

MICHIGAN TRADESMAN

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Thirty-Third Year

GRAND RAPIDS, WEDNESDAY, MARCH 29, 1916

Number 1697

Too Good to Be True

If the highways and avenues always were clean,

What a beautiful town this would be!

If only things decent and pure could be seen,

What a beautiful town this would be!

If gamblers and crooks could be banished forever,

If robbers and burglars could ply their trades never,

If theaters would stage only plays that are clever,

What a beautiful town this would be!

If each so-called statesman were upright and true,

What a beautiful land this would be!

If all office holders would honest work do,

What a beautiful land this would be!

If all forms of grafting were promptly ejected,

If bad politicians could not be protected,

If only the worthy ones could be elected,

What a beautiful land this would be!

If over each home there presided a dove,

What a beautiful world this would be!

If every young couple would marry for love,

What a beautiful world this would be!

If all would fulfill the fond prayers of their mothers,

If each had regard for the feelings of others,

If everyone treated his fellows like brothers,

What a beautiful world this would be!

Addison Fletcher Andrews.

"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



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"Mother's Delight" **FLOUR**
"Makes Bread White and Faces Bright"

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The Best Bread is made with

Fleischmann's Yeast

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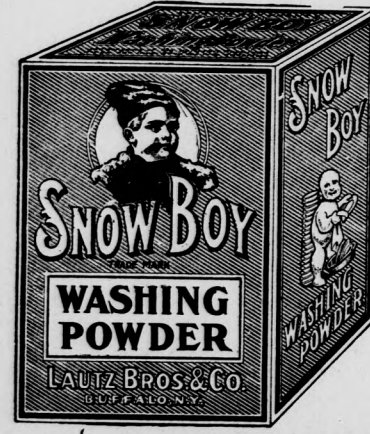
Citizens Telephone Company

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Snow Boy Washing Powder 24s

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Ask Your Jobber's Salesman

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

Lautz Bros. & Co.

MICHIGAN TRADESMAN

Thirty-Third Year

GRAND RAPIDS, WEDNESDAY, MARCH 29, 1916

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PROMISES AND PERFORMANCE

The second year is well advanced since the President of the United States warned the German government that it would be "held to a strict accountability" for any loss of American lives resulting from the methods of submarine warfare already threatened. It is now a full twelvemonth that German submarine commanders, in disregard of this warning, have been engaged in the business of killing American travelers and seamen voyaging on the high seas under their lawful occasions under the supposed protection of a Government which has declared that it will not "omit any word or any act" necessary to defend its citizens in the exercise of this "indisputable right." It is more than six months since the German Ambassador, in the name of his government, gave our Secretary of State the solemn assurance that "liners will not be sunk by German submarines without warning and without safety of the lives of non-combatants." While this tragic farce of American threats and German promises goes on, the submarine commanders continue diligently about their business; and the steady toll of lives of American men, women and children continues to be paid to the German Admiralty. The new and monstrous catalogue of ships grows month by month—Falaba, Gulf-light, Lusitania, Arabic, Hesperian, Persia, Ancona, Englishman, Sussex—until a crime that once shook us all with horror and indignation becomes so common that instances of it impress the memory too little to be recalled. Month after month is repeated—and with circumstances of increasing recklessness and atrocity—an act which our Government long since declared it must regard as "a violation of many sacred principles of justice and humanity," and as "deliberately unfriendly" to the United States. Yet the German Ambassador, his official promises again and again broken, remains at Washington, doubtless to make new promises upon the occasion of new crimes; and the American Government, omitting, indeed, few words, thus far omits all action which could give to its past words, or to any which it may hereafter utter, any influence upon the actual conduct of the

war, or any weight or dignity in the eyes of either belligerent or neutral nations.

Surely the time has come when the most patient and the most pacific of Governments can suffer itself to be played upon no longer; when, at the least, it must discontinue diplomatic intercourse with the agents of a power habitually engaged in the unlawful slaughter of American citizens and habitually disregarding of its pledged word.

Nor can it suffice that diplomatic relations with the Central Powers be severed. It is high time, also, for the United States to take the initiative in calling a conference of neutral nations for the vindication of international maritime law, the protection of the lives of non-combatants on the sea, and the general defence of neutral rights. For the past fortnight has made it evident that the German submarine campaign has entered upon a phase transcending even the record of the preceding year. It is no longer a question of the destruction of armed merchantmen of belligerents, or of vessels carrying munitions of war to enemy ports. Germany now appears to be running amuck on the high seas, sowing mines broadcast and destroying without warning any ships that her torpedoes can reach—outward-bound vessels, unarmed vessels, neutral vessels, even neutral vessels bound for neutral ports. The perils of seafaring have consequently become so great that neutral sailors in large numbers refuse to leave port. Germany, in short, seems to have begun in the international domain of the sea that policy of designed Schrecklichkeit which was so successful in Belgium in August and September of 1914. Such an enterprise is a challenge of the entire civilized world. It raises the question whether the society of nations can, and dare, defend its most essential interests against utter lawlessness. To that question there should be no doubtful answer. And it is the manifest duty of the strongest of the non-belligerent powers to take the lead in such action as may express the outraged moral sense of mankind and may finally make it bitterly clear to the offending government that to declare a general war against the laws and rights of nations and the most fundamental principles of humanity is not, after all, a profitable expedient.

The muse sometimes keeps the poet awake, but it is the mews of the cat that disturb the slumbers of other people.

An evening call is productive of much pleasure—if not when you come, at least when you go.

It doesn't cost half as much to live as it does to make a good impression on your neighbors.

UTILIZE THE TELEPHONE.

A young girl called at a leading grocery with a request for a certain food product of which they happened to be just out. She willingly accepted a substitute for the somewhat rare article desired. As she was leaving the clerk asked her name and telephone number, in order that he might call her up as soon as the product, expected daily, arrived. When informed that she lived out of town and had no phone, he said: "Well, I can drop you a postal card then." His willingness to bear her wish in mind was fully appreciated.

It is this readiness to go to a little extra work to better serve the public which counts. And the thought comes, how many use their telephone service to the best advantage? Some of the chances come in the midst of a rush of other duties. Yet if the pencil and memorandum are busy with the wants which cannot at the time be filled, the efficiency of your service will be increased. It will take more care and more book-keeping for this list of desirables cannot legitimately be included with the regular orders unless you make it one. But if there is a call for something which you do not always keep in stock, your readiness to remember when the next supply comes and gives the prospective purchaser another chance, may prove a mutual advantage.

Again, use the phone when a choice bit of fruit, an extra consignment of potatoes, a special bargain in any staple product is received. If you have a customer who is particularly fond of a certain article, remember him when you have a choice offering. If there is a call for maple sugar before the first offering of the spring is made, take a mental or pencil note of the fact and call him up on the phone as soon as you are able to fill the order. This is not only making a chance for sale, but to the one who wants the goods it comes as a personal service, and, as such, it is sure to be appreciated.

LEMONS TO THE FRONT.

This is the season when lemons are especially needed to clear out the system. If one is inclined to biliousness there is no better medicine than a lemon a day, eaten without sugar. If one is inclined to malaria or typhoid threatens, lemon juice added to the drinking water is sometimes an antidote. If a cold threatens, it again comes to the aid. Best of all, it is an all-season medium for refreshing the system. Lemons should be in more general use.

Give one corner in your window display to a good collection. If you will make out a list of the things which lemons may be used for. With salt, the laundress finds lemon juice a means of removing ink and others of the most stubborn stains. As a shampoo, it is a scalp cleanser with few equals. It takes

the place of vinegar and in a more dainty way in the various salad dressings. In fact, few fruits have a wider range of usefulness the year round, and nature has supplied it to us almost continuously because it is so necessary.

There are all sorts of lemons and some of the least promising prove the thinnest in rind and the most juicy. You may have some of the new varieties—so large that they will be liable to be mistaken for grape fruit unless you label them. Large or small, they can be made into a most artistic window. They deserve to have a special place. This is the season when lemon pies should rule. The fruit is wholesome as well as inexpensive. If we ate more lemons and less rich pastry, there would be fewer doctor's bills to pay. Sound the virtues of the lemon every chance you have. Next to the apple and the orange, it may be said to have no real competitors in usefulness.

According to the wireless a decree has been issued in Berlin "to the effect that minors engaged in gainful occupations shall not have more than 18 marks weekly of their earnings, together with a surplus amounting to not more than one-third the amount paid in excess of 18 marks. The residue must be deposited in savings banks, not to be withdrawn during the war." When you recall that 18 marks is \$4.28 of our money, it will be plain that the imperial government is holding its youth to a slim allowance, even figuring in the excess which they may draw. While the reason given for this proceeding is to prevent the young from wasting their earnings, it may well be believed, too, that the government needs the money. With it once in the banks, there is a chance for the government to utilize the considerable sum that can be accumulated in this way. In any event the situation is interesting, particularly when one raises the question of how Young America would take to the idea of having his expenditures limited by law.

