of a comfortable seat and perhaps the offer of some advertising literature after discovering the customer's want, will make the wait even a desirable thing for your sale.

You can suggest to a customer things you would not say outright. You sometimes know better than the customer what he wants or needs. You cannot intimate that or let him see that you think it. Instead you must suggest the points you appreciate and that he fails to appreciate. You should search the customer's mind from first to last and make tactful and careful use of what you find there.

#### Discrimination Necessary.

In order to avoid making suggestions that will have adverse effect, it is necessary to read the customer. If you are going to know more than the customer about what he ought to buy, you will have to study below the surface of his mind.

Some customers want the thing everyone is buying. They want to be "in the swim" although they may not want to say anything to convey that impression. Other customers may reason in an opposite way and want something different from the general run. It is science which will enable you to determine to which customer you should say, "Everybody is buying these," and to which you should say, "These are exclusive patterns."

Some customers, you will find, like to have you take them in hand and tell them the whole story, because they are perfectly frank in their admission that they don't know anything about the goods. Other customers want you to think them very wise. Probably the wise man knows considerably less than he would have you think. Probably the ignoramus is not the fool he appears. You must avoid suggesting to any untried customer that he is either more or less informed than he appears. Take the man as he seems to wish to be taken and govern yourself accordingly.

Of all the things you can suggest by direct or indirect word or action, the greatest is probably service. Whenever you are able to cause a customer to think your store is accommodating, or that you are a willing or a painstaking salesman, anxious to please and to see that the purchase made is the one that will result to the greatest advantage, you are suggesting something that has a great value. The public appreciates service. It gets none too much of it even at the best stores. Too many people are afraid to step in and look at goods because they doubt the dealer's willingness to supply attentive and polite service to anyone who is not ready to buy.

Salesmanship may be as simple as A B C, and as easily learned. If you follow that kind of salesmanship you will get that kind of results and you will work for a salary in proportion. On the other hand, you may recognize the fact that there is more to selling than most men realize. George Wilson.

#### How Salesmen Lose At Own Game.

Everyone in the world is a salesman, and salesmanship is the greatest of all professions.

Salesmanship, or sales ability, simply means making the other fellow have the same feeling as we have about our proposition. The trouble seems to be, however, that the man or woman we are trying to sell is oftentimes a better salesman than ourselves.

Therefore it is important in selling cars to keep in mind that everybody is a salesman. He either has his ability, personality, or services to sell, and so many times this other party is so much better a salesman than the automobile man that he sells us instead of our selling him.

In December he sells us on the idea that he should delay purchasing his car until January. In January he sells

us on the idea of delaying his purchase until April. His reason is that he will not have to pay taxes or something else.

When April rolls around, he wants to wait until May or June, when the weather becomes settled, and then he wants to wait until fall, and then until Christmas, and so on. He sells the automobile man on his ideas to suit his convenience, instead of our selling him our proposition now, here, to-day.

This winter we have a great opportunity for selling cars. That opportunity is just as big as we are able to make it. We can determine now that we can sell a certain number of cars, and then back this determination with the necessary efforts and we will get results.

On the other hand, if we decide or conclude that winter is a bad time and that it's going to be impossible to sell cars, so it will be. Conditions are but thoughts expressed, and it is in the salesman's power to express the kind of thought and arrive at the kind of determination that he wants to realize on.

Every salesman's success in the sale of the car he represents is in exact proportion to his ability to make the other fellow feel about his proposition as he feels.

I. H. Whipple.

Lots of men walk miles to hear a political speech who wouldn't walk a block to hear a sermon.

Every man considers honesty the best policy for others.

## 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



## Anxious Moments

Friends and relatives at home, waiting to hear if the boat has arrived, if the train has reached its destination safely, if the traveler has journeyed without accident or mishap, are quickly reassured by a long distance telephone message.

Nothing relieves anxiety like the sound of a loved one's voice. No matter where you are, you can telephone home via the long distance lines of the Bell System.

Michigan State Telephone Company

## AUTOMOBILES AND ACCESSORIES

### Gives Reasons for Trouble With Battery.

The storage battery is an electro-chemical combination, sensitive to certain conditions which would not affect any of the mechanical parts of the car, and for this reason requires special consideration. Certain conditions will produce results which might make the battery inoperative at any time during its life. The most important are as follows:

Neglect to keep batteries filled is one of the greatest evils, and will have the most far reaching and detrimental effect on the battery. If evaporation has brought the level of the electrolyte to below the tops of the plates the entire amount of current goes through the submerged portion of the plates only. If only one-half of the plates were covered with the electrolyte the charging of the battery at the normal rate would be equivalent to charging it at twice the normal rate. Under these circumstances overheating will be rapid, the plates will quickly buckle and insulation break down.

An undercharged condition of a battery, continuing for some time, may be the direct cause of overheating and broken down insulation. A battery may get into an undercharged and starving condition because the driver is a novice and does not use judgment in operating his lights and also uses the starter very frequently while learning to operate the car. It is also possible that a new car may be turned over to a customer out of stock in which the battery is three months old and has never been charged.

When undercharged for some time plates become hardened and offer greater resistance to the charging current. Such batteries need reforming at a rate not greater than three or four amperes and sometimes requiring three or four days. If, therefore, a car with a severely undercharged battery is taken on a long run, the normal charging rate will produce much greater heat in the battery and possibly overheat it to such an extent that the plates will buckle. If the battery were in a normal, healthy condition the normal charging rate would be all right.

In this case the battery may be likened to a convalescent who is put on a healthy man's diet. Instead of getting better, he gets worse. In the same way, where a dieting charge would bring the battery back to an efficient condition, the normal full charge for a healthy battery will result in a complete breakdown.

One or more of the component parts of the self-starter equipment may be out of adjustment in such a manner that a charging rate either lower or higher than the normal is produced.

In the first case the battery will run down from lack of charging. In the second case it is being overfed, which may result in overheating, buckled plates, and premature breakdown of the insulation. Any mechanical or electrical apparatus may get out of adjustment, and for this reason it is advisable, where there is no meter on the car, to have the apparatus tested from time to time to see that it is performing properly.

The storage battery is intended to do a certain amount of work. It is receiving a certain amount of energy, and in order to continue in a healthy condition it must give up a certain amount of energy, in the same manner as the human body. There must be a proper balance between feeding and exercising. If the driver is operating the car under such conditions that he does not give the battery the proper amount of exercise, he must take special precautions to ensure satisfactory operation.

H. S. Gardner.

### Clean Car Has Many Advantages.

Too many cars are not washed frequently enough. The owners garage them on a storage basis and the only washings they receive are occasional ones when the owners feel so inclined.

This condition is not favorable to the care. It is soon dirty, looks twice as old as it really is, and the owner's interest in it dwindles. The clean car is dynamic. It attracts attention, even that of the owner and his family. Often a clean car is kept in better running condition than a dirty one.

On a clean car the loose nut is more quickly detected, so is the broken spring leaf or the other parts that need attention. Cleaning the mud off the axles, springs and grease cups is going to draw the owner's attention to the grease cups and they get more attention than otherwise probably would be given them.

A new suit of clothes always has an animating effect on the wearer; it is similar to a birthday or a New Year's day, if the owner has humanity enough left to be interested in such. So in the clean car the clean exterior consciously or unconsciously suggests a clean interior, and the owner is impelled to be more careful of the lubrication and other features.

A few fastidious owners clean their car parts off periodically with gasoline, taking all grease off the motor, exposed clutch parts and other places such as the drip apron, etc. This housecleaning is commendable. The drip apron should be clean, otherwise you may have good food for a nasty fire. Try the clean-house policy with the car; it will pay you.

### Makes Winter Driving Easy.

One of the accessories which has popularized winter driving, especially among owners who enjoy running their own cars, is the electrically operated self-starter.

It is no longer necessary to get out in the rain, nor step in the mud or snow and crank up the engine to get under way, for, practically all cars are now equipped with electric starters and the driver, pressing a switch with his foot, starts the motor without leaving his seat.

This feature has become so popular among purchasers that a salesman would as soon think of offering a car without any lamps or without a horn as to endeavor to sell one that is not furnished with an electric starting and lighting equipment.

Considering the work which these outfits do, they are very simple. The only care which is necessary is to see that the battery is kept properly filled with distilled water, so that the plates are always covered.

There are many good and efficient systems on the market, some being known as the 12-6 type, which use twelve volts for starting and charge at six volts while others use six volt system for both starting and charging.

On the 12-6 type the change from twelve to six volts is made automatically by the starting switch, without any attention from the driver. In addition to this starting switch, the principal parts of the 12-6 system are the storage battery, motor-generator, and indicating automatic switch.

For starting the operator simply presses the starting switch down and current is then drawn from the storage battery, causing the motor-generator to act as an electric motor on a twelve volt circuit, spinning the engine at a good rate of speed.

When the engine is running under its own power the motor-generator, which acted as a motor and started the engine, now acts as a generator and produces electric current, charging the battery at six volts until it is up to its normal voltage.

All changes in the system between battery and generator are made by means of the starting switch. The indicating automatic switch tells the driver at a glance whether the battery is being charged or not, and if desired an ammeter can be connected

in the line to show the rate at which the battery is being charged.

This system can be installed either as a one wire or grounded outfit, the return being made, through the frame of the car, or as a two wire system. The latter, being an all metallic system, is preferable.

The storage battery also furnishes current for all lights; this permits the use of brilliant headlights, which can be instantly dimmed.

Daniel Wells.

### Got Satisfaction.

A motorist was stopped by a policeman for speeding, whereupon he became angry and called the policeman an ass. After he had paid his fine, the judge reproved him for what he had said to the officer.

"Then I mustn't call a policeman an ass?" he said.

"Certainly not," said the judge. "You must not insult the police."

"But you wouldn't mind if I called an ass a policeman, would you?"

"Why, no, if it gives you any satisfaction," answered his honor with a smile.

The motorist turned to the man who had arrested him. "Good-day, policeman," he said, and at once left the courtroom.

### GRAND RAPIDS OIL CO.

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

### EVEREADY FLASHLIGHTS

are equipped with the wonderful EVEREADY Tungsten Batteries—a distinct advance over any other battery which has been used with flashlights. These batteries have a remarkable length of life—and at the same time are very compact and economical.

EVEREADY Flashlights give real satisfaction and help build up confidence in the store that sells them. Write us today for full information.

C. J. LITSCHER ELECTRIC COMPANY

Wholesale Distributors  
41-43 S. Market St. Grand Rapids



## NOKARBO MOTOR OIL

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

It will not char or carbonize.

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

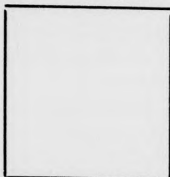
WRITE FOR PRICES AND PARTICULARS

The Great Western Oil Co  
Grand Rapids, Michigan



**Gabby Gleanings From Grand Rapids.**

Grand Rapids, Feb. 28—The portrait below is that of a Grand Rapids salesman who did not attend the Grand Rapids auto show:



W. P. Drake entertained Leonard Seager and Otto Johnson, popular merchants of Cadillac, at the auto display.

O. A. Wolbrink and friend, Mr. Johnson, of Ganges, were visitors at the auto show.

Isaac Wolbrink, of Cedar Springs, was in town inspecting the different makes of gas wagons.

J. Rankans and wife were auto show visitors.

Peter Hansen, proprietor of a general store at Amble, was in the city attending the auto show and while in the city called on the Worden Grocer Company.

Gust Rost, proprietor of the Wigton House, at Hart, was a visitor at the auto show.

Charles E. Wilson, genial merchant at White Cloud, attended the retail grocers' convention at Battle Creek last week and on his way back stopped off to visit the auto display.

Ralph Floyd, manager of the Antrim Iron Co. store at Antrim, and wife spent several days of last week with friends and also visited the auto show.

W. H. Graham, of the Grand Traverse Auto Co., Traverse City, attended the motor show. Mr. Graham retains his membership in No. 131.

J. E. Friend, popular cigar store proprietor of Petoskey, visited a brother in Flint last week and on his way back dropped off for a look at the buzz buggies.

Now look who's here!

C. C. Perkins purchased a Studebaker six and expects to help considerably in the consumption of gasoline.

William Bosman purchased a new Buick six at the auto show last week and has offered to take his less fortunate friends for a spin.

Another proud possessor of a Buick six is William DeKuiper, of Fremont. Mr. DeKuiper is a representative of the Worden Grocer Company.

Frederick E. Beardslee contracted for a Chalmers six at the show. Away goes the price of prunes.

William E. Sawyer nailed a Chevrolet car at the exhibit and expects to use it in his office as conductor in Grand Rapids Council.

That will be about all for the cost of high living.

Burlew & Burlew, general merchants at Boyne City, have moved into new and larger quarters and have increased their stock. They are wide awake merchants and are always on the job and, as a result, their old business quarters would no longer house the stock necessary to accommodate the trade.

J. L. Barhite, implement and harness dealer of Vicksburg, has sold out to E. J. Merrifield. Mr. Merrifield also conducts three other stores in adjacent towns.

About 45,000,000 pounds of licorice and about the same amount of sugar was used in the manufacture of tobacco last year. Licorice root has made a sharp advance in price recently and, as a result, "chawin' terbacers" will cost more money. The Turks are so busy digging trenches that they have no time to dig licorice root. This is the cause of the advance.

John L. A. Golster, of the Union Cigar Co., Petoskey, was in the city last week contracting for material to rebuild his building which was de-

stroyed by fire a few weeks ago. The building will be of brick and cement.

Beulah and Honor are again battling for the county seat of Benzie county. Honor at present is the county seat and Beulah has the desire. They are offering a building and making many other concessions in order to get the county capital. The decision will be put to the vote of the people in the spring.

H. B. Wilcox suggests that those who own black gladstone grips paint them various colors, such as pink, blue, green, etc., as it is very hard to pick out one's grip when a bunch are thrown together and it is no snap to have to chase down stairs with a grip that looked like yours.

The Charlevoix Hotel, formerly known as Baker's Inn, has been sold to Mrs. Blossat, who is also the owner of the Michigan. The Charlevoix will be conducted as a commercial and the Michigan as a summer hotel only.

R. A. Waite spent last week in the East. He attended a salesman's meeting of his firm which is located in Middleport, New York.

P. C. Payette, Secretary and manager of the Woodhouse Cigar Co., is in the East on business. He will visit New York City and other Eastern points.

Grand Counselor, W. S. Lawton went to Traverse City Saturday morning to attend the annual meeting of Traverse City Council.

Edward Wykkle and John D. Martin Sundayed in Petoskey.

Don't forget Assessment No. 130 is nearly due and that there is still some ice hanging around. If it wasn't necessary to send out so many reminders to the slow ones, everybody would have a chance to help spend the postage money.

Our incoming S. C., Arthur N. Borden, is endeavoring to get the officers of the Council whipped into line so that a layer of dust an inch thick will cover the rituals.

F. W. Thompson, commonly called Tommy, expects to get his \$10 worth of U. C. Tism, at the March 4 meeting. There isn't any doubt of his falling short, is there, fellows?

There is no doubt that at some time or other we have exasperating things happen—things that we know are uncalled for and are done seemingly for the devilry of it. Such seems to be the position of the G. R. & I. in taking off the night passenger trains North. The service is bad enough, but on top of that comes the emasculated mail service. On the old schedule an open pouch mail enabled us to get mail through to Grand Rapids from any town. Now, unless you are at Mackinaw, Petoskey or Cadillac, your orders or mail of other description do not reach the office for nearly forty-eight hours after mailing. Is there any chance to render service to your customers when the railroads render such service? Is there any reason why we shouldn't route our freight by other roads? Several carlots of freight have been given to other roads already and there isn't any doubt but what there will be many more. Every traveler who goes North and can ship his goods over other roads should make it a point to give his business to the roads which are giving the service. Perhaps the G. R. & I. doesn't need the business. If not, there are others which do and will appreciate our endeavor.

J. P. Hacha, a member of No. 131, met with a very painful accident Monday evening when he slipped on the walk in front of the Hermitage Hotel and suffered a sprained ankle and hip. His wife, who is a trained nurse, is taking care of him. Mr. Hacha was formerly in charge of the Battle Creek and Hillsdale office of Grinnell Bros. and just recently accepted a position as manager of the musical department of Young & Chaf-

fee. Mr. Hacha is living at the Hotel Hermitage and would appreciate a visit from any of the boys.

Ed. Kraai has gone to Mt. Clemens to take treatment for rheumatism.

Bertram, son of Mr. and Mrs. A. F. Rockwell, was confined to the house last week with bronchial trouble.

Mrs. J. E. Edwards, landlady of the Seminole Hotel, at Mesick, is ill with la grippe.