A valuable and interesting booklet has been issued by the Department of the Interior. It is entitled "Glimpses of Our National Parks." It is a mine of useful information for Americans, giving in condensed form essential scenic facts about all our National parks. Its original purpose was to carry to children in the public schools the gospel of our own natural scenery and familiarize them with the distinguishing characteristics of each National park. The booklet, however, will be prized by adults, those who have visited one or more of the parks and those who have not, but who intend to do so some day. The sooner that day comes the better for them, for they will find scenic beauties not surpassed by any foreign country. The booklet is a free Government publication.

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, March 27—Detroit bank clearings for the last week totaled \$36,011,608.99, a gain of \$13,681,249 over the same week of last year.

J. Rogers has opened a confectionery store at 130 Kercheval avenue.

Neuman Bros., 2385 Jefferson avenue, East will open another drug store at the corner of Jefferson and Lillibridge as soon as alterations on the building at that location are completed.

Paul Proud, department manager for the William Goodyear Co., Ann Arbor, was in Detroit last week on a business trip.

Usually a fellow feels elated to have his picture displayed in a magazine, especially is said fellow pleased when the picture was one taken a few years before, showing the facial expression of much younger person than he happens to be to-day. It was different, however, with Elmer Brevitz, whose handsome profile was displayed in the Tradesman last week. Elmer stated that he regretted that he had not furnished a later picture of himself, in spite of the occasional appearance of a "worry wrinkle."

Smith & Doyle opened a restaurant at 903 Mack avenue Monday.

Leo Lefevre has resigned his position as city representative for Burnham, Stoepel & Co. and with his brother, Walter Lefevre, of the Burroughs Adding Machine Co., and George Siess, shoe dealer at 487 Grand River avenue, will engage in the retail shoe business at the corner of Marquette and Trumbull avenues. The new store will be opened about April 15 and will be under the management of the Lefevre Brothers, which will be the style of the firm. Mr. Siess will continue the management of the Grand River avenue store.

Now that officers of the various United Commercial Travelers councils in the State have been elected, as have the delegates to the Grand Council meeting to be held in Traverse City next June, ample time is allowed to study the defects, if any, of the organization and the State laws affecting the commercial travelers.

To those on the outside there appears to be much that can be accomplished. Among others there is the date of the annual meeting, which invariably is set for the same week as the Elk's State meeting. Hundreds of traveling men are members of both organizations and not a few prefer the Elk's convention of the two, but would be pleased to attend both if the dates could be arranged satisfactorily. It is to be hoped, for the good of the U. C. T., that this will be considered at the meeting. Some method will have to be devised whereby the State will be compelled to enforce the law relating to the furnishing of individual towels. Since it has become known that there is no official to compel observance of the law, many hotels have reverted to the use of the disease breeding roller towel.

Indications point to one of the banner Grand Council meetings and a better city than Traverse City could not be found anywhere in which to hold it.

The Griesell Baking Co., of Flint, has purchased the Pope Baking Co. of this city, and the business will be under the management of J. M. Griesell. The plant is located at 2383 Jefferson avenue, East.

Thomas J. Flattery, who has been engaged as hat designer by the best stores in Detroit for the past few years, has engaged in the hat business for himself and has secured as an assistant, Frank C. Locke, practical hatter and considered by many as one of the best in the country. Mr. Locke has been in the employ of the Dickerson hat store on Woodward avenue.

A. Net has opened a delicatessen

store and lunch room at 672 Gratiot avenue.

The coldest spring weather is yet to come. The base ball season opens April 20.

J. F. Ryan, in charge of one of the Detroit Agencies of the National Cash Register Co. for the past three years, has been appointed manager of the Toledo branch and has already taken charge. Before coming to Detroit, Mr. Ryan covered the territory adjacent to Lansing, making his headquarters in that city. Since coming to Detroit he has made many friends who are pleased to hear of his promotion. He has been succeeded in this city by Albert Hattenback.

Fred Schlier, department manager for the B. E. Muehlig department store, at Ann Arbor, was in Detroit on a business trip last week.

The Standard Motor Truck Co., 496-500 Bellevue, has purchased a site on the M. C. Railway, near Lafayette avenue, and will begin the construction of a modern three story factory immediately.

One of the cheapest forms of insurance is that accorded members of Cadillac Council. It is known as Cadillac Council Burial Fund. A. W. Wood, custodian of the fund, reports many recent additions to the organization and believes that if understood properly every member of the Council would join without hesitation—at least they should.

A. C. Klett, haberdasher at 63 Monroe avenue, is about to open another store at 73 Monroe avenue.

To re-open an old wheeze, it would be an ideal time to call for volunteers to Uncle Sam's army. Spring house cleaning is almost upon us.

Cards have been received announcing the twenty-fifth anniversary and opening of the new store of the F. N. Arbaugh Co., at Lansing, March 29. The completion recently of the five-story addition of the Arbaugh store gives that firm the largest amount of floor space of any department store in Central or Southern Michigan.

The Krupp firm subscribed \$10,000,000 to the latest war loan. This is an instance of taking it from the right pocket and placing it in the left pocket.

The Pyrene Co., manufacturer of fire extinguishers, New York, has opened a branch office at 811 Woodward avenue. Edward Arnold has been placed in charge and will have a force of salesmen under him who will cover the city and adjacent territory.

Villa at least has let the world know there is such a place as Columbus, New Mexico.

Our two weeks' lethargy ends with this column. Watch the columns grow.

Diplomacy is now the need of the day. Spring togs are requested by the missus.

Saw her looking over the 9 x 12 rug several times this week.

Time to beat it.

James M. Goldstein.

Cod liver oil dealers are worried over their supply. The stocks on hand in this country have been reduced to less than 500 barrels and the price has gone up from \$100 to \$150 a barrel and threatens to go much higher. Fishing operations were interfered with because of the war and the catch so far this season has been too small to amount to anything in relieving the shortage.

The Brower Co. has been incorporated to manufacture furniture, novelties and furnishings of all kinds, with an authorized capital stock of \$5,000, of which amount \$2,750 has been subscribed, \$1,150 paid in in cash and \$500 paid in in property.

Gabby Gleanings From Grand Rapids.

Grand Rapids, March 27—Yours truly was sure shown up last week by his very capable substitute, A. N. Borden. The effort was very much appreciated and the prediction is that some one is likely to work himself into a job.

Otto Heinzelman says he doesn't care to throw any bouquets at himself, but he considers himself some dancer. He will challenge any male man to compete with him for terpsichorean honors, the judge to be any fair lady capable of keeping her corns protected during the performance.

The Grand Rapids Screen Co. has been awarded the contract to furnish screens for the new U. B. A. hospital.

The H. M. Reynolds Roofing Co. has been awarded the contract to furnish 500 squares of red rock asphalt shingles to cover the pavilion at Ramona. The surface to be covered would require 500,000 wood singles.

The Kent Storage Co. is remodeling its building on Front avenue. This change will provide for a new up-to-date office and an addition of several freezing and cold storage rooms. It will also construct a tunnel under the railroad tracks leading from the building to the Grand Rapids Lumber Co. building which it recently purchased to use as dry storage.

The Grand Rapids Auto Dealers' Association will establish a touring bureau at the Pantlind Hotel, with an attendant in charge, to furnish information to auto tourists as to the different points of interest located throughout the State.

The Graham & Morton Transportation Co. has started the steamer Puritan on her summer schedule between Holland and Chicago.

R. T. White, formerly manager of the Bell exchange at the Soo, has been appointed local manager of the commercial department of the Michigan State Telephone Co.

Kent county will spend \$200,000 on good roads the coming year. Due to the speed of everyday life, good roads are very essential to save us from frequent shocks.

Arthur Waite has been accused of everything except that of being a traveling man. There is no doubt, however, but that he will travel when the New York prosecutor gets through with him.

We thought we heard a robin yesterday, but it was a neighbor's cat.

The railroad officials have notified us that the new spring time table will be out early in July.

Charles N. N. Cushway, who formerly conducted a store at Henry, expects to open a new store at Kaleva about April 1. The Worden Grocer Company is furnishing the stock.

The citizens of Frankfort are again entertaining the hope that the Frontenac Hotel, which was destroyed by fire about four years ago, will be rebuilt soon. Who was it that said that

hope long deferred maketh the heart sick?

At Mesick last Tuesday there were thirty-two farm teams lined up at the depot waiting to obtain loads of hay, which is very scarce at that point.

Harry D. Allgeo, the popular druggist at Wayland, has placed an order for a Buick light six.

Miller & Sessions, of Fremont, have moved their stock of men's clothing and furnishings across the street into the building formerly occupied by the Bisbee music store.