Dance No. 10 has gone down into history and the details of same can be gotten from any one who attended. Believe us when we say it was some party. Just two chances to meet with the bunch. So every one had better get busy. Don't have that regretful feeling after these parties are over, because your friends are going to tell you, sooner or later, what a good time they had. March 18 will be the date of the next shindig. Come, get in the boat.

Next Saturday, March 4, will be a big day for Grand Rapids Council, as it is the date of the annual meeting, election of officers and banquet. The meeting will be called at 9:30 a. m. and a session continuing throughout the day, ending with a banquet at the Hotel Pantlind in the evening. Everyone who can should be present at the meeting and attend

the banquet and help to make this meeting a memorable one for Council 131.

Order your banquet tickets early, as reservations will close Saturday at noon. The committee does not want to disappoint anyone, but our guarantee must be filled with the hotel management by 12 o'clock Saturday, so your early co-operation is solicited.

How many candidates have you dug up for the massacre?

Will meet you either on the bridge of sighs or in the vail of tears, guarded by the U. C. T. goat, Saturday.

L. V. Pilkington.

## AGRICULTURAL LIME BUILDING LIME

Write for Prices

A. B. Knowlson Co.

203-207 Powers' Theatre Bldg., Grand Rapids, Mich.

## OFFICE OUTFITTERS LOOSE LEAF SPECIALISTS

*The Tischling Co.*

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

## PERE MARQUETTE

### How there came to be a Pere Marquette Railroad

"As it stands today, the Road embraces 41 lines originally entirely separate. These lines gradually grew into three small systems—the Flint & Pere Marquette in eastern Michigan; the Chicago & West Michigan in western and the Detroit, Grand Rapids & Western in the central part of the state. These three systems were consolidated in 1900 to form the Pere Marquette Railroad.

#### A FEW FACTS

"The Pere Marquette Railroad didn't 'just happen'. It is the result of a steady growth due to manifest need. The little lines couldn't furnish connected service—consolidation resulted.

#### AND A FEW THOUGHTS

Today we have through service to nearly all the principal cities of the state. **Would we return to the old order of things? Not we!** This Railroad is here today by virtue of the efforts of some of the best men Michigan ever had. We of this day cannot know of their struggles, their determined perseverance, their sacrifices, their indomitable courage and heroism. But the bands of steel stand for all these.

"This is Michigan's Railroad. **It serves us** in Michigan principally, and **it must be conserved** in order that it may continue to serve us as it should. **It needs your word of encouragement. It needs your business. It needs your help in securing adequate rates.** These things will enable the Road to so maintain itself as to guarantee its future on a basis which will meet your transportation demands and promote the progress and development of the state. We are doing everything possible to bring about this result. **Are you doing your part?**



*Paul H. King*

Operating Receiver,  
Pere Marquette Railroad.

Talk No. 2



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

#### Wafted Down From Grand Traverse Bay.

Traverse City, Feb. 28—Lee Messenger has gone to Chicago to talk over business matters with the Oliver Typewriter Co. Lee has been with the Oliver people for several years and through his ability as a mixer has been instrumental in getting an Oliver typewriter in nearly every commercial traveler's home in the North part of the State.

We are pleased to announce that C. A. Cressy is again back with the Singer Sewing Machine Co. As soon as the Chicago division found that Charlie was out of a job, they immediately wired him to come to Chicago. The writer has just received a letter from him, stating that he is again back in the harness, located at Rockford, Ill. We are sorry to lose so good a neighbor as Mr. Cressy, but are pleased that his ability as a sewing machine salesman has enabled him to locate in a town the size of Rockford.

Traverse City's popularity as a distributing point for agricultural implements is receiving another boost. The Johnson Hardware Co. now has a stock of about 2,000 sheets of emery cloth which will certainly have to be distributed. Archie Jourdan never stuffs an order. He just got mixed a little between four dozen which Johnson was ordering and four reams that Archie put on the order, but still Archie insists he was sober.

Fred Richter, Jr., who, by the way, is one of the most helpful assistants your Traverse City correspondent has in connection with his work in this department—is planning a delightful automobile trip through Michigan, Ohio, Pennsylvania during July. He expects to be gone about three weeks and will visit about half a hundred cities and towns en route. Of course, he will take the wife and babies with him. They just fill a five passenger car.

Grover Maple reports his little daughter who has been sick for a long time much improved at this writing.

Saturday Traverse City Council held its tenth annual banquet. The fun started when nine U. C. T.'s dressed in soldiers uniforms accompanied by a deputy sheriff and a private detective in the person of K. M. Stemler, of No. 41, Canton, Ohio, went to Interlochen to meet Grand Counselor Lawton. Immediately upon the arrival of the train bearing the distinguished guest, the

soldiers boarded the train and, with two at each door to guard the same, the sheriff and detective proceeded to find the German that poisoned the soup. The passengers were horrified when the sheriff proceeded to handcuff Grand Counselor Lawton. Walter made a good fight for liberty; but after having some skin knocked off his hand and suffering breakage to some of his jewelry, he was overpowered and handcuffed. Grand Chaplain Wilson was one of the soldiers, but as soon as Lawton was handcuffed Wilson was attacked and

the order. District Deputy Ben Mercer was unable to attend, on account of sickness, and his place was very ably filled by Dr. Ferguson, of Grand Rapids Council. Other good talks were given by Prof. Curtis, of the high school, Attorney P. C. Gilbert, Past Counselor, W. F. Murphy and Grand Chaplain, F. W. Wilson. These and the several good musical numbers made a programme enjoyed by all. After the banquet, the hall was cleared and dancing was enjoyed until midnight. The storm kept a great many at home, but all think this was one of the most enjoyable annuals we have ever held.

F. W. Wilson.

#### Must Be in Love.

"Well, if that isn't the limit," mused the postman as he came down the steps of a private residence in New Bedford. "What's the trouble?" queried the mere citizen who had overheard the postman's noisy thought.

"Why," explained the man in gray, "the woman in that house says if I don't come along earlier she'll get her letters from some other carrier."

#### THE LIFE OF THE TRAVELING SALESMAN.

Off the train he hops at daybreak with a grip in either hand,  
With a stomach mighty empty and a wish for Slumberland;  
But he never makes a whimper as he climbs into the bus,  
For he laughs at real discomforts that would bring a groan from us.

Ever laughs the traveling salesman and his laugh rings loud and sweet  
To the poor old stranded actor or the beggar in the street;  
Just because the salesman helps them to a breakfast or a fare,  
Even though it takes a greenback he can ill afford to spare.

On the cars again at midnight, and when dawn has come again.  
You can see him swinging blithely from the long belated train;  
Just another round of calling, taking orders in a town,  
Orders that he thinks are corks— that the credit man turns down.

Just another round of hustling, just a ten mile drive or two,  
When the wind is full of winter and his hands are numb and blue;  
Far from home and good home cooking, far from baby and from wife,  
You can bet it takes a hero to endure a salesman's life.

But with all his cares and hardships when he creeps to bed alone.  
In some little country roadhouse where the cold would freeze a stone:  
With the same old smile he slumbers, for within his watch's case  
Is the photo of a wife and a dimpled baby face.

divested of his uniform and, in disgrace, handcuffed to Lawton. The train was met at Traverse City by about fifty U. C. T.'s and, headed by the high school band, followed by the soldiers guarding prisoners Lawton and Wilson, followed by U. C. T.'s carrying flags, marched through the streets to martial music to the hall. At the meeting in the afternoon fifteen paid applications were on the desk lacking only one of the charter members ten years ago. On account of the severe storm, which was the worst of the season, only six were initiated and two re-instated. A banquet was held in the evening and about 150 enjoyed one of the very best banquets we ever held. The committee who put on the banquet are to be complimented; and the sixteen girls—mostly daughters of U. C. T.'s—certainly did themselves proud by their very prompt service and neat and graceful appearance in the hall. The address of welcome was given by Senior Counselor H. C. Hoffman. W. G. Wyman acted as toastmaster and one might think he was Irish by the witty manner in which he introduced the speakers. Grand Counselor Lawton gave a good talk on the growth and benefits of

#### FREE HOTEL SITE

Will give site for a summer hotel to reliable parties, at an established resort near Traverse City on Grand Traverse Bay. About twenty-five cottages, fine bathing, fishing, motoring, golf and tennis facilities. Neatawanta Resort Association, Traverse City, Mich.

#### GRAND RAPIDS

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

Union  
Station



#### 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

#### 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.

#### The New Winter Inn GREENVILLE, MICH.

W. H. MILLS, Proprietor

European	American
50c, 75c, \$1.00	\$2.00 and up

#### The Hotel Geib Eaton Rapids, Mich.

L. F. GEIB, Propr.

AMERICAN PLAN

Artesian Water Steam Heat

\$2 Per Day

Sample Room in Connection



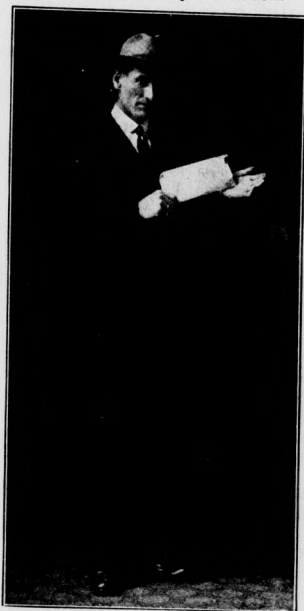
### News About Travelers Too Late to Classify.

Grand Counselor Lawton has received word that Walter D. Murphy, Supreme Secretary of the U. C. T., will be present at the banquet of the Grand Rapids Council Saturday evening.

The Tradesman regrets that Mr. Goldstein is unable to contribute his usual quota to the Tradesman this week, due to the serious illness of Mrs. Goldstein. A late report from Detroit is to the effect that Mrs. Goldstein is very greatly improved, so that Mr. Goldstein may be expected to return with a vengeance next week. Mr. Goldstein intimates that he proposes to take issue with the Tradesman on its recent editorial on Henry Ford, so we give him an additional text to preach from in the shape of an extract from a letter from the editor of the Tradesman to a Central Michigan merchant who thought we were a little severe on the Detroit gentleman, as follows: "Regarding Henry Ford, I cheerfully accord him the right to expend his enormous income any way he pleases, providing he does not so conduct himself as to bring discredit on the American Government or the American people, as he did when he financed a pro-German peace fiasco under the inspiration of a Teutonic woman whose motives are now pretty well understood by men of bright minds and keen perceptions. So long as Mr. Ford confined himself to the manufacture of self propelling vehicles, he passed for a man of genius, but when he permitted his head to be turned by President Wilson when the latter sent for the simple minded mechanic of Detroit to come to Washington for consultation on governmental affairs, Mr. Ford suddenly changed from a modest citizen to an arrogant demagogue who has a panacea for every ill which afflicts mankind. Since that time he has reversed himself and stultified his record on nearly every great governmental and humanitarian question. When I write about the Ford machine I write from personal experience. I undertook to drive a Ford one season and I hope the good Lord will forgive me for the profanity I felt—even though I did not express it—during that time. I have since driven two Chevrolet cars and am now driving my fourth Franklin (Sedan). I believe the man who buys a Ford gets less for his money than is the case with any other machine on the market, besides incurring a continuous liability for repairs and breakages due to the use of poor material and the employment of still poorer workmanship. I believe it is little less than criminal for Mr. Ford to put out a machine which can be set up complete in six and three-quarters minutes. The time may come when it can be assembled with compressed air. I cannot conceive how any one can buy a Ford who has ever been through the factory and witnessed how they are made or who attended the Empress theater (Grand Rapids) last week and noted how quickly, carelessly and slovenly they are put together. I question the moral or

legal right of any man to sell a machine at a profit of 300 per cent. and call it an automobile, when it has none of the attributes of the modern machine which commonly goes by that name. If Mr. Ford really wants to do good in this world, he can accomplish much more by confining his attention to the things he understands than by espousing fads and fancies which make him the laughing stock of the world and do not contribute one iota to the advancement and happiness of the people."

Algernon E. White (Jaques Baking Powder Co.) has been undergoing a severe illness, suffering from intercostal neuralgia, which is extremely painful. He is slowly recovering and is looking forward to the time when he can talk K. C. baking powder to his customers six days a week.



J. M. Bothwell, of Cadillac, who was unanimously elected Secretary Grocers and General Merchants' Association of Michigan at the annual convention at Battle Creek last week.

It is estimated that January net earnings of United States Steel Corporation ran close to \$20,000,000. As February is a short month, income will probably run below that of January. March is expected to break all records in monthly earnings. If net earnings of the United States Steel Corporation reach \$240,000,000 this year, surplus for 1916 year will be sufficient to cover common dividends at 5 per cent. rate for more than five years.

The First National Bank of Birmingham has completed the remodeling and rebuilding of its building, installing new fixtures and equipment throughout. The capital stock and surplus has been increased from \$25,000 to \$50,000 and \$5,000 to \$10,000 respectively, at a special meeting of the stockholders.

The Commercial Savings Bank of Lakeview (private) has been incorporated as the Commercial State Savings Bank of Lakeview, with an authorized capital stock of \$25,000. Fred M. Northrop holds \$6,000 of the stock, Charlotte T. Northrop holds \$6,000 and Bessie M. Northrop holds \$3,000.

### Sparks From the Electric City.

Muskegon, Feb. 28—Marsh Field will be the name of the Muskegon Central League base ball park. Charles W. Marsh, President of the team, is the man the park will be named after.

The Abel & Johnson garage, at Montague, was completely destroyed by fire.

George Seaman has purchased the Follette & Son grocery stock at Bailey. Mr. Seaman formerly owned the store and is well acquainted in the vicinity.

Almighty Dollar! Thy shining face bespeaks thy wondrous power. My pocket make thy resting place—I need thee every hour. (With apologies to Jim Goldstein.)

The Occidental Hotel, at Muskegon, will be built nine stories high, instead of four, as originally planned. This will make it the tallest building in our city and speaks well for progressive Muskegon.

Our next meeting will be held Saturday, March 18. The election and initiation of officers will be followed by a banquet which will be strictly a U. C. T. affair, no one but U. C. T. members to be present. The banquet committee promises a good feed and a dandy time for all. Tickets will sell for a dollar a plate. If you do not get your tickets in time, send a bean to H. Foote or any other of the officers.

A. W. Stevenson was laid up with a bad cold last week, but we are glad to report Muskegon's candidate for Grand Sentinel is back on the job.

Ben Mercer, of Saginaw, is certainly a U. C. T. booster, securing thirty U. C. T. applications. If there were only a few more Ben Mercers!

At our last meeting A. Peters was declared champion rum player of Muskegon.

Are you doing your part in boosting A. W. Stevenson's candidacy?

Your last assessment is now due. Do not let your accident policy lapse.

If our members were more generous with news, this column would be stretched, but the scribe cannot do any better without assistance.

Milton Steindler.

### Jaunty Jottings From Jackson.

Jackson, Feb. 28—The pure food show was a success. The Jackson retail grocers did the thing right and have brought themselves closer than ever to the consumers whom they serve. Then, too, they have established new relations with the jobbers from whom they buy and mutual benefit will be the result for jobber, retailer and consumer. This will now be an annual affair, but, no doubt, larger quarters will be secured for next year, for the progressive spirit already shown by the Jackson Retail Grocers' Association is an assurance of a larger show each year. The booths were uniform in their decorations, the demonstrators were in the best of spirits and from Monday morning until the closing hour last Saturday night, there was always something doing.

Frank Elliott, President of the Elliott Grocer Co., Lansing, was a visitor at the fair last week, getting ideas to use at the pure food show soon to be held in the Capital City.

R. R. Robinson, proprietor of the City Bakery, will probably change the firm name to R. R. Robinson & Son. Anyway his son, who is about eighteen months old, was to be found in the City Bakery booth, at the pure food show, dressed in a baker's uniform. The slogan of this firm is "Jackson takes what Robinson bakes." One of the youngest jobbers in Jackson is T. E. Howard, of the Howard & Keebler Co. Although he has been active as the head of this concern for over forty years, the business does not grow old to him, and he enjoys going up the street and booking orders just as much as ever.

If the Stevens bill becomes a law,

the question is, what percentage of profit will it provide for the retailer? Then, again, will the retailer who sells service with his goods have to sell at the same price as the one who gives no service at all?

"Jackson, the distributing point." Spurgeon.

### Carleton Merchant Commits Suicide.

Carleton Feb. 25—Charles L. Edwards, one of the most prominent men in Carleton, shot himself in the right temple this morning and died at 7 o'clock to-night.

The act was committed shortly after the opening of the store of Edwards & Adams, the largest mercantile establishment in the county outside of Monroe. While the employees were busy on the ground floor Edwards went to the second floor and shortly afterward the sound of a revolver shot caused members of the firm and clerks to rush upstairs. They found him lying on the floor.

Mr. Edwards at one time was prominent politically in this county, being one of the campaign managers for the late Henry C. Smith when the latter was a candidate for Congress.