Orrin Lake, who runs the billiard hall in the basement of the Hotel DeHaas, at Fremont, is preparing to move into the building formerly occupied by Miller & Sessions, the clothiers.

L. G. Graff, proprietor of one of the most up-to-date garages in the country, has purchased a large five gallon gasoline pump and will have it installed in the near future. The underground container will hold 1,000 gallons. When this outfit is installed, Fremont will have an equipment at its service of which any city should be proud.

Roy Nicholas and wife, of Bangor, were in the city last week visiting friends. While here they purchased a stock of groceries from the Worden Grocer Company. Fred Beardslee was the lucky salesman. We all join in wishing Mr. Nicholas success in his new venture.

Don't forget those auto tickets.

Don't kick a man when he is down. You don't know how tall he may be when he stands up.

If you pay as you go these days you stay at home.

Let's fool the new Senior Counselor and turn out in a body at the next meeting April 1.

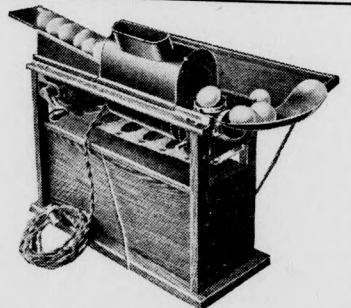
The last of the series of dances held under the auspices of the Grand Rapids Council was given Saturday evening and a nice turnout proved that there were many who knew where to go to enjoy an evening. These dances have been very successful, both financially and socially, and great heaps of praise is due the hard working committee whose management ensured the success.

Joseph Vandermeer, captain of the Council degree team, requests a big turnout Saturday evening, as he is going to make a selection of material for the degree team and outline the tactics for the work. A chance for a bunch of huskies.

Miss Glenna Daugherty and Fay Friend were united in marriage Wednesday evening at the home of the bride's parents on Prince street. They will reside on Worden street. Mr. Friend is a member of Grand Rapids Council.

A burglar and the stork called at a Hazelton, Pa., home at the same time last week. The burglar got away with \$7. But as babies are said to be worth a million dollars, the family is still \$999,993 to the good.

**NEAT
SIMPLE
DURABLE
EFFICIENT**



THE ELECTRIC DAYLIGHT EGG TESTER is all of these adjectives in one.

The Electric Daylight Egg Tester will candle 300 dozen eggs an hour perfectly, and any reasonably intelligent person can operate it at this speed.

Bad eggs are not a business getter—be sure of yours.

Write today for our special discount on all orders received within the next 60 days.

A. E. JENNINGS CO., 529 Detroit St., ANN ARBOR, MICH.

The Arlington Hotel, at Coldwater, is being remodeled. Tile floors and new decorations make the hotel look like a new place.

J. M. Rathbone, manager of the Morton House since 1884, will resign April 1. He intends taking a long and deserved vacation.

The Hotel Diamond, at Thompsonville, is still taking care of the weary traveler. Charles H. Diamond is acting as reception committee and manager.

The Handy Hotel, at Mancelona, is being renovated. Fresh paint and new wall paper are very much in evidence.

George Ames, proprietor of the Barry Hotel, at Hastings, announces that he is going to add thirty new rooms to his present building and each room will be furnished with a shower bath. The hotel will be conducted on both the American and European plan.

A "Belgian Relief" quartet singing in a Chicago theater proved to be Germans from Milwaukee. That's all right. Didn't the Germans relieve Belgium of about everything?

Mrs. H. Kaynor, wife of the hotel proprietor at Bangor, was operated on last week at Butterworth hospital for appendicitis. She is reported as getting along nicely.

John Berg, who has been confined to his home for the past several weeks with illness, is improving slowly. He would be glad to have any of his friends call.

The executive committee met Sunday morning at the home of Secretary Rockwell and we understand William Bosman was taken with an indisposition on the way home. We haven't learned of the outcome.

C. B. Shuman, President of the A. H. Lyman Co., of Manistee, died in Phoenix, Ariz., of tuberculosis. Mr. Shuman became a victim of the maldy five years ago and in hopes of regaining his health made a trip to the Southwest. Accompanied by his wife, he made Phoenix his home for the time being, but was unable to fight off the ravages of the plague. Mr. Shuman was born in Mainville, Pa., in 1870. At the age of 18 he took a normal course and was later graduated from the Philadelphia College of Pharmacy. He worked a short time for H. K. Mulford & Co., of Philadelphia, after which he formed a co-partnership with Madison & Sherman, proprietors of the Oakhill Pharmacy, at Terre Haute, Ind. Thinking outside work more desirable he sold out his interests and traveled for Eli Lilly Co., of Indianapolis, for a while. In 1896 he came to Manistee, where he bought an interest in the A. H. Lyman Co. He was elected Vice-President of the concern in 1898, Secretary in 1901 and President in 1903, which position he held until his death. In his demise the company loses a good executive and Manistee an exemplary citizen.

Cheer up! The U. C. T. ladies are making big plans for their leap year party to be given April 29.

In view of the fact that freedom from the duties of scribe are in sight, I take this opportunity to thank the many kind helpers who were instrumental in making up the columns for Gabby Gleanings; also our kind editor, Mr. Stowe, who no doubt, was sorely puzzled at times in interpreting my handwriting. He is to be congratulated on the way he steered shy of poetry, because he sure did have some bunches shot at him. I also wish to use this means to convey my best wishes to my brother correspondents.

Will see you at the April meeting? Joseph F. O. Reed, who has been covering Northern Michigan territory for the past thirty-six years for H. Leonard & Sons, of Grand Rapids, had the misfortune to severely bruise his side in a fall at Alba one day last week, which is confining him to his home in this city. He is improving

rapidly, however, and will, no doubt, be able to call on his regular trade again in the course of a week or two. L. V. Pilkington.

Balmy Breezes Blown Over From Port Huron.

Port Huron, March 27—The automobile houses here are having their opening display of 1916 models. Beard, Campbell & Co., wholesale hardware dealers, have recently added an automobile department. They carry the Oakland, Maxwell and Saxon cars and recently gave a very attractive demonstration of all the models in these cars. The Church garage had a display this week of the Dodge cars. The attendance at these openings augurs well for the auto men here.

The weekly meeting of the Grocers and Butchers' Association was held March 23 at the offices of William Canham & Son, wholesale grocers. The chief topic discussed at this meeting was advertising. This subject was handled by S. J. Watts, President and general manager of the Aikman Bakery Co. Remarks were also made by W. E. Roach, of the National Grocer Co., and F. C. Woods.

The Michigan Bean Co., at the foot of Grand River avenue is to construct an attractive dock along the river in front of its elevator and office building and will take over the agency for the D. & C. line of steamers. The D. & C. line has in the past, been using the White Star dock, to the North of this property. The increased boat service makes these added facilities necessary.

It is announced that the Y. M. C. A. has arranged with Ex-President Taft for a lecture here at the Majestic theater April 20 upon the subject "World Relationships." While in the city, Mr. Taft will be a guest of Hon. Henry McMorran. The St. Clair County Bar Association will tender him a noon luncheon.

According to statistics recently obtained by the Secretary of the Business Men's Association, the tonnage over Black River for 1915 was 168,305. The total value of this was about \$700,000. The largest items of this were coal, pulpwood and lumber. Observer.

New Association Formed at the Soo.

Cadillac, March 27—Have just returned from Sault Ste. Marie, where a local Association was organized with the following officers elected:

- President—James Coulter.
- Vice-President—Thomas Haugh.
- Treasurer—K. H. Marin.
- Secretary—Keitn Clarke.

Conditions surrounding the new Association will be somewhat difficult to handle, but the officers selected are all thoroughly alive to the need of the retail merchant and will be supported by the majority of the men in the retail business.

The new Association is planning a central delivery system and, if established, it will greatly reduce the present delivery expense and, with the credit rating bureau, will put the members in the front ranks in association work in the State.

To the members of all associations, let me direct your attention to an article appearing in Collier's weekly of March 25 on page 26, wherein the retail grocer is credited with being largely the cause of the high prices. I feel sure that all retail grocers will read the article with interest.

J. M. Bothwell, Sec'y.

Courageous Child.

Nellie, aged 4, was gazing intently at the visitor's new bonnet.

"Well, dear," asked the lady at last, "what do you think of it?"

"Oh," replied the small observer, "I think it's all right. Aunt Mary told mama it was a perfect fright, but it doesn't frighten me any."

Sagacious Suggestions From Saginaw Salesmen.

Saginaw, March 27—Saginaw's big auto show, now going on at the Auditorium under the auspices of the Daily News, is looked forward to as the biggest show in the State, outside of Detroit. Music will be in abundance. Dan Russo's orchestra and the big \$25,000 pipe organ will do their part in helping the prospective buyer make up his mind. "Yes, sir, that's just the car I'm looking for. How much is it? Will you take a first mortgage on my farm in part payment for the machine?" "Sure, Mr." "All right." Honk, honk. "Good bye."

Frank R. Hamburger, Secretary of the Detroit Credit Men's Association, will be chief speaker at the regular meeting of the Saginaw-Bay City Credit Men's Association March 28 in Elks Temple, Bay City.

R. R. Race, Eastern Michigan representative for the Ajax Rubber Co., of New York, has selected Saginaw as his abode. Mr. Race just entered the halls of U. C. Tism at the last meeting of Saginaw Council. He came to Saginaw accompanied by his wife.

Flint is still manufacturing automobiles. The P. M. Railroad moved 143 cars loaded with machines out of Auto Town last Tuesday. The previous record was 125 cars. One train of fifty-seven cars passed through Saginaw, each car carrying three autos, consigned to all parts of the United States.

Can you beat it! The Hubbel Auto Co. has a wager up that it has enough expert ford men in its shop to assemble a ford in ten minutes on the stage at the Franklin Theater Wednesday evening. Can you imagine me going down the public highway at a mile a minute clip and all at once think of how the darn machine was fluttered together in ten minutes? Honk, honk, biff, bang, look out! "Hey, mister, does your horse mind the smell of gasoline? Please take me home."

New wholesale grocery for Saginaw. Hart Bros., on the West Side, are building a three-story structure and expect to start business on a big scale.

Thomas Oliver, veteran representative for the National Grocer Co., this city, was forced to give up his trip the middle of last week, owing to illness. While we are sorry to know this, we are willing to bet Tom gave the doctor a smile when he called. That's one thing he cannot help doing.

Frederick E. Epley, senior member of Epley & Sons, Mt. Clemens, popular grocers, is spending several weeks in St. Peterburg, Fla. Mt. Clemens is a good bath town, but when Mt. Clemens folks want real health and rest and a good hot bath, they go to Florida.

Anthony Seibert, Mt. Clemens grocer, has gone to Florida. He recently had a nervous breakdown and was forced to give up his work and seek rest.

General Manager W. H. Wallace, of the Michigan Sugar Co., announces that big improvements and additions will be made to the Caro, Carrollton, Bay City, Croswell and Sebewaing sugar factories. The fact that Congress voted to retain the tariff on sugar has led the company to make these big additions and improvements. It means a wonderful thing for each of the above towns. Several hundred extra men will be employed by each factory.

Boys, get a clean collar and shine your shoes. It is going to be a bumper year for business for everyone.

F. W. Prignitz, of Mt. Clemens, recently sold his grocery stock to Tucker & Tucker. Mr. Prignitz expects to open shoe store on Pine street in the near future.

Beavis & Hutchins, of Yale, have disposed of their grocery stock to Palmer Bros., also of Yale.

So many business changes have taken place in Flint recently that it almost makes one dizzy keeping track of them.

Frank Miller, until recently traveling representative for the Iroquois Cigar Co., has bought the A. Bergman bakery, on Kersley street, Flint. He is a mem-

ber of the Flint U. C. T. Frank go to it. Maybe some of us will drop in and see you make your dough. Hope you make lots of it.

C. F. Ghitsas, proprietor of the Sanitary restaurant and opera cafe of Flint, sold the latter to Paul Sarantis, of Battle Creek, a few days ago.

Rhodes Bros., of Flint, have opened a grocery store in the building formerly occupied by R. Huggins. They bought their opening stock from Moffitt & Sons.

D. L. Gough, North street grocer, Flint, sold out to A. C. Gilbert.

Charles Seeley, of Saginaw, purchased the V. L. Mason grocery on Industrial avenue, Flint.

Mrs. T. P. Hoban opened a grocery store on Ann street, Flint, last week.

M. H. Dick & Co., Flint grocers, recently sold out to J. W. Warner & Co., of Lansing.

Frank Truchen, of Flint, has started in the grocery business on Everett street.

Cronin & Baldwin, Flint grocers, were bought out by D. J. Drosti.

B. F. Mattison, for fifteen years in the grocery business on Oakland avenue, Pontiac, sold out last Monday to C. B. Fairchild and G. E. Hoyt, of Pontiac. Mr. Fairchild was in the employ of Blynn & Whiting, grocers, for five years. Mr. Hoyt has worked for the Pontiac State Hospital for nine years. Mr. Mattison is going into the auto business with Robert Moule, of Pontiac, who has the State agency for the Jeffrey automobile. Mr. Mattison will be greatly missed at his old stand. He was a fellow who always welcomed you.

Never in her history has Pontiac enjoyed such prosperity as now. Truly she needs it, for a year and a half ago she was the deadiest town in the State. In December, 1914, there were 500 empty houses there and to-day you cannot find a house for rent and few places where you can even rent rooms. Many men live in Birmingham, Royal Oak and Detroit. I say three cheers for the town that can come back!

A new grocery store was opened in the Kenwood Hotel block, Pontiac, recently, by George Masrob & Co., of Detroit, doing a strictly cash business.

If you desire to keep posted on the markets, read the Tradesman. Many men have fattened their purses by doing so. Editor Stowe warned the grocers more than a month ago to prepare for the advance in sugar. His statements relative to the sugar conditions are being proven each week by the refiners. Sometimes the editors do know something after all. At any rate it only costs \$1 a year to have the best trade paper in Michigan sent to you. Subscribe now!

William Young, grocer at 386 Linwood avenue, Detroit, has opened a pure food store at 107 North Saginaw street, Pontiac. William Young, Jr., is in charge of same.

T. R. once discovered a new river and then discovered a new political party. Now he has discovered a new bird in the West Indies. Chances are the little fowl will be like the moose in time. Everybody will shun it and probably in time Teddy will say to the nut eater, "Get thee behind me, for I seek notoriety and thou hast done nothing towards getting me back to the G. O. P. roost."

The ladies of the U. C. T. of this city were delightfully entertained at the home of Mrs. Grow last Thursday. After the regular business session luncheon was served. Mrs. Grow was assisted by her sister, Mrs. Sullivan. The officers presiding were Mrs. Ora Lynch, President, Mrs. McArthur, Secretary, and Mrs. William Moeller, Treasurer. Two new members were taken in, Mrs. Smith, 1318 Tuscola street and Mrs. L. M. Steward.

We have the measles at our house. L. M., Jr., is the victim, although doing nicely. L. M. Steward.

Youth is going to tackle the things to-morrow that age finished to-day.



Movements of Merchants.

Hobart—A. M. Lood succeeds Lewis Wenzel in general trade.

Holland—E. E. Post & Son succeed B. Nykerk in the grocery business.

Alma—Smith & Maney have opened a music and musical instrument store.

Ashley—R. L. Farnun, formerly of Millington, has engaged in the drug business.

Boyer City—W. S. Atwood & Co. succeed Helfrich & Co. in the grocery business.

Hillsdale—R. M. Howard, of Jackson, will open a cigar store and lunch room about April 5.

Houghton—R. D. Kellow will open a confectionery and delicatessen store at 142 Sheldon street.

Detroit—The Rowley Scale & Supply Co. has increased its capital stock from \$15,000 to \$25,000.

Ishpeming—Fred A. Young succeeds F. J. Heindel as manager of the N. E. Skud Est. general store.

Flint—Cummings Bros., dealers in auto accessories, has increased its capital stock from \$25,000 to \$100,000.

Alto—A. O. Bickford has sold his grocery stock to Harry Daily, who has taken possession.

Traverse City—Mrs. C. E. Lake has engaged in the millinery business at 316 East Front street.

Three Rivers—Joseph Landsman, of Chicago, has opened a clothing store in the Schaad building.

Thompsonville—A. R. Chattaway has added a line of millinery to his stock of general merchandise.

Scottville—Joseph Poirier has sold his bakery and restaurant to William M. Studer, who has taken possession.

Englishville—J. H. Visgar has sold his stock of general merchandise to Harvey Collins, who has taken possession.

Ishpeming—Louis G. Schrader will open a music and musical instrument store in the McEncroe block, April 1.

Hastings—C. E. Waring, recently of Kalamazoo, has opened a grocery store under the style of the Cash Grocery.

Marion—R. A. Pushinsky, formerly engaged in trade at Minden City, has opened a clothing, men's furnishing goods and furniture store.

Niles—Charles F. Sinclair, grocer at 1104 Broadway, has sold his stock to Howard Tupper, who will continue the business at the same location.

Hopkins—L. J. Adams, who has been a department buyer for Frank B. Watkins for several years, has purchased the general stock of R. A. Baker.

Grand Haven—Charles Maurer, President of the Maurer Glove Co., of Spring Lake, has sold his stock to the Spring Lake stockholders and retired from the company.