Mr. Edwards was the son of Colonel T. S. Edwards, one of the pioneers of the village and one of the founders of the mercantile house of Edwards & Adams.

Mr. Edwards was 47 years old and married. He has been connected with the village government and was for a term a member of the board of trustees of the Michigan State Hospital for the Insane at Kalamazoo.

When a young man he was an enthusiastic ball player, but a severe injury to his head from a pitched ball left a permanent injury, and it is supposed that the old trouble affected his mind.

He was a member of the Masonic fraternity and of the Knights Templar, the Odd Fellows, the Macca-bees and other lodges.

### Eat, Drink and Be Merry.

The fourteenth annual banquet of Grand Rapids Council will be held at the Pantlind Hotel Saturday evening. After the discussion of the menu, the following programme will be carried out:

Dr. G. W. Ferguson, Toastmaster.  
Divine Blessing.

Interpretations, Tuller's Enthusiasm.

Introduction of Toastmaster — Arthur N. Borden, S. C.

The Successful Salesman of Today — Hon. John K. Burch.

Dialect Verse — Florence Piers Walker.

Musical in Voice — Traveler's Triola.

An Irish 20 Centimeter Krupp — Gen. Bert Hogan.

Michigan and the Commercial Traveler — Gov. Woodbridge N. Ferris.  
Harmony — Four Warbling Knights of the Grip.

Milady — Dean Francis S. White.

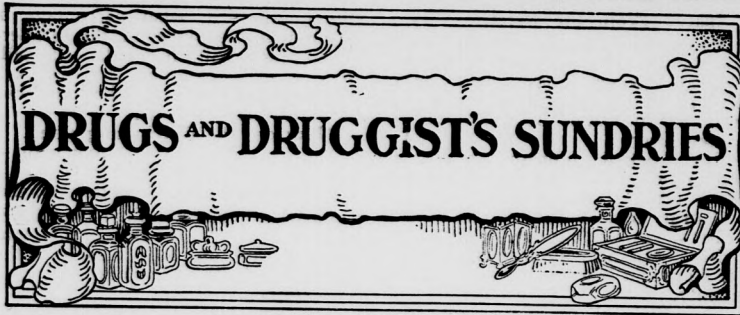
America — Altogether — Let us sing.

Musical Renditions — Tuller's Symphony Artists.

Vocalists — Frank Girdler, Dan Beebe, Otto Heinzelman and Paul Heinzelman.

Henry Vinkemulder is beside himself with joy over the arrival of a girl baby at his home. If the young lady had waited one day longer, she would have been born on the 90th birthday of her grandfather, John Vinkemulder, the long-time blacksmith, wagon maker and retail grocer of Grandville.





**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—Grand Rapids, March 21, 22 and 23; Detroit, June 27, 28 and 29.

**Michigan State Pharmaceutical Association.**  
 President—C. H. Jongejan, Grand Rapids.  
 Secretary—D. D. Alton, Fremont.  
 Treasurer—John G. Steketee, Grand Rapids.  
 Next Annual Meeting—Detroit, June 20, 21 and 22, 1916.

**Michigan Pharmaceutical Travelers' Association.**  
 President—W. H. Martin, 165 Rhode Island avenue, Detroit.  
 Secretary and Treasurer—Walter S. Lawton, Grand Rapids.

#### GONE TO HIS REWARD.

##### William C. Williams, the Pioneer Wholesale Druggist.

W. C. Williams, for more than a half century connected with the firm of Williams, Davis, Brooks & Hinchman Sons, and its President for about fifteen years, died suddenly at the family residence, 550 Jefferson avenue, Detroit, early Saturday morning. He was 79 years old.

Failing health induced Mr. Williams to resign from active work about four years ago, on the advice of his physicians, who declared absolute rest was necessary. He had been quite ill for several months, but death was not expected. It came suddenly.

Few Michigan business men have had a more notable record than Mr. Williams. His active career began sixty years ago. His first associations were with the wholesale drug house of Jacob S. Farrand. The Michigan Drug Co. is an outgrowth of an enterprise started by Farrand, Williams & Co. and associates. Mr. Williams until recently was an active official in the Michigan Drug Co., a business which he had seen developed and in which his own judgment and ability were chief factors in making. All Detroit and hundreds of well known business men outside of that city esteemed William C. Williams as one of the prominent men in the Michigan metropolis.

William C. Williams was born at Anglesey, North Wales, a son of William and Dorothy (Lewis) Williams. In 1850 he came to the United States with his parents, the family first settling in Waukesha, Wisconsin, where the father soon afterwards died. In 1852 the widow and her children came to Detroit, where the remainder of her life was spent. The education of William C. Williams was completed in the private and public schools of Waukesha and Detroit. At an early age, he found employment

in the wholesale drug house of Jacob S. Farrand, and two years later became manager of the establishment. His rise to business prominence was rapid and was established on a most secure foundation. In 1858 he became a member of the firm of Farrand, Sheley & Co. Later, in 1860, the firm became Farrand, Williams & Co. In 1892 Mr. Farrand withdrew, and a re-organization brought about the business title of Williams, Sheley & Brooks. Later a number of other drug houses were consolidated and resulted in their incorporation under the title of the Williams, Davis, Brooks & Hinchman Co. To the general public the business is better known now under the new corporation title of the Michigan Drug Co., comprising several of the largest drug firms in the Middle West. Mr. Williams was active President of this corporation until 1912, when failing health compelled him to retire, although he still retained the principal holdings in the business. A son, Maurice O. Williams, is Secretary of the corporation.

Not only in the direct line of his business had Mr. Williams borne an important responsibility as a Detroit citizen, but his influence and active co-operation had been beneficial to many other interests. He was one of the incorporators of the Detroit College of Medicine in 1879 and had been a member of its board of trustees since its organization. In 1913 he assisted in the re-organization of that institution and continued a member of the board, being the eldest in point of service on the board of trustees. He was one of the organizers of the Old Commercial National Bank of Detroit and a member of its board of directors until the institution was consolidated with the First National Bank, and his work as a director continued to benefit the new institution.

Mr. Williams had membership in the Country Club of Grosse Pointe Farms, the Detroit Assembly, and his church was Christ church, Episcopal. Mr. Williams was married at Niles, Michigan, to Maria L. Murray who survives him. Their children are: Maurice O. Williams, who is Secretary of the Michigan Drug Co. and who married Ethel Gregory, of Detroit; and Clara, who married Ford Arthur Hinchman, Jr., of Detroit.

##### Treat All Alike—Use No Partiality.

Lansing, Feb. 28—An article appeared in the Tradesman of Feb. 23 entitled "Locking up the Drug-User." Now the President of the Medical-Legal Society may know what he is talking about and think the suggestion a simple solution to the problem and mean all he says, but he has left

the worst drug habit out entirely and it seems that the whole public fail to realize the "damnable curse" to the whole community and the constant enlargement of the field it covers. I have a right to my opinion and the poor slave to the drug habit is no more "irresponsible and dangerous to the community" than the millions of the worst drug habit in the whole catalogue of drug users and one that is prevalent from the lowest scum of God's creation to the millionaire who sits on his throne. I refer to the cigarette habit. There have been some local laws passed to keep the minor from using them. Does it do it? No, our officials only ignore the law and allow it to go on as though there were no statute to prohibit. But let a poor devil try to get a grain of morphine or cocaine and how soon all the whole bunch arises and wants to lock him up and keep him from the killing the whole community. The writer of this article, thank God is not addicted to the use of any drug, but feels sorry for the poor unfortunate. Having been in the drug business for thirty years. I have come in contact with all classes of drug users and among the whole bunch there is none so low and contemptible as the cigarette. Enforce the law on all and not select out one class and ignore the other. Use all alike. For the love of Mike, save our boys. H. S. Phillips, Ph.G.

##### Chirpings From the Crickets.

Battle Creek, Feb. 28—Factories, jobbers and their salesmen are popularly supposed to get soft easy business on a rising market. The fact that raw material and labor is getting more in demand and worth more money makes it necessary for the factory and wholesale price to ascend. The power that gives capital a chance to buy and hold for a rising market is no small factor in to-day's condition of the raw material situation. But how about the retailer? With the price of countless articles of commerce fixed by the factory and the liberal expenditure of printers' ink by manufacturers to indelibly imprint upon the public mind their product and its retail price and the wholesale price soaring, how about the retailer and his profits. He can't reduce his overhead. He can't put up his prices all along the line in proportion to the raise to him. He has got to pay his bills. What is the answer? He has got to sell for cash. He has to deny himself and family things they have come to believe were essential to their well being. Lots of traveling men think they are the "goat." God protect the retailer. Doing business on a rising market may be fine and dandy. For whom? For the man who bought cheap and can sell at top notch. Talk about wild cat days. They are here again. History repeats itself. The newspapers say we have universal prosperity. Somebody lies. Take a sample case and a bunch of statements and call on the retail trade round the State. See what you find. Oh my—what a headache! This way out. I am a real cheerful optimistic fellow. Yes! But then you know truth hurts. You can become so optimistic that you can lie. God hates a liar. The truth may hurt, but it sheds light. You do not have to grope in the dark when truth reigns and holds sway. Some folks (pros-

perous ones) may say the writer is "sour grapes." No, I do not owe anybody I cannot pay. I have health, enjoy my meals, get ten hours good refreshing sleep each night and have the confidence and good will of my fellow men. But, believe me, the day has gone for the little fellow in business. Good night, we better all get a position with the money power and its associate corporations and return to slavery days. Honest Abe could not stop slavery. It was just getting under way when he left us. Poor Abe—and his son one of the capitalists of this commercial age! Efficiency? The German version is no more cruel or exacting than ours. Just a polite word for greed. The sting is still there. Certainly! We want our employers to protect their families. We also have the same basic instincts. My liver is all right, so is my head, but the dollars and cents problem in the good old U. S. A. is a bear. The author is not afraid to sign his name but, "You know me, Al." I might get black listed by some of the S. O. & V. S. S. Corporation heads who, no doubt, envy me my literary talent. Then again Harpers might want me or the War Cry and I would have to tear myself away from the dear old P. M. and G. R. & I., to say nothing of the C., K. & S. and G. T. R. R.

No fellows! We should be glad we are alive and think enough so we can see we have a kick a coming. But I will say business is business and business is to-day a cruel, heartless, cold-blooded proposition. Nothing counts but money. Get the money. We don't care how you get it. Get it. Nice phrase. Yes! Pub. Com.

*Malt and Hop Tonic*

"Should quickly be found  
 When the stork comes around."



*Grand Rapids*  
 BREWING CO.  
 For Sale by all Wholesale Druggists

#### UNIVERSAL CLEANER

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

## 1916 IMPORTANT CHANGES TANGLEFOOT



Improved Size—Handy Sealed Package

Retails 5 Double Sheets for 10c

Ask your Jobber or his Salesman for Particulars



## Announcement to the Trade

BUSINESS OF CARPENTER-UEDELL 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-UEDELL CHEMICAL COMPANY**

Ann St. opposite Elizabeth Ave., N. W.  
Citizens Phone 1725

GRAND RAPIDS, MICHIGAN  
Bell Main 1145

# 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

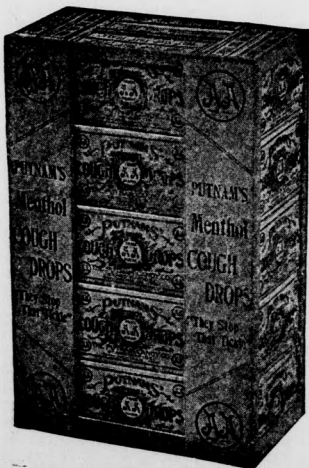
Packed 40 five cent packages in carton  
Price \$1.15

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.**



## WHOLESALE DRUG PRICE CURRENT

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

<b>Acids</b>		Mustard, true	20 00@20 25	Ipecac	@ 75
Acetic	7 @ 10	Mustard, artifl	18 00@18 25	Iron, clo.	@ 60
Boric	13 @ 20	Neatsfoot	85 @ 95	Kino	@ 80
Carbonic	1 72@1 75	Olive, pure	2 50@3 50	Myrrh	@ 1 05
Citric	80 @ 85	Olive, Malaga,		Nux Vomica	@ 70
Muriatic	5 @ 8	yellow	1 55@1 65	Opium	@ 2 75
Nitric	11 @ 15	Olive, Malaga,		Opium, Capmh.	@ 2 75
Oxalic	80 @ 85	green	1 50@1 60	Opium, Deodorz'd	@ 2 75
Sulphuric	5 @ 8	Orange Sweet	3 00@3 25	Rhubarb	@ 70
Tartaric	70 @ 75	Organum, pure	@ 2 50		
<b>Ammonia</b>		Organum, com'l	@ 75	<b>Paints</b>	
Water, 26 deg.	7 @ 12	Pennyroyal	2 25@2 50	Lead, red dry	8 1/2 @ 9
Water, 18 deg.	5 @ 9	Peppermint	3 00@3 25	Lead, white dry	8 1/2 @ 9
Water, 14 deg.	4 @ 8	Rose, pure	12 00@14 00	Lead, white oil	8 1/2 @ 9
Carbonate	13 @ 18	Rosemary Flows	1 50@1 75	Ochre, yellow bbl.	1 @ 1 1/4
Chloride	10 @ 25	Sandalwood, E.		Ochre, yellow less	2 @ 5
<b>Balsams</b>		Sassafras, true	9 50@9 75	Putty	2 1/2 @ 5
Copaiba	80 @ 1 10	Sassafras, artifl	1 25@1 45	Red Venet'n bbl.	1 @ 1 1/4
Fir (Canada)	1 25@1 50	Spearmint	2 75@3 00	Red Venet'n less	2 @ 5
Fir (Oregon)	40 @ 50	Sperm	90 @ 1 00	Vermillion, Eng.	1 25@1 50
Peru	6 75@7 00	Tansy	4 00@4 25	Vermillion, Amer.	15 @ 20
Tolu	75 @ 1 00	Tar, USP	30 @ 40	Whiting, bbl.	11-10@1 1/4
<b>Berries</b>		Turpentine, bbls.	@ 59	Whiting	2 @ 5
Cubeb	70 @ 75	Turpentine, less	64 @ 69	L. H. P. Prep'd	1 45@1 55
Fish	15 @ 20	Wintergreen, tr.	5 50@5 75		
Juniper	8 @ 15	Wintergreen, sweet		<b>Insecticides</b>	
Prickly Ash	@ 50	Wintergreen, art	4 50@4 75	Arsenic	8 @ 15
<b>Barks</b>		Wormseed	3 50@4 00	Blue Vitriol, bbl.	@ 24
Cassia (ordinary)	25 @ 30	Wormwood	4 00@4 25	Blue Vitriol, less	25 @ 30
Cassia (Saigon)	90 @ 1 00	<b>Potassium</b>		Bordeaux Mix	Est 8 @ 10
Elm (powd. 30c)	28 @ 30	Bicarbonate	1 80@2 00	Heliole, White	
Sassafras (pow. 80c)	@ 25	Bichromate	80 @ 90	powdered	38 @ 45
Soap Cut (powd.)		Bromide	@ 6 50	Insect Powder	30 @ 50
35c	23 @ 25	Carbonate	1 25@1 30	Lead Arsenate	8 1/4 @ 16
<b>Extracts</b>		Chlorate, xtal and		Lime and Sulphur	
Licorice	38 @ 40	powdered	80 @ 85	Solution, gal.	15 @ 25
Licorice powdered	40 @ 45	Chlorate, granular	85 @ 90	Paris Green	30 @ 35
<b>Flowers</b>		Cyanide	40 @ 50		
Arnica	85 @ 90	Iodide	5 10@5 20	<b>Miscellaneous</b>	
Chamomile (Ger.)	95 @ 1 10	Permanaganate	2 40@2 50	Acetanalid	2 25@2 50
Chamomile (Rom)	55 @ 60	Prussiate, yellow	2 25@2 50	Alum	15 @ 20
<b>Gums</b>		Prussiate, red	@ 8 00	Alum, powdered and	ground 18 @ 25
Acacia, 1st	50 @ 60	Sulphate	@ 75	Bismuth, Subni-	
Acacia, 2nd	45 @ 50	<b>Roots</b>		trate	3 60@3 65
Acacia, 3rd	40 @ 45	Alkanet	90 @ 1 00	Borax xtal or	
Acacia, Sorts	30 @ 50	Blood, powdered	20 @ 25	powdered	7 1/2 @ 12
Acacia, powdered	30 @ 40	Calamus	75 @ 80	Cantharides po	2 25@5 75
Aloes (Barb. Pow)	30 @ 40	Elecampane, pwd.	15 @ 20	Calomel	4 25@4 40
Aloes (Cape. Pow)	20 @ 25	Gentian, powd.	35 @ 40	Capiscum	30 @ 35
Aloes (Soc. Pow.)	40 @ 50	Ginger, African,		Carmine	5 50@5 75
Asafoetida	90 @ 1 00	powdered	15 @ 20	Cassia Buds	@ 40
Asafoetida, Powd.		Ginger, Jamaica	30 @ 35	Cloves	30 @ 35
Pure	15 @ 1 25	powdered	30 @ 35	Chalk Prepared	6 @ 8 1/2
U. S. P. Powd.	1 30@1 50	Goldenseal pow.	6 50@7 00	Chalk Precipitated	7 @ 10
Campor	58 @ 65	Ipecac, powd.	4 75@5 00	Chloroform	85 @ 95
Guaiaac	50 @ 55	Licorice	30 @ 35	Chloral Hydrate	2 00@2 25
Guaiaac, powdered	55 @ 60	Licorice, powd.	25 @ 30	Cocaine	4 75@4 95
Kino	70 @ 75	Orris, powdered	30 @ 35	Cocoa Butter	55 @ 65
Kino, powdered	75 @ 80	Poke, powdered	20 @ 25	Corks, list, less 70%	
Myrrh	@ 40	Rhubarb	75 @ 1 00	Copperas, bbls.	@ 1 1/4
Myrrh, powdered	40 @ 50	Rhubarb, powd.	75 @ 1 25	Copperas, less	2 @ 5
Opium	13 80@14 00	Rosinweed, powd.	25 @ 30	Copperas, powd.	4 @ 6
Opium, powd.	15 60@15 80	Sarsaparilla, Hond.		Corrosive Sublim	3 95@4 00
Opium, gran.	15 80@16 00	ground	55 @ 60	Cream Tartar	50 @ 55
Shellac	31 @ 35	Sarsaparilla Mexican,		Cuttiebone	45 @ 50
Shellac, Bleached	35 @ 40	ground	25 @ 30	Dextrine	7 @ 10
Tragacanth		Squills	25 @ 35	Dover's Powder	@ 2 50
No. 1	@ 3 00	Squills, powdered	40 @ 60	Emery, all Nos.	6 @ 10
Tragacanth pow	1 75@2 00	Tumeric, powd.	13 @ 20	Emery, powdered	6 @ 8
Turpentine	10 @ 15	Valerian, powd.	70 @ 75	Epsom Salts, bbls.	4 1/2 @ 4
<b>Leaves</b>		<b>Seeds</b>		Epsom Salts, less 50%	
Sage, powdered	55 @ 60	Anise	20 @ 25	Ergot	1 25@1 50
Buchu	1 75@1 85	Anise, powdered	@ 25	Ergot, powdered	2 75@3 00
Buchu, powd.	1 85@2 00	Bird, ls	@ 10	Flake White	15 @ 20
Sage, bulk	67 @ 70	Canary	8 @ 12	Formaldehyde lb.	10 @ 15
Sage, 1/2s loose	72 @ 78	Caraway	22 @ 25	Gambier	20 @ 25
Senna, Alex	30 @ 35	Cardamon	1 80@2 00	Gelatine	75 @ 80
Senna, Tinn.	35 @ 40	Celery (powd. 55)	40 @ 50	Glassware, full cases	80 %
Senna, Tinn powd	45 @ 50	Coriander	10 @ 18	Glassware, less 70	@ 10 %
Uva Ursi	18 @ 20	Dill	20 @ 25	Glauber Salts bbl.	@ 1 1/4
<b>Oils</b>		Fennell	@ 1 25	Glauber Salts less	2 @ 5
Almonds, Bitter,		Flax	6 @ 10	Glue, brown	11 @ 15
true	12 00@12 25	Flax, ground	5 1/2 @ 10	Glue, brown grd.	10 @ 15
Almonds, Bitter,		Foenugreek, pow.	8 @ 10	Glue, white	15 @ 25
artificial	5 75@6 00	Hemp	40 @ 50	Glue, white grd.	15 @ 20
Almonds, Sweet,		Lobelia	50 @ 60	Glycerine	55 @ 65
true	1 25@1 50	Mustard, yellow	20 @ 25	Hops	45 @ 60
Almonds, Sweet,		Mustard, black	15 @ 20	Hops	45 @ 60
imitation	65 @ 75	Mustard, powd.	22 @ 30	Iodine	5 68@5 91
Amber, crude	1 75@2 00	Poppy	40 @ 45	Iodoform	6 18@6 30
Amber, rectified	5 50@2 75	Quince	1 00@1 25	Lead Acetate	18 @ 25
Anise	2 00@2 25	Rape	10 @ 15	Lycopodium	2 25@2 35
Bergamont	4 50@4 75	Sabadilla	40 @ 50	Mace	85 @ 90
Cajeput	1 35@1 60	Sabadilla, powd.	@ 40	Mace, powdered	95 @ 1 00
Cassia	2 00@2 25	Sunflower	10 @ 15	Menthol	4 50@4 75
Castor	@ 2 50	Worm American	20 @ 25	Morphine	6 30@6 55
Cedar Leaf	90 @ 1 00	Worm Levant	1 50@1 75	Nux Vomica	@ 20
Citronella	75 @ 1 00	<b>Tinctures</b>		Nux Vomica pow.	@ 20
Cloves	2 25@2 50	Aconite	@ 75	Pepper, black pow.	@ 30
Cocunut	20 @ 25	Aloes	@ 65	Pepper, white	@ 35
Cod Liver	3 90@4 00	Arnica	@ 75	Pitch, Burgundy	@ 15
Cotton Seed	1 00@1 10	Asafoetida	@ 1 35	Quassia	12 @ 15
Croton	2 00@2 25	Belladonna	@ 1 65	Quinine, 5 oz. cans	@ 1 05
Cuprebs	4 00@4 25	Benzoin	@ 1 00	Rochelle Salts	40 @ 45
Eigeron	1 75@2 00	Benzoin Compo'd	@ 1 00	Saccharine	15 00@16 00
Eucalyptus	90 @ 1 20	Buchu	@ 1 50	Salt Peter	46 @ 50
Hemlock, pure	@ 1 00	Cantharadies	@ 1 80	Seidlitz Mixture	35 @ 40
Juniper Berries	7 50@7 75	Capiscum	@ 90	Soap, green	20 @ 25
Juniper Wood	1 25@1 50	Cardamon, Comp.	@ 1 50	Soap, mott castile	12 @ 15
Lard, extra	95 @ 1 05	Catechu	@ 2 00	Soap, white castile	@ 8 00
Lard, No. 1	85 @ 95	Cinchona	@ 1 05	Soap, white castile	less, per bar @ 85
Lavender Flowers	@ 6 00	Colchicum	@ 75	Soda Ash	4 1/2 @ 10
Lavender, Gar'n	1 25@1 40	Cubeb	@ 80	Soda Bicarbonate	15 @ 20
Lemon	2 00@2 25	Digitalis	@ 75	Soda, Sal	@ 5
Linseed, boiled, bbl.	@ 82	Gentian	@ 80	Spirits Camphor	@ 75
Linseed, bld. less 87c	@ 92	Ginger	@ 80	Sulphur roll	2 1/2 @ 5
Linseed, raw, bbl.	@ 81	Gualac	@ 1 05	Sulphur Subl.	3 @ 5
Linseed, raw, less 86c	@ 91	Gualac, Ammon.	@ 80	Tamarinds	15 @ 20
		Iodine	@ 2 00	Tartar Emetic	@ 60
		Iodine, Colorless	@ 2 90	Turpentine Venice	@ 1 25
				Vanilla Ex. pure	1 00@1 50
				Witch Hazel	65 @ 1 00
				Zinc Sulphate	15 @ 20

## 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

Ground Cinnamon  
Ground Black Pepper  
Fibre Pails  
Sardines  
Mop Sticks  
Whole Nutmegs  
Whole Mace  
Ground Mace

## DECLINED

Flour

## Index to Markets

## By Columns

	Col	AXLE GREASE	
		Frazer's	
Ammonia	1	1lb. wood boxes, 4 doz.	3 00
Axle Grease	1	1lb. tin boxes, 3 doz.	2 35
		3½lb. tin boxes, 2 dz.	4 25
		10lb. pails, per doz.	6 00
Baked Beans	1	15lb. pails, per doz.	7 20
Bath Brick	1	25lb. pails, per doz.	12 00
Bluing	1		
Breakfast Food	1	BAKED BEANS	
Brooms	1	No. 1, per doz.	45¢ @ 90
Brushes	1	No. 2, per doz.	75¢ @ 100
Butter Color	1	No. 3, per doz.	85¢ @ 175
		BATH BRICK	
		English	95
		BLUING	
		Jennings'	
		Condensed Pearl Bluing	
		Small, 3 doz. box	1 35
		Large, 2 doz. box	1 60
		Felger's	
		Summer Sky, 3 dz. ca.	1 20
		Summer Sky, 10 dz bbl	4 00
		BREAKFAST FOODS	
		Apetizo, Biscuits	3 00
		Bear Food, Pettijohns	2 13
		Cracked Wheat, 242	2 30
		Cream of Rye, 24-2	3 00
		Quaker Puffed Rice	4 25
		Quaker Puffed Wheat	4 45
		Quaker Brkfst Biscuit	1 90
		Quaker Corn Flakes	1 75
		Victor Corn Flakes	2 20
		Washington Crisps	1 85
		Wheat Hearts	2 05
		Wheatena	4 50
		Evaporated Sugar Corn	90
		Grape Nuts	2 70
		Grape Sugar Flakes	2 50
		Sugar Corn Flakes	2 50
		Hardy Wheat Food	2 25
		Holland Rusk	3 20
		Krinkle Corn Flakes	1 75
		Mapl-Flake, Whole	
		Wheat	3 60
		Minn. Wheat Cereal	3 75
		Ralston Wheat Food	
		Large 18s	2 25
		Ralston Wht Food 18s	1 45
		Ross's Whole Wheat	
		Biscuit	2 80
		Saxon Wheat Food	2 80
		Shred Wheat Biscuit	3 00
		Triscuit, 18	1 80
		Pillsbury's Best Cer'l	1 35
		Post Toasties, T-2	2 50
		Post Toasties, T-3	2 70
		Post Tavern Porridge	2 80
		BROOMS	
		Fancy Parlor, 25 lb.	4 75
		Parlor, 5 String, 25 lb.	4 50
		Standard Parlor, 23 lb.	4 00
		Common, 23 lb.	3 75
		Special, 23 lb.	3 25
		Warehouse, 23 lb.	4 75
		Common, Whisk	1 10
		Fancy, Whisk	1 40
		BRUSHES	
		Scrub	
		Solid Back, 8 in.	75
		Solid Back, 11 in.	95
		Pointed Ends	85
		Stove	
		No. 1	90
		No. 2	1 25
		No. 1	1 75
		Shoe	
		No. 2	1 00
		No. 7	1 80
		No. 4	1 70
		No. 3	1 90
		BUTTER COLOR	
		Dandelion, 35c size	2 00
		CANDLES	
		Paraffine, 6s	7
		Paraffine, 12s	7½
		Wicking	20
		CANNED GOODS	
		Apples	
		3 lb. Standards	90
		No. 10	75
		Blackberries	
		2 lb.	1 50
		Standard No. 10	65
		Beans	
		Baked	90
		Red Kidney	90
		String	1 00
		Wax	75
		Blueberries	
		Standard	1 40
		No. 10	65

## 1

AMMONIA  
12 oz. ovals, 2 doz. box 1 60

AXLE GREASE  
Frazer's  
1 lb. wood boxes, 4 doz. 3 00  
1 lb. tin boxes, 3 doz. 2 35  
3 1/2 lb. tin boxes, 2 doz. 4 25  
10 lb. pails, per doz. 6 00  
15 lb. pails, per doz. 7 20  
25 lb. pails, per doz. 12 00

BAKED BEANS  
No. 1, per doz. 45@ 90  
No. 2, per doz. 75@1 40  
No. 3, per doz. 85@1 75

BATH BRICK  
English 95

BLUING  
Jennings' Condensed Pearl  
Small, 3 doz. box 1 35  
Large, 2 doz. box 1 60

Folger's  
Summer Sky, 3 dz. cs. 1 20  
Summer Sky, 10 ds bbl 4 00

BREAKFAST FOODS  
Apetizo, Biscuits 3 00  
Bear Food, Pettijohns 2 13  
Cracked Wheat, 24 2 90  
Cream of Rye, 24 2 90  
Quaker Puffed Rice 4 25  
Quaker Puffed Wheat 4 45  
Quaker Brkfst Biscuit 1 90  
Quaker Corn Flakes 1 75  
Victor Corn Flakes 2 20  
Washington Crisps 1 85  
Wheat Hearts 2 05  
Wheatena 4 50  
Evaporated Sugar Corn 90  
Grape Nuts 2 70  
Grape Sugar Flakes 2 50  
Sugar Corn Flakes 2 50  
Hardy Wheat Food 2 25  
Holland Rusk 3 20  
Krinkle Corn Flakes 1 75  
Maple-Corn, Whole 3 60  
Wheat 3 75  
Minn. Wheat Cereal 3 75  
Ralston Wheat Food 4 00  
Large 18s 2 25  
Ralston Wht Food 18s 1 45  
Ross's Whole Wheat Biscuit 2 80  
Saxon Wheat Food 2 80  
Shred Wheat Biscuit 3 00  
Triscuit, 18 1 80  
Pillsbury's Best Cerl 1 35  
Post Toasties, T-2 2 50  
Post Toasties, T-3 2 70  
Post Tavern Porridge 2 80

BROOMS  
Fancy Parlor, 25 lb. 4 75  
Parlor, 5 String, 25 lb. 4 50  
Standard Parlor, 23 lb. 4 00  
Common, 23 lb. 3 75  
Special, 23 lb. 3 25  
Warehouse, 23 lb. 4 75  
Common, Whisk 1 10  
Fancy, Whisk 1 40

BRUSHES  
Solid Back, 8 in. 75  
Solid Back, 11 in. 95  
Pointed Ends 85

STOVE  
No. 1 90  
No. 2 1 25  
No. 3 1 75

SHOE  
No. 1 1 00  
No. 7 1 80  
No. 4 1 70  
No. 3 1 90

BUTTER COLOR  
Dandelion, 35c size 2 00

CANDLES  
Paraffine, 6s 7  
Paraffine, 12s 7 1/2  
Wicking 20

CANNED GOODS  
Apples  
3 lb. Standards 90  
No. 10 92 75  
Blackberries  
2 lb. 1 50@1 90  
Standard No. 10 95 25

BEANS  
Baked 90@1 30  
Red Kidney 90@ 95  
String 1 00@1 75  
Wax 75@1 25

BLUEBERRIES  
Standard 1 40  
No. 10 6 50

## 2

Clams  
Little Neck, 1 lb. @1 25

Clam Bouillon  
Burnham's 1/2 pt. 2 25  
Burnham's pts. 3 75  
Burnham's qts. 7 50

CORN  
Fair 85@ 90  
Good 1 00@1 10  
Fancy 1 30

FRENCH PEAS  
Monbadon (Natural)  
per doz. 1 75

GOOSEBERRIES  
No. 2, Fair 1 35  
No. 2, Fancy 2 50

HOMINY  
Standard 85

LOBSTER  
1/4 lb. 1 45  
1/2 lb. 2 25  
Picnic Flat 3 80

MACKEREL  
Mustard, 1 lb. 1 80  
Mustard, 2 lb. 2 80  
Soused, 1 1/2 lb. 1 60  
Soused, 2 lb. 2 75  
Tomato, 1 lb. 1 50  
Tomato, 2 lb. 2 80

MUSHROOMS  
Buttons, 1/2s @24  
Buttons, 1s @37  
Hotels, 1s @32

OYSTERS  
Cove, 1 lb. @ 75  
Cove, 2 lb. @1 40

PLUMS  
Pears in Syrup  
No. 3 cans, per doz. 1 50

PEAS  
Marrowfat 90@1 00  
Early June 1 10@1 25  
Early June sifted 1 45@1 55

PEACHES  
Pie 1 00@1 35  
No. 10 size can pie 85 25

PINEAPPLE  
Grated 1 75@2 10  
Sliced 95@2 60

PUMPKIN  
Fair 80  
Good 90  
Fancy 1 00  
No. 10 2 40

RASPBERRIES  
Standard 90

SALMON  
Warrens, 1 lb. Tall 2 30  
Warrens, 1 lb. Flat 2 45  
Red Alaska 1 80@1 90  
Med. Red Alaska 1 40@1 45  
Pink Alaska 1 20

SARDINES  
Domestic, 1/4s 3 00  
Domestic, 1/2s 3 00  
Domestic, 3/4s 3 25  
French, 1/4s 7@14  
French, 1/2s 13@23