Flint—Joseph I. Gumm, who conducts a jewelry store at Kalamazoo, has opened a branch store at 427 South Saginaw street, in Ivory Bros. drug store.

Nashville—Chas. Quick has sold his interest in the Quick & Co. grocery stock to his brother Ward, and the business will be continued under the same style.

Hopkins—W. F. Nicolai has sold his elevator, fuel and feed stock to the Corlett-Stone Lumber & Coal Co., of Three Rivers, which has taken possession.

Cedar Springs—Jack Munsell has sold his interest in the Munsell wagon works to his partner, Fred C. Knaak, who will continue the business under his own name.

Flint—M. Shaheen & Bros., who conduct a meat market and grocery store at Boyne City, have opened a branch store here under the management of M. Shaheen.

Farwell—A. L. Dryer, of Marion, has formed a copartnership with Carl Updegraff and engaged in the dry goods business under the style of Updegraff & Dryer.

Sturgis—G. Klemos & Sons, who conduct a confectionery and ice cream store at Battle Creek, have opened a branch store here under the management of Peter Klemos.

Detroit—The Michigan Cold Storage Co. has been incorporated with an authorized capital stock of \$250,000, all of which has been subscribed and paid in in property.

Millington—Riley Titsworth and Earl Metcalf, of Columbiaville, have formed a copartnership and engaged in the hardware business under the style of Titsworth & Metcalf.

Nashville—W. J. Simeon has sold his furniture and undertaking stock to W. D. Feighner and E. V. Barker, who will continue the business under the style of Feighner & Barker.

Flint—The Flint Bread Co. has been organized and purchased the Enterprise Bakery at 132 West First street, continuing the business under the management of Frank A. Miller.

Flint—The Gordon Shoe Co. has engaged in business with an authorized capitalization of \$10,000, of which amount \$5,100 has been subscribed and \$2,500 paid in in cash.

Detroit—The Michigan Scale & Supply Co. has been incorporated with an authorized capital stock of \$3,000, of which amount \$1,500 has been subscribed and paid in in cash.

Kalamazoo—August Weber and Hugo H. Neumaier have formed a copartnership and engaged in the shoe business at 111 North Burdick street under the style of the Weber-Neumaier Shop.

Nashville—F. F. Spiegel & Son, who recently purchased the McLaughlin cloth-

ing stock, have sold it to Yuill Bros., who will continue the business under the management of Clarence Olmstead.

Port Huron—George E. Williamson, who conducted a drug store on Seventh street for the past twenty-three years, has sold his stock to R. Bert Mills, who will continue the business at the same location.

Detroit—The Luths, Dorweld, Halter Co. has engaged in the wholesale and retail jewelry business with an authorized capital stock of \$51,000, all of which has been subscribed and paid in in cash.

Burr Oak—The Burr Oak Co-Operative Association has engaged in business with an authorized capital stock of \$2,000, of which amount \$1,000 has been subscribed and \$500 paid in in cash.

Manistee—Harry J. Thompson has purchased the interest of Mrs. L. Staffeld in the Staffeld & Thompson clothing and men's furnishing goods stock and will continue the business under his own name.

Bay Shore—The Bay Shore Mercantile Co. has been organized with an authorized capital stock of \$10,000, of which amount \$6,500 has been subscribed, \$200 paid in in cash and \$6,300 paid in in property.

Scottville—Clay Benson, of Lansing, has purchased the interest of Leo Swarts in the furniture and undertaking stock of Billington & Swarts and the business will be continued under the style of the Billington Benson Co.

Ovid—The C. V. Harris Lumber & Coal Co. has merged its business into a stock company under the style of the Harris Lumber & Coal Co. with an authorized capital stock of \$40,000, of which amount \$25,000 has been subscribed, \$9,000 paid in in cash.

Kalamazoo—The Weber-Neumaier Co. has engaged in business to handle wholesale and retail mens, womens and children's footwear, with an authorized capitalization of \$10,000, of which amount \$6,000 has been subscribed, \$417 paid in in cash and \$5,583 paid in in property.

Lake Linden—The Lake Linden Co-Operative Society has sold its store building and stock of general merchandise to Joseph Desormier, who has been manager of the business for the past three years. He will continue the business at the same location, at the corner of Calumet and Fourth streets.

Sault Ste. Marie—Bert L. Van Toll, who conducts an undertaking and retail furniture business, has merged the business into a stock company under the style of the B. Van Toll Co., with an authorized capitalization of \$5,000, of which amount \$3,600 has been subscribed and \$3,000 paid in in property.

Lansing—Mrs. Mary C. Donsereaux, proprietor of the Donsereaux store, 312-14 South Washington avenue, has given a mortgage to Carl C. Reynolds, trustee and attorney for the store's creditors. The mortgage represents that the assets amounts to \$38,991.13 and the liabilities, \$28,736.96. Lack of ready cash is the explanation of the financial troubles of the Donsereaux store. Mrs. Donsereaux, who has had the management of the store since the death of her husband several years ago, has endeavored

to stem the tide, but the rapid progress of the city of the past two years has required greater financial backing to keep pace with the mercantile demands. Mrs. Donsereaux was unable to meet the conditions.

Manufacturing Matters.

Detroit—The E-J-S Co. has changed its name to Barton-Smith Co.

Rochester—The Western Knitting Mills is building an addition to its plant.

Ludington—The Gile Tractor & Engine Co. will build an addition 20 x 60 feet to its plant.

Wayne—The Producers Creamery Co., Ltd., has increased its capital stock from \$15,000 to \$50,000.

Detroit—The Consolidated Auto Top Co. has increased its capital stock from \$10,000 to \$20,000.

Holland—The Brownwall Engine & Pulley Co. has increased its capital stock from \$25,000 to \$50,000.

East Jordan—The East Jordan Cabinet Co. has increased its capital stock from \$10,000 to \$20,000.

Detroit—The Eastern Construction & Pattern Co. has increased its capital stock from \$10,000 to \$20,000.

Schultz—Fire destroyed the plant of the Schultz Co-Operative Co. March 26, entailing a loss of \$5,000, with insurance of \$4,000.

Detroit—Crimshaw & Stevens, Inc., dealer in men's furnishings and hats, has increased the capital stock from \$6,000 to \$10,000.

Kalamazoo—A. M. Young & Co. have engaged in the manufacturing of metal, cotton and rubber specialties, with an authorized capital stock of \$40,000.

Sibley—The Sibley Brick Co. has been incorporated with an authorized capitalization of \$20,000, of which amount \$10,000 has been subscribed and \$9,000 paid in in cash.

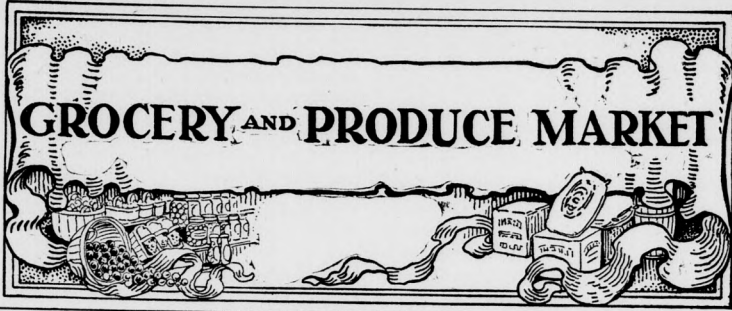
Holland—The Peerless Manufacturing Co., manufacturer of ornamental lamps and candlesticks, has been incorporated with an authorized capital stock of \$4,000.

Holland—The Bos-Bolhuis Lumber Co. has increased its capital stock from \$40,000 to \$75,000 and also changed its name to Bolhuis Lumber & Manufacturing Co.

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

Detroit—Miller Tool & Manufacturing Co. has been incorporated with an authorized capital stock of \$15,000, of which amount \$10,550 has been subscribed and paid in in property.

Portland—The assets of the Western Woodenware Co., inventorying \$6,900, were sold at auction to W. O. Hughart, of Grand Rapids, for \$725. There were but two bidders on the property, Mr. Hughart, who bought the plant, and another Grand Rapids man who came here in the interest of Brady Bros., one of the concern's creditors. George E. Nichols, trustee of the company, acted as auctioneer. The new owner has arranged with Emerson D. Verity, manager of the old company, to make up what unfinished products remained on hand when the factory closed its doors and this work will be begun as soon as the weather moderates.



Review of the Grand Rapids Produce Market.

Apples—Standard varieties, such as Baldwins, Greenings and Wagners command \$3.25@3.50 per bbl.; Northern Spys. \$5@5.50 per bbl.

Asparagus—\$1 per doz. bunches.

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

Beans—The market is stagnant, owing to the absence of stock. Farmers are all sold out and the elevator men have only a few carloads in storage. Prices range around \$3.60 for pea and \$4.25 for red kidney in carlots.

Beets—60c per bu.

Butter—Consumptive demand for butter is very active and the market is firm. If there is any change it will likely be a slight advance. Local dealers quote fancy creamery at 35c in tubs and 36c in prints. Local dealers pay 26c for No. 1 in jars and 27c in prints, and 18c 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@2.75 per case of either 4 or 6 doz.

Cocoanuts—\$5.50 per sack containing 100.

Cranberries—Late Howes are in steady demand at \$10 per bbl.

Cucumbers—\$1.50 per dozen for Southern hot house.

Eggs—Receipts are not equal to the demand. The quality arriving is the best of the season and no immediate change seems in sight. Local dealers are paying 19c.

Egg Plant—\$2 per dozen.

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

Grape Fruit—Florida is steady at \$2.75@3 per box.

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

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

Lemons—California, \$3.25 per box for choice, \$3.50 for fancy.

Lettuce—The market has advanced to 10c per lb. for hot house leaf. Head lettuce has declined to \$2 per bu.

Maple Sugar—16½c per lb. for pure.

Maple Syrup—\$1.40 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 unchanged at \$2.25 per 100 lb. sack.

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

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

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

Parsnips—60c per bu.

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

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

Potatoes—The market is fully as strong as a week ago, so that local jobbers are getting \$1 per bu. Country buyers have increased their paying prices to 80@85c.

Poultry—Receipts are away below market requirements and local jobbers pay 18@19c for shipment 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.

Rhubarb—8c per lb.

Strawberries—\$3 per 24 pint case, Louisiana.

Sweet Potatoes—\$1.40 per hamper for kiln dried Jerseys; \$4 per bbl. for kiln dried Illinois.

Tomatoes—\$2.50@2.75 for 6 basket crate, Florida stock.

Turnips—60c per bu.

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

The Grocery Market.

Sugar—When the Tradesman predicted that granulated sugar would advance by April 1 to a 7c basis, f. o. b. New York, five weeks ago, many dealers were inclined to take issue with us, but the Tradesman insisted that its prediction was correct and that time would demonstrate the correctness of its conclusions. As a matter of fact, the predicted price was reached yesterday—four days before April 1—when all of the refiners advanced their quotations to 7c except Warner and Federal, which pomulgated a price of 7.10c. The Tradesman does not believe that the upward movement has ended by any means, but is content to refrain from further predictions for the present. It has assisted its readers to make thousands of dollars—those who availed themselves of our suggestions to buy liberally—and is naturally gratified over the service it has been able to render its patrons. A new customer for American sugar has appeared in Italy. This is a new development, as Italy previously had been able to take care of its own requirements to a large extent with beets. The inference was drawn that others of the Allies would be looking for supplies before long and thus stiffen prices. There is little improvement in the domestic deliveries, refiners being one to four weeks behind on assortments. New business is naturally at a standstill, since the country has at least two months' supply on the books of refiners. In addition, there is a ten-

dency to resell at concessions by those with a profit on sugar in hand.

Tea—While there are no large sales reported, the trade is cheerful over the prospects, claiming that the light stocks warrant the expectation that prices will do better. It is argued that the country has no large stocks, and, with seasonable weather, a resumption of buying by distributors may be expected. Undoubtedly the fact that the primary markets are sustained operates to keep sellers firm in their ideas. It is not expected that much tea will come forward from Calcutta or Colombo, since the price to import would be above the figure quoted here or in London. Arrivals from the latter market are readily taken for consuming requirements. In view of the moderate supply of black teas, Formosas have been the feature of late, and the market has become firm at the basis quoted for standard, with the tendency apparently upward. Some large sales have been made recently of the better quality tea.

Coffee—The advent of seasonable weather is expected to help the movement to the country. Stress is laid upon the firm tone to Brazil cables and the improvement in the future market, where there is an absence of selling pressure. Mild grades of coffee continue to find a steady demand from the dealers and distributors where the quality is satisfactory. Prices are maintained in sympathy with Brazils.

Canned Fruits—Apples are very dull but at unchanged prices. California canned goods show no change anywhere, and a fair seasonable demand.

Canned Vegetables—Tomatoes are a slow, sale, with jobbers inclined to secure only sufficient stocks to meet their immediate requirements. Sales of future 1916 pack tomatoes were made for moderate sized quantities. In spite of the decline that was made last week for 1915 pack tomatoes local brokers are inclined to believe that prices will rally when the spring buying increases and that quotations will return at least to the top level that was ruling at the beginning of the year. Tomatoes are said to occupy a very strong statistical position, and packers insist that there are only sufficient stocks on hand to last until the first supplies of the new pack are ready for the market. With stocks in the hands of the jobbers comparatively small, according to all reports, it is believed that the jobbers will have to enter the market to replenish their stocks before long. When this occurs the brokers say prices will once more start to move toward a higher level. Corn and peas have been very quiet during the past week, buying being done by the local operators only in sufficient quantities to secure stocks to satisfy their immediate requirements. Prices, however, are held on a very firm basis, with stocks reported to be fairly well cleaned up. Western packers insist that their stocks are very short and that prices are strong, with a decided tendency toward a higher level. Maine packers have no further stocks of 1915 pack corn, and are trying to sell

futures at a range that seems to be a trifle above the ideas held by the Michigan buyers.

Canned Fish—Stocks of all lines of spot salmon are held with a firm tendency. Coast packers, under the impetus of heavy foreign orders, are said to be inclined to advance prices for remaining stocks of pinks and chums. Reports of large orders for the French and Italian governments have been confirmed by reliable packers. The total amount of supplies wanted by the foreign governments is almost as large as the total holdings on the Coast. Imported sardines are still very scarce and very high. Domestic sardines are quoted at ruling prices.

Dried Fruits—California prune growers, according to reports issued by their information bureau, says that they have more stocks from the 1915 crop in their hands than have the packers. The total estimates of the remaining stocks of the 1915 crop are placed at not more than 20,000,000 in the State of California. With stocks holding such a strong statistical position the growers have been advised to hold their supplies for higher prices than the ones now ruling. Buying has practically stopped for future 1916 crop prunes, according to reports from the Coast, but in spite of the almost total lack of demand prices are said to be held on a firm basis. The general range of prices offered by the Coast packers for future stock do not show any decline from present quotations. Coast markets are reported to be practically bare of stocks of 1915 crop apricots and the British embargo has at no time had any noticeable effect on the prices for these stocks, either in the Coast markets or on spot. The demand continues to be very light, but packers say that there will be no difficulty in disposing of the stocks on hand. Peaches and apricots are both unchanged with seasonable movement. Currants are still high and the difference between barrel goods and cartons is somewhat lower than usual.

Cheese—The market is firm with a moderate consumptive demand and very light stocks. Quotations have been advanced ¼c during the week. The market is firm throughout on the present basis, but seems unlikely to make any radical change.

Spices—Peppers cables are firm abroad, but speculation in future shipment is dormant. There is a good consuming demand for cloves at steady prices. Nutmegs are moving well, the same being true of cassias.

Molasses—The situation remains much the same. There is a fair demand for the various grades, covering current requirements of the distributors and baking interests. Blackstrap is strong with little offering, the business being chiefly for small parcels.

Salt Fish—The mackerel situation is just about as it has been, stocks being very low and prices correspondingly high. There is a regular demand all the time, but it is greatly curtailed on account of the high prices. Cod, hake and haddock are unchanged in price and in fair demand.

THE WHITE ESTATE.

Questionable Move on Part of Charlevoix Banker.

The following letter has been mailed to the unsecured creditors of the Wm. H. White Co. by the Cashier of the Charlevoix State Savings Bank:

Charlevoix, March 27—We are one with about 135 others making up the list of the unsecured creditors of the W. H. White Co., at Boyne City. This company went into the hands of the Michigan Trust Company, Grand Rapids, as receivers, to conserve the assets, in December, 1913, now considerably over two years ago.

Since that time the receivers have operated this property and had the matter in charge. While a few reports have been received of a satisfactory nature, they have been very meager. It seems to us, as one of the unsecured creditors, that it is about time we were being recognized and our claims satisfied.

At the time this receivership was granted, the money market and financial conditions of the country, and especially the lumber business, were not in the best of conditions. All these conditions now seem much improved. If the company has its yards full of lumber awaiting sale and plenty of other security and assets, it would appear that the receivers could now negotiate sufficient credit on behalf of the company and take up our claims, long past due.

It rather appears to us that it might be well for the unsecured creditors to get together at a meeting of such creditors and talk this over and appoint a creditors' committee, with a view of having our claims adjusted and paid. If after over two years of waiting some way cannot now be provided, then it would appear that it might be wise for the creditors to collectively petition the court under which the receivers operate to ask for a sale of the assets and wind up the affairs. Our patience is about exhausted.