SAUER KRAUT  
No. 3, cans 80  
No. 10, cans 2 30

SHRIMP  
Dunbar, 1s doz. 1 45  
Dunbar, 1 1/2s doz. 2 70

SUCCOTASH  
Fair 90  
Good 1 20  
Fancy 1 25@1 40

STRAWBERRIES  
Standard 95  
Fancy 2 25

TOMATOES  
Good 1 20  
Fancy 1 50  
No. 10 3 75

TUNA  
1/4s, 4 doz. in case 2 60  
1/2s, 4 doz. in case 3 60  
1s, 4 doz. in case 5 60

CATSUP  
Snider's pints 2 35  
Snider's 1/2 pints 1 35

CHEESE  
Acme @20  
Carson City @20  
Brick @20  
Leiden @15  
Limburger @21  
Pineapple 40 @60  
Edam @85  
Sap Sago @27  
Swiss, Domestic @20

## 3

## CHEWING GUM

Adams Black Jack	62
Adams Sappota	65
Beeman's Pepsin	62
Beechnut	62
Chiclets	1 33
Colgan Violet Chips	65
Colgan Mint Chips	65
Dentyne	59
Doublemint	64
Flag Spruce	59
Juicy Fruit	59
Red Robin	62
Sterling Gum Pep.	62
Sterling 7-Point	62
Spearment, Wrigleys	64
Spearment, 5 box jars	3 20
Spearment, 6 box jars	3 85
Trunk Spruce	59
Yucatan	62
Zeno	64

## CHOCOLATE

Walter Baker & Co.	23
Germans' Sweet	35
Premium	35
Caracas	35
Walter M. Lowney Co.	35
Premium, 1/4s	35
Premium, 1/2s	35

## CLOTHES LINE

No. 40 Twisted Cotton	95
No. 50 Twisted Cotton	1 30
No. 60 Twisted Cotton	1 70
No. 80 Twisted Cotton	2 00
No. 60 Braided Cotton	1 00
No. 60 Braided Cotton	1 25
No. 60 Braided Cotton	1 25
No. 60 Sash Cord	1 75
No. 60 Sash Cord	2 00
No. 60 Jute	90
No. 72 Jute	1 10
No. 60 Sisal	1 00
Galvanized Wire	90
No. 19, each 100ft. long	1 90
No. 19, each 100ft. long	2 10
No. 19, each 100ft. long	1 00
No. 19, each 100ft. long	2 10

## COCOA

Baker's	39
Cleveland	39
Colonial	35
Colonial	35
Epps	32
Hershey's, 1/4s	32
Hershey's, 1/2s	30
Huyler	36
Lowney, 1/4s	38
Lowney, 1/2s	37
Lowney, 3/4s	37
Lowney, 5lb. cans	37
Van Houten, 1/4s	37
Van Houten, 1/2s	36
Van Houten, 1s	36
Wan-Eta	36
Webb	32
Wilber, 1/4s	32
Wilber, 1/2s	32

## COCOANUT

Dunham's per lb.	30
1/2s, 5lb. case	30
1/2s, 15 lb. case	30
1/2s, 15 lb. case	30
1s, 15lb. case	37
1s & 1/2s 15lb. case	38
Scalloped Gems	10
1/4s & 1/2s pails	16
Bulk, pails	15 1/2
Bulk, barrels	14 1/2
Baker's Brazil Shredded	10 5c pkgs., per case 2 60
25 10c pkgs., per case 2 60	
16 10c and 33 5c pkgs., per case	2 60

## COFFEES ROASTED

Common	19
Fair	19 1/2
Choice	20
Fancy	21
Peaberry	23

## SANTOS

Common	20
Fair	20 1/2
Choice	21
Fancy	23
Peaberry	23

## MARACALBO

Fair	24
Choice	25
Fancy	26

## GUATEMALA

Fair	25
Choice	26
Fancy	28

## JAVA

Private Growth	26@30
Mandling	31@35
Aukola	30@33

## MOCHA

Short Bean	25@27
Long Bean	24@25
H. L. O. G.	26@28

## BOGOTA

Fair	24
Fancy	26
Exchange Market, Steady	
Spot Market, Strong	
Package	
New York Basis	
Arbuckle	17 50

## 4

McLaughlin's XXXX  
McLaughlin's XXXX  
package coffee is sold to  
retailers only. Mail all or-  
ders direct to W. F. Mc-  
Laughlin & Co., Chicago,  
Ill.

Extracts  
Holland, 1/4 gro. bxs. 95  
Felix, 1/4 gross 1 15  
Hummel's foil, 1/4 gro. 85  
Hummel's tin, 1/4 gro. 1 43

## CONFECTIONERY

Stick Candy	Pails
Horehound	9 1/2
Standard	9 1/2
Standard, small	9 1/2
Twist, small	10

Jumbo 9 1/2  
Jumbo, small 10  
Big Stick 10 1/2  
Boston Sugar Stick 14

## Mixed Candy

Broken	8 1/2
Cut Loaf	10
French Cream	10 1/2
Fancy	10 1/2
Grocers	7
Kindergarten	12
Leader	9
Majestic	10
Monarch	10
Novelty	11
Paris Creams	11 1/2
Premio Creams	14
Royal	9
Special	10
Valley Creams	13
X L O	8

Auto Kisses (baskets) 13  
Bonnie Butter Bites 17  
Butter Cream Corn 15  
Caramel Bon Bons 14  
Caramel Dice 13  
Caramel Croquettes 13  
Cocoanut Waffles 14  
Coffy Toffy 14  
National Mints 7 lb tin 16  
Empire Fudge 14  
Fudge, Pineapple 14  
Fudge, Walnut 14  
Fudge, Filbert 14  
Fudge, Choco. Peanut 14  
Fudge, Honey Moon 14  
Fudge, White Center 14  
Fudge, Cherry 14  
Fudge, Cocoanut 14  
Honeysuckle Candy 16  
Iced Maroons 14  
Iced Gems 15  
Iced Orange Jellies 13  
Italian Bon Bons 13  
Jelly Mello 12  
AA Licorice Drops 10  
5 lb. box 1 10  
Lozenges, Pep. 11  
Lozenges, Pink 11  
Manchus 11  
Molasses Kisses, 10  
lb. box 13  
Nut Butter Puffs 14  
Star Patties, Asst. 13

Assorted Choc. 16  
Amazon Caramels 16  
Champion 13  
Choc. Chips, Eureka 19  
Climax 14  
Eclipse, Assorted 14  
Ideal Chocolates 14  
Klondike Chocolates 18  
Nabobs 18  
Nibble Sticks 25  
Nut Wafers 17  
Ocoro Choc. Caramels 17  
Peanut Clusters 21  
Quintette 14  
Regina 12  
Star Chocolates 13  
Superior Choc. (light) 19

Cracker Jack with coupon 3 25  
Oh My 100s 3 50  
Cracker Jack, with Prize 3 50  
Hurrah, 100s 3 50  
Hurrah, 50s 1 75  
Hurrah, 24s 85

Cough Drops

Putnam Menthol 1 00  
Smith Bros. 1 25

NUTS—Whole

Almonds, Tarragona 20  
Almonds, California 20  
soft shell Drake 18  
Brazilis 14@16  
Filberts 14@16  
Cal. No. 1 S. S. 18  
Walnuts, Naples 16 1/2@17  
Walnuts, Grenoble 14  
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 35  
Filbert Meats 30  
Alcanta Almonds 60  
Jordan Almonds 17 50

## 5

## Peanuts

Fancy H P Suns	
Raw	6@ 6 1/2
Roasted	7@ 7 1/2
H. P. Jumbo,	
Raw	8 1/2@ 9
Roasted	9 1/2@10

## CRACKERS

National Biscuit Company

In-er-Seal Trade Mark

Package Goods

Baronet Biscuit 1 00  
Flake Wafers 1 00  
Cameo Biscuit 1 00  
Cheese Sandwich 1 50  
Chocolate Wafers 1 00  
Fig Newton 1 00  
Five O'Clock Tea Bot 1 00  
Ginger Snaps NBC 1 00  
Graham Crackers 1 00  
Lemon Snaps 50  
M. M. Dainties 1 00  
Oysterettes 50  
Pretzels 50  
Royal Toast 1 00  
Social Tea Biscuit 1 00  
Saltine Biscuit 1 00  
Saratoga Flakes 1 50  
Soda Crackers, N.B.C. 1 00  
Soda Crackers Prem. 1 00  
Tokens 1 00  
Uneda Biscuit 50  
Uneda Ginger Wafer 1 00  
Vanilla Wafers 1 00  
Water Thin Biscuit 1 00  
Zu Zu Ginger Snaps 50  
Zwieback 1 00

Other Package Goods

Barnum's Animals 50  
Soda Crackers NBC 2 50  
Fruit Cake 3 00

Bulk Goods

Cans and boxes

Animals 12  
Atlantic, Asstd. 12  
Avena Fruit Cakes 12  
Bonnie Doon Cookies 10  
Bonnie Lassies 10  
Bo Peeps, S. or M. 8 1/2  
Bouquet Wafers 20  
Cameo Biscuit 25  
Cecelia Biscuit 16  
Cheese Tid Bits 20  
Chocolate Bar (cans) 20  
Chocolate Drops 18  
Chocolate Puff Cake 18  
Choc. Honey Fingers 15  
Circle Cookies 15  
Cracknels 30  
Cocoanut Taffy Bar 15  
Cocoanut Drops 12  
Cocoanut Macaroons 18  
Cocoanut Molasses 15  
Cocoanut Honey Fingers 12  
Cocoanut Honey Jumbles 12  
Coffee Cakes Iced 12  
Crumpets 12  
Dinner Pail Mix 12  
Extra Wine Biscuit 12  
Family Cookies 10  
Fandango Fingers 14  
Fig Cakes Asstd. 12  
Firestone Peanut Jumbo 12  
Fluted Cocoanut Bar 12  
Frosted Creams 10  
Frosted Ginger Cook. 10  
Frosted Raisin Sqs. 10  
Fruited Ovals 8  
Fruited Ovals, Iced 9  
Full Moon 10  
Ginger



6

Sugar Fingers	12
Sugar Crimp	10
Vanilla Wafers	20
Butter	
N B C Square	Boxes
Seymour Round	7
Soda	
Premium Sodas	8
Saratoga Flakes	13
Saltines	13
Oyster	
Dandy, Oysters	7
N B C Oysters Square	7
Shell	8

## Specialties

Adora	1 00
Nabisco	1 00
Nabisco	1 00
Festino	1 50
Festino	2 50
Lorna Doone	1 00
Anola	1 00
Minerva Fruit Cake	3 00

Above quotations of National Biscuit Co., subject to change without notice.

## CREAM TARTAR

Barrels or Drums	45
Boxes	46
Square Cans	49
Fancy Caddies	54

## DRIED FRUITS

Apples	
Evaporated Choice blk	@ 09
Evaporated Fancy pkg.	

California	9 1/2 @ 0 1/2
Citron	
Corsican	16 1/2

Currents	
Imported, bulk	12
Imported, bulk	11 1/2

Peaches	
Mulrs—Choice, 25lb.	6 1/2
Mulrs—Fancy, 25lb.	7 1/2
Fancy, Peeled, 25lb.	12

Peel	
Lemon, American	13 1/2
Orange, American	13 1/2

Raisins	
Cluster, 20 cartons	2 25
Loose Muscatels, 4 Cr.	3 1/4
Loose Muscatels, 3 Cr.	3 1/4
L. M. Seeded, 1 lb. 8 1/2 @ 9	

California Prunes	
30-100 25lb. boxes	@ 7 1/2
40-80 25lb. boxes	@ 8 1/4
50-70 25lb. boxes	@ 9 1/4
60-70 25lb. boxes	@ 10
70-80 25lb. boxes	@ 10 1/4
80-90 25lb. boxes	@ 11

EVAPORATED MILK	
Red Band Brand	
Baby	2 40
Tall	3 50
5 case lots, 5c less;	
case lots, 10c less.	

FARINACEOUS GOODS	
Beans	
California Limas	6 1/2
Med. Hand Picked	3 75
Brown Holland	3 20

Farina	
25 1 lb. packages	1 70
Bulk, per 100 lb.	4 50
Original Holland Rusk	
Packed 12 rolls to container	
3 containers (40) rolls	3 20

Hominy	
Pearl, 100 lb. sack	2 50
Maccaroni and Vermicelli	
Domestic, 10 lb. box	60
Imported, 25 lb. box	3 50

Pearl Barley	
Chester	3 40
Portage	4 75

Peas	
Green Wisconsin bu.	3 25
Split lb.	6 1/2
East India	7 1/2
German, sacks	7 1/2
German, broken pkg.	

Tapioa	
Flake, 100 lb. sacks	7 1/2
Pearl, 100 lb. sacks	7 1/2
Pearl, 36 pkgs.	2 50
Minute, 2 qts., per doz.	1 25
Minute, 2 qts., per doz.	1 25

FISHING TACKLE	
1/4 to 1 in.	6
1 1/2 to 2 in.	7
1 1/2 to 2 in.	9
1 1/2 to 2 in.	11
3 in.	15
3 in.	20

Cotton Lines	
No. 1, 10 feet	5
No. 2, 15 feet	7
No. 3, 15 feet	9
No. 4, 15 feet	10
No. 5, 15 feet	11
No. 6, 15 feet	12
No. 7, 15 feet	13
No. 8, 15 feet	14
No. 9, 15 feet	15

Linen Lines	
Small	20
Medium	26
Large	34

Poles	
Bamboo, 14 ft., per doz.	55
Bamboo, 16 ft., per doz.	60
Bamboo, 18 ft., per doz.	65

7

## FLAVORING EXTRACTS

Jennings D C Brand	
Pure Vanilla	
No. 1, 1/4 oz.	85
No. 2, 1/4 oz.	1 20
No. 3, 1/4 oz.	2 25
No. 4, 1/4 oz.	2 00
No. 5, 1/4 oz.	2 00
2 oz. Flat	2 00

Terpeness	
Pure Lemon	
No. 1, 1/4 oz. Panel	75
No. 2, 1/4 oz. Panel	1 13
No. 3, 1/4 oz. Panel	2 00
No. 4, 1/4 oz. Panel	2 00
No. 5, 1/4 oz. Panel	2 00
2 oz. Flat	1 75
2 oz. Flat	1 75

FLOUR AND FEED	
Grand Rapids Grain	
Milling Co.	
Winter Wheat	
Purity Patent	6 00
Fancy Spring	6 75
Wizard Graham	5 90
Wizard, Gran. Meal	4 80
Wizard Buckw't cwt.	3 50
Rye	6 00

Valley City Milling Co.	
Lily White	6 50
Light Loaf	6 10
Graham	2 65
Granena Health	2 75
Gran. Meal	2 20
Bolited Meal	2 10

Voigt Milling Co.	
Voigt's Crescent	6 50
Voigt's Royal	6 90
Voigt's Flour	6 50
Voigt's Hygienic Gra-	
ham	5 35

Watson-Higgins Milling Co.	
Perfection	6 35
Tip Top Flour	5 85
Golden Sheaf Flour	5 45
Kern's Success	6 50
Marshall Best Flour	6 30

Worden Grocer Co.	
Quaker, paper	6 00
Quaker, cloth	5 10

Kansas Hard Wheat	
Voigt Milling Co.	
Calla Lily	6 65

Worden Grocer Co.	
American Eagle, 1/2s	6 50
American Eagle, 1/4s	6 40
American Eagle, 1/2s	6 30

Spring Wheat	
Roy Baker	
Mazeppa	6 30
Golden Horn bakers	6 20
Wisconsin Rye	5 45
Bohemian Rye	5 75

Judson Grocer Co.	
Ceresota, 1/2s	7 40
Ceresota, 1/4s	7 30
Ceresota, 1/2s	7 20

Voigt Milling Co.	
Columbian	6 65

Worden Grocer Co.	
Wingold, 1/2s cloth	7 00
Wingold, 1/4s cloth	6 90
Wingold, 1/2s cloth	6 60
Wingold, 1/2s paper	6 80
Wingold, 1/2s paper	5 60

Meat	
Bolited	4 60
Golden Granulated	4 80

Wheat	
Red	1 05
White	1 00

Oats	
Michigan carlots	50
Less than carlots	52

Corn	
Carlots	80
Less than carlots	53

Hay	
Carlots	16 00
Less than carlots	18 00

Feed	
Street Car Feed	30 50
No. 1 Corn & Oat Fd	30 50
Cracked Corn	30 00
Coarse Corn Meal	30 90

FRUIT JARS	
Mason, pts., per gro.	4 65
Mason, qts., per gro.	5 00
Mason, 1/2 gal. per gro.	7 40
Mason, can tops, gro.	2 25

GELATINE	
Cox's, 1 doz. large	1 45
Cox's, 1 doz. small	90
Knox's Sparkling, doz.	1 25
Knox's Acid'd, doz.	1 25
Minute, 2 qts., per doz.	1 10
Minute, 2 qts., 3 doz.	3 25
Nelson's	1 50
Oxford	75
Plymouth Rock, Phos.	1 25
Plymouth Rock, Plain	90

GRAIN BAGS	
Broad Gauge	18
Amoskeag	19

Herbs	
Sage	15
Hops	15
Laurel Leaves	15
Senna Leaves	25

HIDES AND PELTS	
Hides	
Green, No. 1	15
Green, No. 2	14
Cured, No. 1	17
Cured, No. 2	16
Calfskin, green, No. 1	15
Calfskin, green, No. 2	13 1/2
Calfskin, cured, No. 1	17
Calfskin, cured, No. 2	15 1/2

Pelts	
Old Wool	60 @ 1 25
Lambs	50 @ 1 00
Shearings	30 @ 75

8

Tallow	
No. 1	@ 5
No. 2	@ 4

Wool	
Unwashed, med.	@ 23
Unwashed, fine	@ 23

HORSE RADISH	
Per doz.	90

Jelly	
5lb. pails, per doz.	2 30
15lb. pails, per pail	70
30lb. pails, per pail	1 25

ICE CREAM	
Piper Ice Cream Co. Brands	
Bulk, any flavor	60
Extra Fancy, any flavor	65
Brick, Plain	1 00
Brick, Fancy	1 20

JELLY GLASSES	
1/4 pt. in bbls., per doz.	15
1/2 pt. in bbls., per doz.	16
3/4 oz. capped in bbls.,	
per doz.	18

MAPLEINE	
2 oz. bottles, per doz.	3 00
16 oz. bottles, per doz.	1 75
32 oz. bottles, per doz.	18 00
32 oz. bottles, per doz.	30 00

MINCE MEAT	
Per case	2 85

MOLASSES	
New Orleans	
Fancy Open Kettle	42
Choice	35
Good	27
Stock	23

Half barrels 2c extra	
Red Hen, No. 2 1/2	1 75
Red Hen, No. 5	1 75
Red Hen, No. 10	1 65

MUSTARD	
1/4 lb. 6 lb. box	18

OLIVES	
Bulk, 1 gal. kegs 1 10 @ 1 20	
Bulk, 2 gal. kegs 1 05 @ 1 15	
Bulk, 5 gal. kegs 1 00 @ 1 10	
Stuffed, 5 oz.	90
Stuffed, 14 oz.	2 25
Pitted (not stuffed)	

Manzanilla, 8 oz.	2 25
Lunch, 10 oz.	90
Lunch, 16 oz.	1 35
Queen, Mammoth, 19	2 25
oz.	
Queen, Mammoth, 28	4 25
oz.	
Olive Chow, 2 doz. cs.	5 75
per doz.	2 25

PEANUT BUTTER	
Bel-Car-Mo Brand	
24 lb. fibre pails	09 1/2
14 lb. fibre pails	10
23 oz. jars, 1 doz.	2 30
2 lb. tin pails, 1 doz.	3 00
7 oz. jars, 2 doz.	1 80

PETROLEUM PRODUCTS	
Iron Barrels	
Perfection	8
Red Crown Gasoline	18
Gas Machine Gasoline	27 9
V M & P Naptha	17 5
Capitol Cylinder	29 9
Atlantic Red Engine	13 9
Summer Black	7 7
Polarine	29 9

PICKLES	
Medium	
Barrels, 1,200 count	7 50
Half bbls., 600 count	4 25
5 gallon kegs	1 90

Small	
Barrels	9 50
Half barrels	5 00
5 gallon kegs	2 25

Gherkins	
Barrels	13 00
Half barrels	6 25
5 gallon kegs	2 50

Sweet Small	
Barrels	16 00
Half barrels	8 50
5 gallon kegs	3 20

PIPES	
Clay, No. 216, per box	1 75
Clay, T. D. full count	60
Cob	90

PLAYING CARDS	
No. 90, Steamboat	75
No. 15, Rival assorted	1 25
No. 20, Rover, enam'd	1 50
No. 572, Special	1 75
No. 98 Golf, Satin fin.	2 00
No. 808, Bicycle	2 00
No. 632 Tour'n't whist	2 25
Pig	1 75

POTASH	
Babbitt's, 2 doz.	1 75

PROVISIONS	
Barreled Pork	
Clear Back	22 00 @ 23 00
Short Cut Clr	20 00 @ 21 00
Bean	15 50 @ 16 00
Brisket, Clear	24 00 @ 25 00
Pig	
Clear Family	26 00

Dry Salt Meats	
S P Bellies	14 1/2 @ 15

Pure in tierces 1 1/2 @ 12	
Compound Lard 1 1/2 @ 11 1/2	
80 lb. tubs	adv. 7 1/2
50 lb. tubs	adv. 7 1/2
50 lb. tubs	adv. 7 1/2
20 lb. pails	adv. 7 1/2
10 lb. pails	adv. 7 1/2
5 lb. pails	adv. 7 1/2
3 lb. pails	adv. 7 1/2

9

Smoked Meats	
Hams, 14-16 lb.	16 @ 16 1/2
Hams, 16-18 lb.	15 1/2 @ 16
Hams, 18-20 lb.	17 @ 18
Ham, dried beef	
sets	29 @ 30
California Hams	11 @ 11 1/2
Picnic Boiled	
Hams	19 1/2 @ 20
Bolled Hams	25 1/2 @ 28
Minced Ham	12 @ 12 1/2
Bacon	16 @ 24

Sausages	
Bologna	10 1/2 @ 11
Liver	9 1/2 @ 10
Frankfort	12 @ 12 1/2



## SPECIAL PRICE CURRENT

12

## Smoking

All Leaf, 2 1/2 & 7 oz.	20
BB, 3 1/2 oz.	6 00
BB, 7 oz.	12 00
BB, 14 oz.	24 00
Bagdad, 10c tins	11 52
Badger, 3 oz.	5 04
Badger, 7 oz.	11 52
Banner, 5c	5 76
Banner, 20c	1 60
Banner, 40c	3 20
Belwood, Mixture, 10c	5 76
Big Chief, 2 1/2 oz.	6 00
Big Chief, 16 oz.	5 85
Bull Durham, 5c	5 76
Bull Durham, 10c	11 52
Bull Durham, 15c	17 28
Bull Durham, 8 oz.	3 60
Bull Durham, 16 oz.	6 72
Buck Horn, 5c	5 76
Buck Horn, 10c	11 52
Briar Pipe, 5c	5 76
Briar Pipe, 10c	11 52
Black Swan, 5c	5 76
Black Swan, 14 oz.	3 50
Bob White, 5c	6 00
Brotherhood, 5c	6 00
Brotherhood, 10c	11 52
Brotherhood, 16 oz.	5 05
Carnival, 5c	5 76
Carnival, 1/2 oz.	39
Carnival, 16 oz.	40
Cigar Clip's, Johnson	30
Cigar Clip's, Seymour	30
Identity, 3 and 16 oz.	30
Darby Cigar Cuttings	4 50
Continental Cubes, 10c	90
Corn Cake, 14 oz.	2 55
Corn Cake, 7 oz.	1 45
Corn Cake, 5c	5 76
Cuban Star, 5c foil	4 70
Cuban Star, 16 oz. pils	5 72
Chips, 10c	10 30
Dills Best, 1 1/2 oz.	73
Dills Best, 3 1/2 oz.	77
Dills Best, 16 oz.	73
Dixie Kid, 5c	48
Duke's Mixture, 5c	5 76
Duke's Mixture, 10c	11 52
Duke's Mixture, 5c	5 76
Drum, 5c	5 76
F. F. A., 4 oz.	5 04
F. F. A., 7 oz.	11 52
Fashion 5c	6 20
Fashion, 16 oz.	5 76
Five Bros., 5c	5 76
Five Bros., 10c	10 53
Five cent cut Plug	29
F. O. B. 10c	11 52
Four Roses, 10c	96
Full Dress, 1 1/2 oz.	72
Glad Hand, 5c	48
Gold Block, 10c	12 00
Gold Star, 5c pail	4 80
Gail & Ax Navy, 5c	5 76
Growler, 5c	94
Growler, 20c	1 85
Giant, 5c	5 76
Giant, 40c	3 72
Hand Made, 2 1/2 oz.	50
Hazel Nut, 5c	5 76
Honey Dew, 10c	12 00
Hunting, 5c	38
I X L, 5c	6 10
I X L, in pails	3 90
Just Suits, 5c	6 00
Just Suits, 10c	12 00
Kiln Dried, 25c	2 45
King Bird, 7 oz.	2 16
King Bird, 10c	11 52
King Bird, 5c	5 76
La Turka, 5c	5 76
Little Giant, 1 lb.	28
Lucky Strike, 10c	96
Le Redo, 3 oz.	10 80
Le Redo, 8 & 16 oz.	38
Myrtle Navy, 10c	11 52
Myrtle Navy, 5c	5 76
Maryland Club, 5c	50
Mayflower, 5c	5 76
Mayflower, 10c	96
Mayflower, 20c	1 82
Nigger Hair, 5c	6 00
Nigger Hair, 10c	10 70
Nigger Head, 5c	5 40
Nigger Head, 10c	10 56
Noon Hour, 5c	48
Old Colony, 1-12 gro.	11 52
Old Mill, 5c	5 76
Old English Crve 1 1/2 oz.	96
Old Crop, 5c	5 76
Old Crop, 25c	20
P. S., 3 oz. 30 lb. cs.	19
P. S., 3 oz. per gro.	5 70
Pat Hand, 1 oz.	63
Patterson Seal, 1 1/2 oz.	48
Patterson Seal, 3 oz.	96
Patterson Seal, 16 oz.	5 00
Peerless, 5c	5 76
Peerless, 10c cloth	11 52
Peerless, 10c paper	10 80
Peerless, 20c	2 04
Peerless, 40c	4 08
Plaza, 2 gro. case	5 76
Flow Boy, 5c	5 76
Flow Boy, 10c	11 40
Flow Boy, 14 oz.	4 70
Pride, 10c	11 32
Pride of Virginia, 1 1/2	77
Pilot, 5c	5 76
Pilot, 14 oz. doz.	2 10
Prince Albert, 5c	48
Prince Albert, 10c	96
Prince Albert, 8 oz.	3 84
Prince Albert, 16 oz.	7 44

13

Queen Quality, 5c	48
Rob Roy, 5c foil	5 76
Rob Roy, 10c gross	10 52
Rob Roy, 25c doz.	2 10
Rob Roy, 50c doz.	4 10
S. & M., 5c gross	5 76
S. & M., 14 oz. doz.	3 20
Soldier Boy, 5c gross	5 76
Soldier Boy, 10c	10 50
Pilot, 7 oz. doz.	1 05
Soldier Boy, 1 lb.	4 75
Sweet Caporal, 1 oz.	6 76
Sweet Lotus, 5c	5 76
Sweet Lotus, 10c	11 52
Sweet Lotus, per doz.	4 60
Sweet Rose, 2 1/2 oz.	30
Sweet Tip Top, 5c	50
Sweet Tip Top, 10c	1 00
Sweet Tips, 1/2 gro.	10 08
Sun Cured, 10c	98
Summer Time, 5c	5 76
Summer Time, 7 oz.	1 65
Summer Time, 14 oz.	3 50
Standard, 5c foil	5 76
Standard, 10c paper	8 64
Seal N. C. 1 1/2 cut plug	70
Seal N. C. 1 1/2 Gran.	63
Three Feathers, 1 oz.	48
Three Feathers, 10c	11 52
Three Feathers and	
Pipe combination	2 25
Tom & Jerry, 14 oz.	3 60
Tom & Jerry, 7 oz.	1 80
Tom & Jerry, 3 oz.	76
Trout Line, 5c	5 90
Trout Line, 10c	11 00
Turkish, Patrol 2-3	5 76
Tuxedo, 1 oz. bags	48
Tuxedo, 2 oz. tins	96
Tuxedo, 20c	1 90
Tuxedo, 80c tins	7 45
War Path, 5c	6 00
War Path, 20c	1 60
Wave Line, 3 oz.	40
Wave Line, 16 oz.	40
Way up, 2 1/2 oz.	5 75
Way up, 16 oz. pails	31
Wild Fruit, 5c	5 76
Wild Fruit, 10c	11 52
Yum Yum, 5c	5 76
Yum Yum, 10c	11 52
Yum Yum, 1 lb. doz.	4 80

## TWINE

Cotton, 3 ply	25
Cotton, 4 ply	25
Jute, 2 ply	14
Hemp, 6 ply	13
Flax, medium	24
Wool, 1 lb. bales	10 1/2

## VINEGAR

White Wine, 40 grain	8 1/2
White Wine, 80 grain	11 1/2
White Wine, 100 grain	13
Oakland Vinegar & Pickle	
Co.'s Brands	
Highland apple cider	20
Oakland apple cider	16
State Seal sugar	14
Oakland white pickig	10
Packages free.	

## WICKING

No. 0, per gross	35
No. 1, per gross	45
No. 2, per gross	55
No. 3, per gross	80

## WOODENWARE

Baskets	
Bushels	1 00
Bushels, wide band	1 15
Market	40
Splint, large	4 00
Splint, medium	3 50
Splint, small	3 00
Willow, Clothes, large	8 00
Willow, Clothes, small	6 25
Willow, Clothes, me'm	7 25

## Butter Plates

Ovals	
1/4 lb., 250 in crate	35
1/2 lb., 250 in crate	35
1 lb., 250 in crate	40
2 lb., 250 in crate	50
3 lb., 250 in crate	70
5 lb., 250 in crate	90

## Wire End

1 lb., 250 in crate	35
2 lb., 250 in crate	55
3 lb., 250 in crate	55
5 lb., 20 in crate	65

## Churns

Barrel, 5 gal., each	2 40
Barrel, 10 gal., each	2 55

## Clothes Pins

Round Head	
4 1/2 inch, 5 gross	60
Cartons, 20 2 1/2 doz. bxs	65

## Egg Crates and Fillers

Humpty Dumpty, 12 dz.	20
No. 1 complete	20
No. 2 complete	28
Case No. 2, fillers, 15	
sets	1 85
Case, medium, 12 sets	1 15

## Faucets

Cork lined, 3 in.	70
Cork lined, 9 in.	80
Cork lined, 10 in.	90

14

## Mop Sticks

Trojan spring	90
Eclipse patent spring	85
No. 1 common	80
No. 2, pat. brush holder	85
Ideal No. 7	85
12 lb. cotton mop heads	1 30

## Pails

10 qt. Galvanized	2 50
12 qt. Galvanized	2 75
14 qt. Galvanized	3 00
Fibre	2 70

## Toothpicks

Birch, 100 packages	2 00
Ideal	85

## Traps

Mouse, wood, 2 holes	22
Mouse, wood 4 holes	45
10 qt. Galvanized	1 55
12 qt. Galvanized	1 70
14 qt. Galvanized	1 90
Mouse, wood, 6 holes	70
Mouse, tin, 5 holes	65
Rat, wood	80
Rat, spring	75

## Tubs

No. 1 Fibre	16 50
No. 2 Fibre	15 00
No. 3 Fibre	13 50
Large Galvanized	8 50
Medium Galvanized	7 50
Small Galvanized	6 50

## Washboards

Banner, Globe	3 25
Brass, Single	4 75
Glass, Single	3 60
Single Acme	3 50
Double Peerless	5 90
Single Peerless	4 50
Northern Queen	4 75
Double Duplex	4 25
Good Enough	4 50
Universal	4 50

## Window Cleaners

12 in.	1 65
14 in.	1 85
16 in.	2 30

## Wood Bowls

13 in. Butter	1 75
15 in. Butter	2 50
17 in. Butter	4 75
19 in. Butter	7 50

## WRAPPING PAPER

Common Straw	2
Fibre Manila, white	3
Fibre Manila, colored	4
No. 1 Manila	4
Cream Manila	3
Butchers' Manila	3 1/2
Wax Butter, short c't 10	15
Wax Butter, full c't 15	15
Wax Butter, rolls	12

## YEAST CAKE

Magic, 3 doz.	1 15
Sunlight, 3 doz.	1 00
Sunlight, 1 1/2 doz.	50
Yeast Foam, 3 doz.	1 15
Yeast Foam, 1 1/2 doz.	85

## CIGARS

Johnson Cigar Co.'s Brand	
Dutch Masters Club	70 00
Dutch Masters, Inv.	70 00
Dutch Masters, Pan.	70 00
Dutch Master Grande	68 00
Little Dutch Masters	
(300 lots)	10 00
Gee Jay (300 lots)	10 00
El Portana	33 00
S. C. W.	32 00

## Worden Grocer Co. Brands

Canadian Club	
Londres, 50s, wood	35
Londres, 25s tins	35
Londres, 300 lots	10

## TELFER'S ROAST COFFEE

MADE IN

DETROIT

USA

Jamo, 1 lb. tin 31 |Eden, 1 lb. tin 27 |Belle Isle, 1 lb. pkg. 27 |Bismarck, 1 lb. pkg. 24 |Vera, 1 lb. pkg. 23 |Koran, 1 lb. pkg. 22 |Telfer's Quality 25 19 |Mosan 18 |Quality 20 16 |W. J. G. Tea 37 |Cherry Blossom Tea 37 |Telfer's Ceylon 40 |  |

## CHARCOAL

Car lots or local shipments,  
bulk or sacked in paper or jute.  
Poultry and stock charcoal.