I desire to present this matter to you thus fairly and if the unsecured creditors desire to take such action it should be done in behalf of all of us collectively. Whether you agree with us or not, will you kindly consider this matter in which we are all interested, and write us a line stating the result of your deliberation and your wishes in the matter. If it be the wish and judgment of a majority of the creditors, we will call such meeting, probably at Grand Rapids, early in April.

W. J. Rachow.

The Tradesman regrets to note this disposition on the part of some of the unsecured creditors of the W. H. White Co. to force the hand of the Michigan Trust Company in the work of liquidating the indebtedness of the corporation. The slump in the lumber business so affected the W. H. White Co. during the year 1913 that in November of that year it went into the hands of a receiver, but, like all self-respecting business houses, it fought until the last minute to avoid this and in doing so it sold everything that could be sold, so that when the Michigan Trust Company took charge there was nothing to realize on except some very slow selling lumber and the plant and timber, these latter two being of no use to pay debts with. Then, before business could adjust itself, the war in Europe paralyzed every business and hit the lumber industry particularly hard and it was not until the latter part of 1915 that there was any recovery from this depression. The Tradesman believes the Michigan Trust Company was extremely wise, instead of operating the mills to the utmost capacity during the dull period and selling the lumber at any price it could get, to decide to conserve the stumpage by running the plant as little as possible, which it was almost compelled to do to keep the force together, hold on to the teams and provide a little business for the railroad. To have forced manufacturing, the creditors would have suffered more than they would

have been benefited, even if a small amount could have been paid on their claims. The Michigan Trust Company acted broadmindedly in going slowly and holding the stumpage for better prices. As every manufacturer knows, the overhead expense in a big plant, like the White Co., is large and in time of depression, when it cannot afford to run full force, it becomes a burden and yet manufacturers know that they must keep the force together to be able to do business when the market improves. The Tradesman believes, from its knowledge of the lumber business, that any good manufacturer who was in shape to handle himself financially, would have operated the plant during the period between November, 1913, and the first of this year just as conservatively as the Michigan Trust Company had done.

As a matter of fact, the Trust Company has reduced the first mortgage bonds one-half—from \$300,000 to \$150,000; reduced the bills payable over \$300,000 by the sale of \$275,000 stock in the White Bros. Lumber Co. and increased the inventory in the meantime from \$100,000 to \$400,000. It has furnished funds to keep the estate intact and working capital to keep the mills going to the amount of \$377,000, for which it has issued receiver's certificates. It has kept intact the \$1,100,000 investment the estate has in the White Bros. Lumber Co., on Vancouver Island, the \$308,000 investment in the Tillamock Yellow Fir Co., of Oregon, and the \$150,000 investment in the Forest Grove Timber Co., also in Oregon. All of these properties were in jeopardy through defaults in taxes and other charges, but the Michigan Trust Company has carefully conserved the White investments in these properties and the turn which is coming in timber investments on the Coast is sure to bring large returns to the estate. It is not at all unlikely these properties will be turned back to the White Co. intact on the conclusion of its trust. The mills are now being operated to their full capacity and good prices are being obtained for the output.

Boyne City also has a vital interest in the manner in which this vast estate is managed. If the Michigan Trust Company handles it with the sole idea of extracting the greatest amount of cash in the least possible time, without any consideration for the productive capacity of the business at the termination of the receivership, and drop it back like a sucked lemon, Boyne City certainly must feel, adversely, the effect of it for many years to come. If, on the other hand, it is run with the idea of preserving and developing the property—as in simple justice to the Whites and the community it should do—Boyne City will enter upon a period of substantial growth and development that will be felt as long as time lasts.

The Tradesman believes that if there are any creditors who, because they may not know all the circumstances, have the feeling that the Michigan Trust Company is not do-

ing as well as it could, would send some one who is a broad gauge business man with large business experience and business sense to Grand Rapids to talk over the situation with the Michigan Trust Company, in a friendly and not a hostile way, it would show him that it has managed the business with the sole intent of conserving it so that the debts could be paid and the property turned back to the W. H. White Co. depreciated to the least extent possible. Like many large companies the Trust Company does not do much advertising or exploiting in the newspapers concerning the business it carries on for other parties. Possibly it may be too conservative as to explaining to those interested what it is doing and the reason for it, but the experience of the Tradesman leads it to believe that such a meeting as Mr. Rachow suggests at this time would do no good and might be productive of much injury to all concerned.

The Tradesman has no authority from any one interested to make this statement, but it firmly believes that on the termination of the receivership, it will be found that the property turned back to the White Co. intact and free of debt will greatly exceed a million dollars in value. It bases this opinion on a fairly accurate knowledge of the White properties and an intimate knowledge of the methods of the Michigan Trust Company whose record in the handling of such estates is an open book.

Getting Rich Automatically.

There is in New England a manufacturer of a toy product who for seven years, and up to two years ago, traveled on the ragged edge of insolvency. He had plenty of business; in fact, too much, for the more goods he sold the deeper he seemed to get into debt.

Last fall, however, he was able to build a fifty-thousand-dollar home and pay for it in cash. He drives a high-priced car to-day, and has an eight-thousand-dollar motor boat. They will tell you in his town that he has more ready cash than any other man in the place.

The secret of his sudden shift from chronic hard times to opulence may be expressed in two words: automatic machines.

In 1913 he got so close to bankruptcy that in desperation he put experts to work in his plant to find out what could be done. They made time studies, and proceeded to standardize the operations. Then automatic machines were rapidly developed to meet the requirements, until there was scarcely an operation in the plant that was not done, in some degree, automatically.

The pay-roll had been about \$500 a day. It is now less than half that, and the production has doubled. The total cost of the new machinery has been less than \$30,000.

Some of the biggest romances in business have come by the automatic machine route, which suggests to young manufacturers a field for research.

Perspicacious Pickings Pertaining to Petoskey.

Petoskey, March 27—The annual meeting of officers of Petoskey Council was held Saturday, March 25. The following officers were elected for the ensuing year:

Senior Counselor—P. J. Behan.
Junior Counselor—N. J. Feldman.
Past Counselor—T. J. Bailey.
Secretary-Treasurer—Geo. E. Beach
Conductor—J. N. Petersen.
Page—S. A. Wilson.
Sentinel—W. L. McManus, Jr.
Executive Committee—P. J. Chattaway, Homer Sly, D. A. Walsh and Joseph Feldman.

Delegate to Grand Council—Herbert Agans; alternate, Geo. E. Beach.

The banquet preceding the meeting, given at the Cushman House, was enjoyed by all present and landlord McManus is to be commended for his excellent menu and genial hospitality.

Our Senior Counselor has declared himself and officers for the coming year and we are confident Pat will come through. Watch No. 235 grow.

Fred J. Schmitt left Friday on an Eastern trip for the Petoskey Block & Manufacturing Co.

E. W. Beck, district manager for the Holland Furnace Co., has opened a sales and display room at 210 East Mitchell street, where he is ready to demonstrate the latest models of hot air furnaces.

James K. Sager, of Grand Rapids, representing Runkel Bros., is working in this territory this week. We are always glad to have Jim with us. Welcome to our city.

Representative D. H. Hinkley has gone to Florida for a three weeks' stay.

Tom Bailey.

Quotations on Local Stocks and Bonds. Public Utilities.

	Bid	Asked
*Am. Light & Trac. Co., Com.	395	399
*Am. Light & Trac. Co., Pfd.	112	116
Am. Public Utilities, Com.	45	47
Am. Public Utilities, Pfd.	75	77
*Comw'th Pr. Ry. & Lt., Com.	62	63½
*Comw'th Pr. Ry. & Lt., Pfd.	85	87
Pacific Gas & Elec., Com.	62	64
Tennessee Ry. Lt. & Pr., Com.	12	13
Tennessee Ry. Lt. & Pr., Pfd.	50	52
United Light & Rys., Com.	55	57
United Light & Rys., 1st Pfd.	76	78
Comw'th 6% 5 year bond	102½	103½
Michigan Railway Notes	101	102
Citizens Telephone	73	77
Michigan Sugar	112	115
Holland St. Louis Sugar	9	10
Holland St. Louis Sugar, Pfd.	8½	10
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.	145	160
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	160	168
G. R. Savings Bank	255	
Kent State Bank	250	260
Old National Bank	197	203
Peoples Savings Bank	300	

* Ex dividend.
March 29, 1916.

Railroad travel in this country is recognized as being very safe, and the companies are constantly endeavoring to make it more so. The greatest number of fatalities from serious accidents occur to those who are not on the train. This idea was very well expressed by a railroad which recently published and widely posted this announcement: "This road is safe to ride upon. In the last eight years no passengers have been killed in train accidents. It is a very unsafe road to walk upon. During the same period 101 trespassers have been killed." It is the people walking on and crossing the tracks who are in most danger and who ought to remember about safety first.