M. O. DEWEY CO., Jackson, Mich.

15

## AXLE GREASE



1 lb. boxes, per gross	8 70
3 lb. boxes, per gross	23 10

## BAKING POWDER

K. C.

10c, 4 doz. in case	85
15c, 4 doz. in case	1 25
25c, 4 doz. in case	2 00
50c, 2 doz. plain top	4 00
80c, 1 doz. plain top	6 50
10 lb. 1/2 dz., pln top	13 00
All cases sold F. O. B.	
jobbing point.	

Special Deal No. 1.	
12 doz. 10c, 12 doz. 15c,	
12 doz., 25c	49 20
Barrel Deal No. 2	
3 doz. each, 10, 15 and	
25c	32 80
With 4 dozen 10c free	
3 Barrel Deal No. 3.	
6 doz. each, 10, 15 and	
25c	24 60
With 3 dozen 10c free	
Half-Barrel Deal No. 3	
4 doz. each, 10, 15 and	
25c	16 40
With 2 doz. 10c free.	
All barrels sold F. O. B.	
Chicago.	

## Royal

10c size	90
1/4 lb cans 1 35	
6 oz cans 1 90	
1/2 lb cans 2 50	
3/4 lb cans 3 75	
1 lb cans 4 80	
3 lb cans 13 00	
5 lb cans 21 50	

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

## FITZPATRICK BROTHERS' SOAP CHIPS

White City (Dish Washing)	210 lbs.	3c per lb.
Tip Top (Caustic)	250 lbs.	4c per lb.
No. 1 Laundry	225 lbs.	5 1/2 c per lb.
Palm Soap	300 lbs.	6 1/2 c per lb.

16

COFFEE  
OLD MASTER COFFEEOld Master Coffee .... 31  
San Marto Coffee .....Roasted  
Dwinnell-Wright Brands

White House, 1 lb. ....  
White House, 2 lb. ....  
Excelsior, Blend, 1 lb. ....  
Excelsior, Blend, 2 lb. ....  
Tip Top Blend, 1 lb. ....  
Royal Blend .....  
Royal High Grade .....  
Superior Blend .....  
Boston Combination .....  
Distributed by Judson  
Grocer Co., Grand Rapids,  
Lee & Cady, Detroit; Lee  
& Cady, Saginaw; Lee  
& Cady, Grand Rapids; Bay  
City Grocer Company, Bay  
City; Brown, Davis &  
Warner, Jackson; Gods-  
mark, Durand & Co., Bat-  
tle Creek; Fleibach Co.,  
Toledo.



# 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.

Wanted—General merchandise in exchange for fine improved Central Illinois farm, 250 acres. Want stock about \$18,000. Address Box 97, Greenup, Illinois. 861

For Sale or Exchange—For a first-class stock of merchandise, four houses and lots in a good live town, clear and bringing good interest on the investment. Price for the four \$4,500. My equity in four houses and lots in good mining town of 10,000 population, six mines and three railroads, property values rapidly advancing, good investment. Price for the four, \$4,000. All of the above will bear the closest investigation. Will exchange any or all of the above for general merchandise, groceries or shoes. Address Box 185, Ellzabethtown, Ill. 891

For Sale—Good clean stock of groceries and men's furnishings in one of the best farming communities in Western Michigan; also best location in town. Stock and fixtures will invoice about \$4,500. Reason for selling, must get outside. Address No. 892, care Michigan Tradesman. 892

Wanted For Cash—Clothing, shoes, or a general stock. Ralph W. Johnson, Fort Pierre, South Dakota. 893

For Sale—Owing to a dissolution of partnership we offer our \$3,500 stock of hardware in one of the most progressive new railroad towns in the Thumb district. This is an exceptional opportunity. Grimes & Waterman, Peck, Mich. 894

Cash Registers—All makes, bought, sold, exchanged and repaired. Leeds Show Case & Fixture Works, Kansas City, Missouri. 895

Auto Hearse For Sale—Combination hearse and casket vehicle. Address No. 886, care Michigan Tradesman. 886

General Stock For Sale—Clothing, furnishings, shoes, groceries and feed; splendid location; manufacturing and farming community; a rare opportunity. Address 178 State St., North Chicago, Ill. 887

For Sale—Farm of 120 acres located 2 1/2 miles from Jonesville and 4 1/2 miles from Hillsdale in Hillsdale county. This is a splendid farm equipped for dairying, with tile silt, a fine house, large barns and would make an ideal home. Yesterday, Feb. 22, I received unexpected notice from my present tenant that he would not stay another year, so quick action is necessary. My business is dry goods and not farming so will sell this farm cheap with one-half the price in cash or will trade it for a stock of goods. Address F. L. Farnsworth, Hillsdale, Mich. 888

Be Quick—Hardware stock in town of 600. Business of \$18,000 to \$20,000 per year. Price right and terms right. Michigan Farm Land Co., Gregory, Mich. 889

For Sale—Two show cases, one oval front, six foot. The other square corners, 8 foot. Both metal corners, \$5 each. One wall paper rack, 6 x 12 feet \$5. Wm. G. White, Ovid, Michigan. 890

For Sale—Country Store in good location. General line of merchandise invoicing \$1,800. Also store building with good living rooms. Best of reasons for selling. \$2,500 cash buys it. Address Sylvan Store, Ewart, R. No. 5, Michigan. 896

Wanted Oil Stocks—Cash paid. Also bank and other corporation stocks. Richardson Investment Co., Oklahoma City, Oklahoma. 897

Wanted—To hear from owner of good business for sale. State cash price and particulars. D. F. Bush, Minneapolis, Minnesota. 898

For Sale—Hardware, paints and glass. Well located, good business, with spring contracts ahead. Address No. 899, care Michigan Tradesman. 899

The best home and three lots and barn in one of the best locations in the city to trade for a farm. Address Doctor, care Tradesman. 900

For Sale—General merchandise business. Cash trade, no delivery. Invoicing about \$7,000. Town 800. Good farming country; low rent. Other business compels me to offer this at a sacrifice for quick sale. E. D. Collar, Saranac, Mich. 902

For Sale—Five-drawer National cabinet cash register. Good as new. Cost \$525, will sell for \$250. W. O. Eshlin, 429 Worden St., S. E., Grand Rapids. 901

Jewelry, Book, Stationery and Wall Paper Store—For Sale—Doing a fine business in the best town of its size in Wisconsin. Hanscom Co. & H. S. Hurlbut & Co., Mineral Point, Wis. 851

For Sale—Grocery stock and fixtures on account other business. Situated in Cedar Springs, Michigan. Excellent location; stock clean and new. Will inventory about \$1,000. Address Box 147, Cedar Springs, Michigan. 852

For Sale—Soda fountain and complete outfit very cheap. Excellent reasons for selling. Address, J. J. Theisen, Mt. Pleasant, Michigan. 903

For Sale—Creamery in good live hustling town, surrounded by excellent farm and dairying country. Up-to-date plant for sale cheap. Write A. W. Orr, Blanchard, Michigan. 868

For Sale—Remnant shoe stock of about 125 pairs. Address Box 347, Saranac, Michigan. 881

Young married man wishes position in department store where services will be appreciated and chance for advancement. Can dress windows, write sales cards, advertise and look after general store details. Six years' experience as clerk, floor walker and assistant manager. If you want a steady man, write me. All references. Box 882, care Tradesman. 882

Will trade you general merchandise for store fixtures. What have you? A. L. Redman, Olney, Illinois. 883

To Exchange—For stock general merchandise, 107-acre Illinois farm, brand new improvements, well located. A. L. Redman, Olney, Illinois. 884

For Sale—80 acres of land one-half mile from Wingham, Lake Co. Good soil. Fifteen acres cleared. No buildings; will make a good fruit farm. Will trade for drug stock in storage or good stand. A. W. Olds, 1499 Wealthy St., Grand Rapids, Michigan. 873

For Sale—\$12,000 stock of general merchandise. One of the best located stores in East Detroit. Modern corner store. 40 x 60. Long lease and low rent. Will consider real estate or liberal terms on good security. Can reduce stock to suit purchaser. W. B. Fishbeck, 2470-2472 East Jefferson Ave., Detroit, Mich. 874

For Sale—First-class dry goods and grocery store. Reason for selling is sickness. Apply to John F. Lawler, Box 235, Freeville, Pennsylvania. 875

For Sale—Stock of groceries, good college town in Northern Michigan about \$1,500. Other business. Address No. 876, care Michigan Tradesman. 876

For Sale—Clean up-to-date stock men's furnishing goods, men's, women's and children's shoes and rubbers. Small stock men's and boys' clothing. All clean new goods. Business established six years. Invoiced \$6,000. Jan. 1. Other business interests reason for selling. Address No. 864, care Tradesman. 864

For Sale—Our stock of general merchandise, groceries, dry goods, shoes, rubbers, crockery, paints, etc. at Graafschap, Michigan. We are located in the heart of a fine farming country three miles from Holland. We are anxious to sell as our farms require our entire attention, and will make satisfactory terms to one wanting a good general store in a good country location. This is fine opportunity for a hustling young Hollander. Will take part cash and give time on the balance for good security. Heneveld & Lambers, Graafschap, Michigan, P. O. Holland, R. F. D. 865

Trade For Merchandise—Improved quarter section wheat farm, clear, near Keystone, Kansas. Bumper crops. All flow land. What have you? International Service Bureau, Lewiston, Montana. 866

For Sale—Forty acres good land, lays level, all improved, four miles west of city limits Grand Rapids. Nine room house, fair barn, other out buildings, good young orchard. 15 acres seeded, good well. Price \$4,500. \$2,000 or \$2,500 down, balance on time 6 per cent interest. Address D. M. White, Cedar Springs, Michigan. 867

For Sale—Stock of clothing, shoes and groceries, located in growing Michigan city of 5,000. Best location. Stock is in good condition and will invoice about \$10,000. Don't reply unless you mean business. Address No. 869, care Tradesman. 869

For Sale—Old established hardware business in good growing farming country. Inventory about \$4,500. Good reasons for selling. Address No. 877, care Tradesman. 877

For Sale—Good clean stock general merchandise in good town. Owner wishes to retire. Good opportunity for right party. Address Carson City Real Estate Exchange, Carson City, Michigan. 855

A. W. Thomas, Merchandise Auctioneer—Stocks closed out entirely or reduced. For terms and dates, address A. W. Thomas, 14 No. Sacramento Ave., Chicago, Illinois. Established 1891. 855

I have two restaurants in Flint, Michigan; both doing good business. On account of poor health I wish to sell one. Address the owner, C. T. Ghitsas, Flint, Michigan. 836

Mr. Merchant—Our ten day clearance sale is a hummer. Let us tell you our method. W. D. Hamilton, Galesburg, Illinois. 878

For Sale—Only bakery in town. Fine opportunity. Good location. Right price. Address No. 879, care Tradesman. 879

Hardware Stock For Sale—Good opportunity to buy a first-class hardware stock which inventories (stock and fixtures) about \$15,000. Stock located in a city of 5,000. S. M. J., care Michigan Tradesman. 862

Cigar Store For Sale—Doing good business, at Fort Wayne, Indiana; owner leaving city. Address J. F. Warner, 1410 Calhoun St., Fort Wayne, Indiana. 843

Splendid Western New York farm for sale or exchange for shoe stock. Charles Ziegler, Albion, New York. 844

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

To Exchange—For small stock groceries or general merchandise, eighty acres excellent hardwood cut-over land, Manistee county, value \$15 per acre. Willard Smith, Copemish, Mich. 857

For Sale—Clean stock of hardware in Detroit. An excellent location near Ford Motor Co. plant. About \$3,000 will handle deal. Reason for selling, other business. Lease goes with sale. Address No. 858, care Tradesman. 858

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

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—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

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

Auctioneer: Merchandise and real estate auctioneering is my specialty. Magnus Wangen, Hartland, Minnesota. 809

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 Sigbee 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—Immediate delivery, one Barnhart log loader. G. W. Campbell, Marlinton, West Virginia. 779

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

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. Kruisenga, 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

For Sale—County store doing fine business; stock, \$5,000; building and fixtures, \$5,000. Reason for selling, death in family. R. G. Wetmore, Elkhorn, Wisconsin, R. F. D. 850

Merchandise Sales Conductor. For closing out entirely or reducing stocks, get Flood, Dexter, Michigan. 18

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, 555 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—Young married man with experience in shoe business to take charge of stock in small town Central Michigan. References required. Address No. 842, care Tradesman. 842

## POSITION WANTED.

Wanted—Position as buyer or manager of grocery department or general merchandise stock. Ten years' experience with people who will give best of recommendations. Sales, care Michigan Tradesman. 904



## For SALE Or EXCHANGE

### Up-to-date Retail Furniture Stock

Consisting of all kinds of Tables, Chairs and Rockers in both Oak and Mahogany—Brass and Iron Beds, comfortable Springs and Mattresses, large and small Dressers—Luxurious Couches and Davenports, convenient Wardrobes and Leather Upholstered Furniture—Pretty Bedroom Suites in all woods and finishes—Dining Tables and Buffets, with Chairs in cane, wood and leather seats—richly upholstered Parlor and Living Room Furniture, also beautiful Rugs of many shades and sizes.

All of the above is free and clear and f. o. b. Grand Rapids.

Will sell for cash or time, or exchange for equal value of unencumbered Real Estate, improved or vacant, if well located.

Address Carrier No. 2X, Grand Rapids, Mich.



**Manufacturing Matters.**

Detroit—The Michigan Electric Welding Co. has increased its capital stock from \$25,000 to \$250,000.

Detroit—The Smith-Hamburg Welding Co. has changed its name to Smith-Hamburg-Scott Welding Co.

Highland Park—The capital stock of the Highland Park Paint & Glass Co. has been increased from \$15,000 to \$25,000.

Bronson—The Bronson Co-Operative Creamery Co. will sell its plant and land at public auction April 1. The plant has been idle for several years.

Detroit—The Hacks Shoe Co. has been incorporated with an authorized capital stock of \$3,000, all of which has been subscribed and \$2,020 paid in in cash.

Saginaw—The Flint Cornice & Roofing Co. has engaged in business with an authorized capital stock of \$2,500, all of which has been subscribed and paid in in cash.

Jackson—The Parrott Tractor Co. has been incorporated with an authorized capitalization of \$30,000, of which amount \$15,000 has been subscribed and paid in in cash.

Lowell—Horace Shipp, of Detroit, has engaged in the manufacturing of tents, awnings and camp furniture under the style of the Muskegon Awning & Manufacturing Co.

Mass—The Mass Creamery Co. has been incorporated with an authorized capitalization of \$10,000, of which amount \$5,050 has been subscribed and \$4,700 paid in in cash.

Detroit—The United Starter Co. has engaged in business with an authorized capitalization of \$1,000, of which amount \$500 has been subscribed and \$250 paid in in cash.

Kalamazoo—The J. A. Richards Co., manufacturer of steel cut dies and jig-saws, will remove its plant to this place and increase its capital stock from \$10,000 to \$25,000.

Bay City—The International Mill & Lumber Co. lost its plant by fire Feb. 23, entailing a loss estimated at \$100,000. The loss was fully covered by insurance and the plant will be immediately rebuilt.

Detroit—The Henry Blackwell Co. has been merged into a stock company under the style of Blackwell's, with an authorized capital stock of \$20,000, of which amount \$12,500 has been subscribed and paid in in cash.

Detroit—The Detroit Electrical Branding Iron Co. has been incorporated with an authorized capitalization of \$50,000, of which amount \$31,000 has been subscribed, \$550 paid in in cash and \$30,000 paid in in property.

Muskegon Heights—The Enterprise Brass Works has merged its business into a stock company under the same style, with an authorized capital stock of \$175,000, of which amount \$122,600 has been subscribed and paid in in property.

Spring Lake—The T. B. Perkins Manufacturing Co., Inc., has been organized to manufacture porch furniture and novelties with an authorized capital stock of \$50,000, all of which has been subscribed and \$2,500 paid in in property.

Detroit—The De Palma Manufacturing Co. has been organized to deal in motor, motor cars, aeroplanes, accessories, etc., with an authorized capital stock of \$100,000, of which amount \$50,000 has been subscribed, \$10,000 paid in in cash and \$22,500 paid in in property.

Adrian—The F. W. Prentice Co., manufacturer of screen doors, window screens, etc., has merged the business into a stock company under the same style, with an authorized capital stock of \$100,000, all of which has been subscribed and paid in in property.

Lansing—The Capitol Sales Co. has been incorporated to act as sales agents for automobiles and accessories, garage and repair work, with an authorized capitalization of \$18,000, of which amount \$9,000 has been subscribed, \$4,087 paid in in cash and \$4,930 paid in in property.

Lansing—The Lansing Road Supply Co. has engaged in business to manufacture steel bridges, corrugated metal culverts, road machinery and structural steel, with an authorized capital stock of \$6,000, of which amount \$4,000 has been subscribed and \$3,000 paid in in cash.

**No Extras With Horses.**

Down in the crimson clover zone there were two farmers named Jones and Smith respectively. Jones was old-fashioned and stuck to old-fashioned ways, but Smith, who was more modern, bought a fine new automobile. One day he was proudly exhibiting it to some friends when Jones came along.

"Um," remarked Jones, as he thoughtfully sized up the handsome machine. "What's that there on the side?"

"That's a spare rim and a tire," answered the proud Smith. "We always carry an extra one in case one of the wheels goes wrong."

"Jes' as I allers said," was the disdainful response of Jones. "I've druv hosses for nigh on fifty years, and I never had to carry a spare leg for one o' them yet."

**Sure of It.**

"Sorry, Brown," said the doctor after the examination. "You're in a very serious condition. I'm afraid I'll have to operate on you."

"Operate!" gasped Brown. "Why I haven't any money for an operation. I'm only a poor working man."

"You're insured, are you not?"

"Yes, but I don't get that until I'm dead."

"Oh, that'll be all right," said the doctor consolingly.

Isaac Appel, grocer at 11 Leonard street, N. E., has uttered a chattel mortgage to Harry T. Stanton as trustee for his creditors, whose claims aggregate \$1,700. His stock inventories about \$450 and he has book accounts nominally worth about \$125. The creditors expect to realize about 20 cents on a dollar. Mr. Appel did well until he embarked in politics—he is now an alderman of the Fifth ward—since which time he has been going down hill, financially.

Elhart Bros. have sold their grocery stock at 1071 Lafayette avenue, North, to J. J. Vanden Bosch.

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

Boys in manual training classes in the Menominee public schools are again building bird houses, with prizes offered for the best workmanship. This work was very successful last year.

The Dowagiac Improvement Association has succeeded in restoring the low week-end round trip passenger rate to Chicago for the coming summer resort season. Many Chicagoans have cottages at the pretty lakes in Cass county and the low transportation rate will induce others to spend their summers in Michigan.

Cadillac will buy 400 cords of stone from farmers of that section, paying \$4.50 per cord, and the stone will be crushed for street paving.

Masons of Adrian will erect a temple on the site opposite the post-office.

Health Officer Miller of Battle Creek states that the city consumes ten tons of milk daily, exclusive of the supply going to the Sanitarium and the ice cream factories. There are 1,200 cows supplying Battle Creek and of these 250 have been tuberculin tested. All bottles and containers are being sterilized, all cows will soon be tested and all dealers registered.

The city street cars of Ann Arbor will be equipped with air brakes within ninety days.

Ludington factories are busy. The Stearns Co. is employing 570 men which is the largest number in its history. The Carrom plant employs 175 men, which is more than ever before, and the Handy Things Co. has doubled its working force in the past three months. The last named concern has an order for 432,000 nickel-plated cigarette cases, to be delivered to British soldiers in the trenches.

Dalton has grown tired of its box car depot and will give a benefit dance March 10 to enable the Pere Marquette Railroad to purchase lumber for a new building. The Railroad has agreed to put up the building if the village will purchase the lumber.

Auto trucks will replace horse delivery of goods in Marshall after April 1.

The Evart Board of Trade has re-elected the following officers: President, Chas. J. Mills; Secretary, E. B. Farrar; Treasurer, George W. Minchin. The annual horse show will be held on or about May 10.

Adrian has opened a campaign for a live Chamber of Commerce with 1,000 members.

Mayor Keiser, of Ludington, is urging the need of a convention hall. Almond Griffen.

**Cloak Merchants Charged With Swindling.**

Houghton, Feb. 28—The Houghton County Circuit Court is engaged in the trial of H. J. Weiss, alleged head of the Acme Cloak & Suit House of Calumet, which is charged with having swindled the people of Houghton county out of about \$15,000 during the years 1914 and 1915.

The principal witness so far has been Phil O. Sheridan, special officer of Houghton county, who arrested Weiss and his associates, or part of them. He arrested Weiss in Newark, N. J., Nov. 6, 1915. He was assisted

in the arrest by Lieutenant Thomas W. Daly and Sergeant Frank E. Brex of the Newark police and in the presence of three, Weiss made and signed a statement.

Mr. Sheridan produced the Weiss statement and Mr. Burritt, for the defense, objected to it on the ground that it had not been made voluntarily. The defense quizzed the witness on this point. The questions indicated that Weiss had told his attorney he made the statement under threat; that if he did not make it he would be forced to. Mr. Sheridan said that the statement was purely voluntary, at least as far as he knew; he would not have permitted any coercion by the Newark officers, as he did not consider a statement from Weiss at the time as particularly important.

From the statement, the following digest was made:

The Acme Cloak & Suit House at Calumet had been established long before Weiss came to the copper country. It was conducted by Kitty Crowe, with whom was associated Jake Snuks, Ted Gorman and the others now under arrest in Houghton, but not on trial.

Kitty Crowe wrote to Weiss and offered him a position in Calumet as a collector. He had previously known Zulch, Gorman and some of the others, but the Crowe woman only by reputation. He received \$30 a week as collector.

Kitty Crowe introduced Weiss as the "boss," but this was incorrect, as he was not the "boss." He did not correct her statement, however. Soon after his arrival Kitty Crowe and Snuks went away, ostensibly to be married. Then the others left at various times, until Weiss was in sole charge. Weiss had been ill and when he was convalescing he heard in Calumet that the concern was under suspicion. He remained in Calumet about a month after this. Then he mutilated the collection cards in the office in order to remove his name from them, and left.

When arrested in Newark he first gave the name of Friedman. This was on the spur of the moment and unpremeditated. He had been known as Wilson at another time, but had used this name because of his relations with a woman of the same name.

Weiss refused to tell the officers anything about the amount of money he collected or to whom he delivered it. His statement is taken as of little importance because he insists in it that he was nothing but a salaried employe and makes no admission that might tend greatly to convince anyone that he was anything else.

**BUSINESS CHANCES.**

Pure Maple Syrup—Direct from producer. Made in the Western Reserve. New crop, finest quality. Customers will come for more. Prices low. Ransom Farms, Chagrin Falls, Ohio. 905

For Sale or Exchange—Hardware stock, good location, Eagle village. Address Box 206, Eagle, Michigan. 906

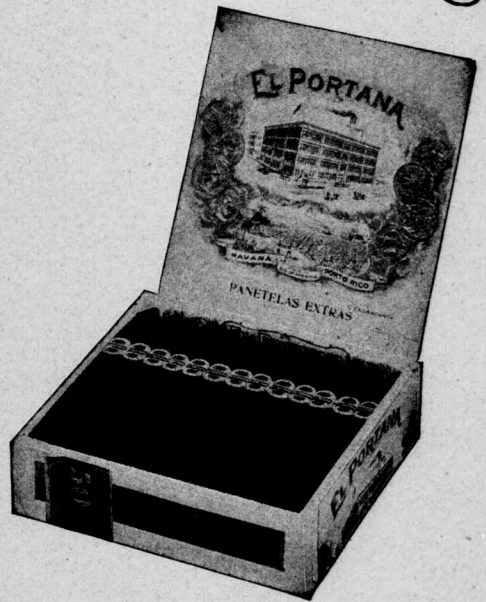
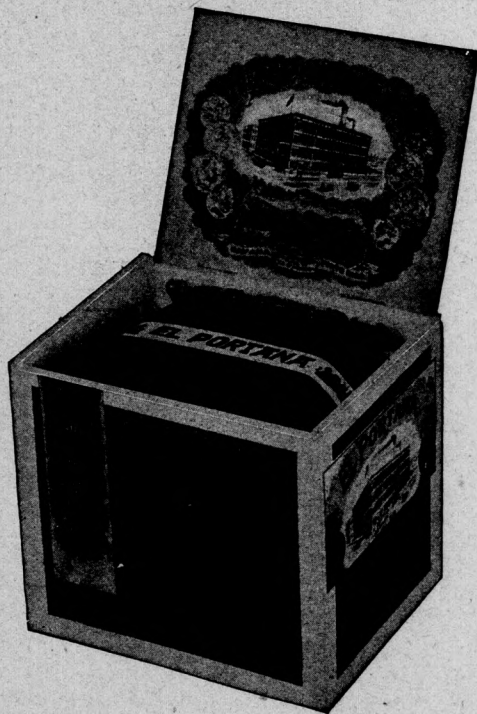
**I**N every community there are many Motor Truck prospects to whom a sale can be made when factory requirements are not too rigid.

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."

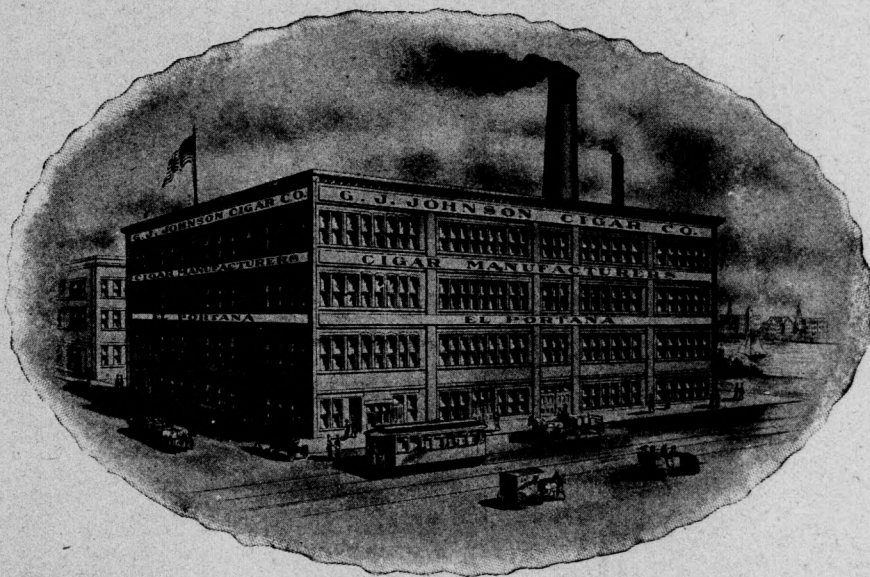
**The United Motor Truck Company**  
Grand Rapids, Michigan



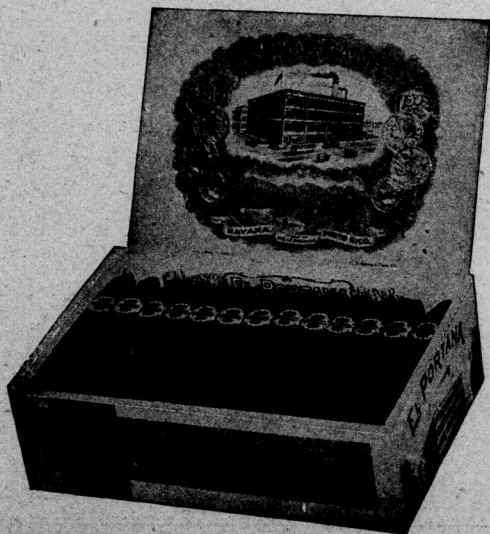
# EL PORTANA 5c CIGAR



"In a  
Class by  
Itself"



Manufactured  
Under  
Sanitary  
Conditions

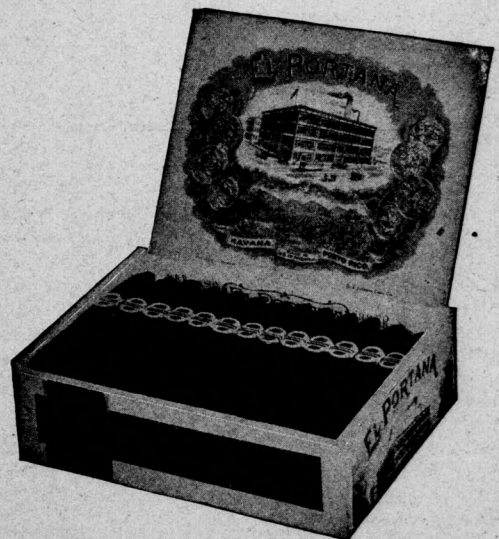


Made in  
Eight Sizes

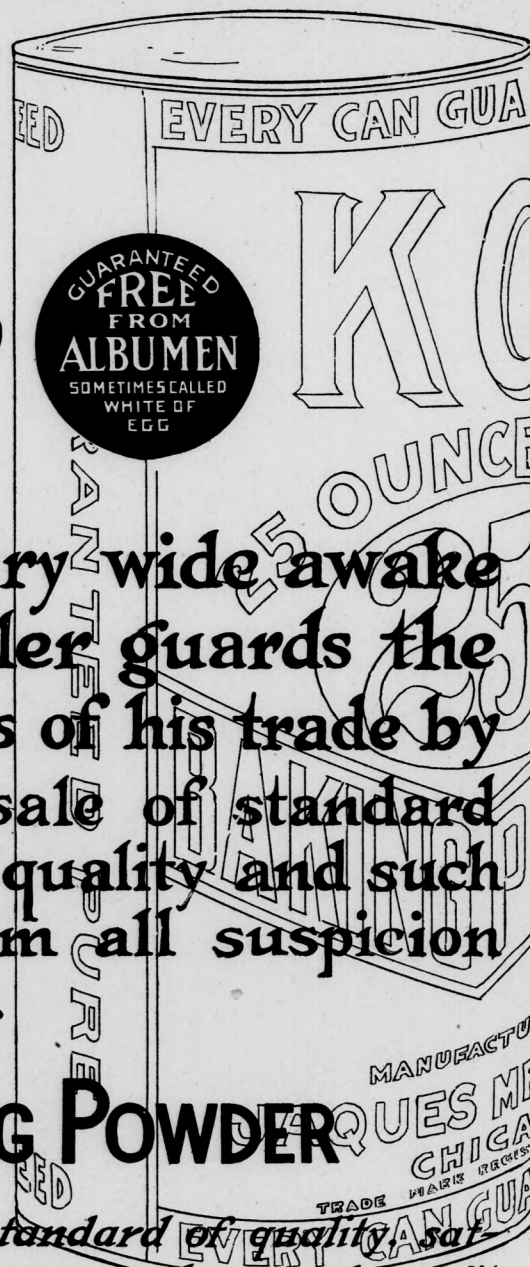
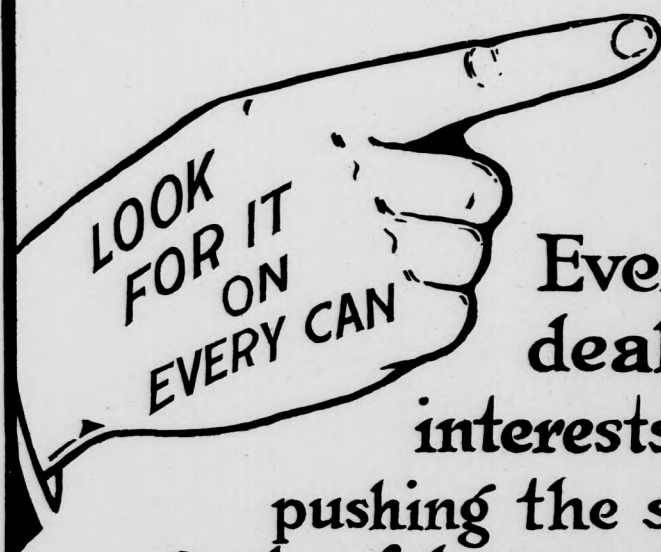
G. J. Johnson  
Cigar Co.

Makers

Grand Rapids, Mich.



# This Protects You



Every wide awake dealer guards the interests of his trade by pushing the sale of standard goods of known quality and such as are free from all suspicion of adulteration.

## KC BAKING POWDER

*represents the highest standard of quality satisfaction to your customers and a good profit to yourself.*

*It represents full value—a high grade guaranteed baking powder at a fair price*

*The dealer who recommends KC deserves the confidence of his trade—and gets it.*

**JAQUES MFG CO.**  
CHICAGO.