It's easy for money to get an audience when it wants to talk.

THREE ESSENTIALS.

Buy Right, Sell Right and Give Service.

Written for the Tradesman.

As I view it there are three very essential things in merchandising:

1. To buy right, carefully selecting the articles which are adapted to your community and carefully selecting styles and patterns.

2. To sell right. Do not be unreasonable in your margins of profit, but do not lose sight of the fact that reasonable profits must be made to be able to declare the much-desired annual dividends.

3. To give to your customers the best of service. See to it that all attaches of your store extend the glad hand of welcome to every customer who enters your door. Do not overdo it, as the average Jewish salesman would do, but do attempt to create an atmosphere, wherein all customers, regardless of his or her station, may feel entirely at ease. See to it that they are treated as you like to be treated when you are exchanging your money for another man's merchandise.

Be appreciative of your customer's patronage and, if possible to prevent it, do not let a customer pass out of your store feeling that he has been mistreated in any manner. Remember dissatisfied customers mean loss of business, hence the loss of the profits on this business. Make of every one a booster rather than a knocker. It is the best of advertising to have the people of the community

express themselves in a commendable manner of you and of your business. True enough, you meet with unreasonable people, but the money of the unreasonable customer will pay bills as well as the money of the other fellow. Endeavor to hold them all, and when compelled to adjust differences train yourself to make these adjustments without display of anger, for in the heat of passion you may say things which you may afterward regret. One of the best ways I have found to adjust differences has been to place myself in the customer's place. To do this well means that frequently you will find the matter looking decidedly different than when first brought to your attention.

Buying right, selling right and giving efficient service nearly covers the ground. As you have by this time noticed, I am very strong for the later.

Do not know whether you conduct your business on a cash or credit basis. Both are conducted very successfully, but the man who does the credit business must not be afraid to go after his money when justly due him and must not shrink from refusing credit to unworthy customers. Better to refuse in the right kind of a way and retain their friendship and a portion of their patronage, rather than to extend the credit, eventually losing merchandise, friendship and patronage.

By all means, discount all bills. Better to borrow the money than to lose this valuable item.

Have all your stores use a dupli-

cate order book, keeping a record of all purchases. It is very handy to refer to and you cannot have your business too much in front of you.

Keep your operating expense as low as possible. Unnecessary expense eats up the profits of many a store. Impress upon your help that it is a great saving to be economical in the use of bags and twine. The lighter the weight of the twine and roll paper the greater the yardage and to use a ten pound bag when a five pound bag will do means about twice the cost.

Caution your help as to weights and measures. The customer is entitled to sixteen ounces to a pound and thirty-six inches to a yard, but no more.

Use accurate scales and test them frequently, to be sure of their accuracy.

Display all merchandise as much as possible with prices marked plainly thereon. This saves time when you are busy.

Would suggest a complete mailing list of the village and surrounding country and would quote them something interesting each month. Such aggressiveness is bound to get you something.

I believe in the premium policy, but what will work out in one community will fail in another. Give the matter thought and try out something.

Be careful in the accumulation of old stock. If you have some of it, as most stores have, by all means try to move it. Better stand for the loss

to-day and have the money to use in the business.

All store managers should be present at the opening and closing of their respective business—at the opening to see the business gets the right start for the day and at the closing to see that the customers are treated properly, as oftentimes your clerks become impatient at closing time and offend customers.

Keep your store neat and tidy. Keep your stock so arranged as to show off to good advantage and cost and selling price on everything.

Frequently you will have a call for some item not in your stock. Endeavor to get your customer to accept something from your stock, but if you fail in this, it might prove wise to procure the same for him, rather than have him resort to your competitor.

Make proper allowances at stock taking time for depreciation of stock. It is deceiving your self to invoice an article at \$2 because it cost you that when it is worth but \$1.50.

By all means eliminate any possible friction among clerks or helpers, for in order to get the most out of a business, everyone identified with that business should be working in perfect harmony and with the one end in view, to make it a profitable business and each year's business more profitable than the preceding one.

I hope some of the things I have made mention of may be of benefit to the readers of the Tradesman.

H. L. Proper.



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

Barney says—

After a customer goes through and sees our big stock, it's easy for him to know why we can ship his order complete the same day it is received. I wish every merchant in Western Michigan would call in and see us and see the big stock of groceries the Company carries.

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS

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E. A. STOWE, Editor.

March 29, 1916.

PRELIMINARY TO PEACE.

Although Germany has made several attempts to end the Kaiser's war, it is clear that the essentials of a peace are not yet in hand. Germany has made several tentative offers of the sort. There is no doubt that she would hail a settlement upon any basis that the German people would think half-way reasonable. The terms outlined by the Chancellor to Ambassador Gerard would doubtless be made far less exigent if negotiations for peace were actually begun, but there is no evidence that they can be begun at present with any hope of success. The minds of the belligerents are still far apart. No meeting-ground for them is yet apparent. And as the war was brought about by a state of mind, so must peace be. Yet neither among the Allies nor in Germany can one detect the change of mental attitude which must come before peace can come.

One reason given by Von Bethmann-Hollweg for suggesting an indemnity from France, as a condition of withdrawing German troops from French territory, is that the government must have something wherewith to "satisfy the German people." This is significant. It goes deep into the whole question of peace. Until the German masses are convinced that the whole war was a gigantic blunder by their military authorities and that its burdens and miseries are no longer supportable, no satisfactory or lasting peace can be obtained. It is just now more a question of national psychology than of great battles, although the fighting and its failure are bound to have their psychic effect. All that can be said is that if the German people are not "satisfied" to accept peace on the best conditions which are now to be had, then the war must go on until they change their mind.

The Chancellor's phrase about the German people finds many an echo in England. There, too, it is hoped to work towards peace through the German people. An able and well-informed writer in the Nineteenth Century, Arthur Shadwell, warns his countrymen against cherishing the idea of "crushing" Germany. The thing cannot be done, he argues, and ought not to be done if it could be. The great thing to work and fight for is the final persuasion of the German people, under the dire pressure of war, that they them-

selves must not only ask for peace, but insist upon changes in their form of government and in their national aspirations and policies. And Lord Bryce, in an admirable little pamphlet which he has just published—so moderate, so poised, so without bitterness—associates himself with the view that the Allies must discriminate between the military caste in Germany and the bulk of the people. Affirms Lord Bryce:

I cannot believe that the German people, as I have hitherto known them, ever since I studied at a German university more than fifty years ago, could possibly approve of the action of their government if their government suffered them to know the facts relating to the origin and conduct of the war as those facts are known to the rest of the world. We have had no hatred of the German people. We did not grudge them their prosperity. Neither have we any wish to break up Germany, destroying her national unity, or to interfere in any way with her internal politics. Our quarrel is with the German government. We think it a danger to every peaceful country, and believe that in fighting against its doctrines, its ambitions, its methods of warfare, we and our allies are virtually fighting the battle of all peace-loving neutral nations as well as our own.

From within Germany there is accumulating proof that an actual division exists between large civilian classes and the military power now in control of everything. Of course, there is surface unity. The deep patriotic appeal of the war resulted in a wonderful display of German solidarity. Yet there is evidence of growing uneasiness and suspicion. A Dutch traveler, recently in all parts of Germany, reported talking with many Germans who were appalled at the way in which their country is now ruled. A military oligarchy is absorbing all the functions of government. In alliance with the land-owning classes, it is having a roaring success, for the time being. Thoughtful Germans have come almost to dread the winning of a battle, since it means only the firmer grip of the military clique, glorying in the war as it does, and passing on from one step in arbitrary government to another. The two elements—the civil and the military—have competed with each other for mastery at different periods of the war. We have seen this in the ups and downs of the policy of ruthlessness. And this week's sessions of the Reichstag will undoubtedly show how much truth there is in the assertion that the civilian group in the government has asserted itself, with the Kaiser's approval, and means cautiously but persistently to work for peace.

Few among the Allies now talk of beating Germany to the earth, prostrate and helpless. It is seen that her power of resistance is enormous. But the Germans are, after all, human beings like the rest of us. They may be justified in believing that they could defend their soil from invasion for years, but they know that this would not be to win the war. They know that the losses and the taxes cannot be borne indefinitely. When the time arrives of their full conviction that war holds out only horrors without hope and that peace must be not only longed for but definitely sought, then we shall have that better mind of the German people which the wisest among the Allies are waiting to see manifested. With it will come peace.

While the fool is asking advice the wise guy gets busy.

THE DAY OF RECKONING.

The Tradesman is firmly convinced that the present war is certain to deepen and intensify the feeling of mankind against all war. There are already visible elements of accumulating execration of war which it will only need the coming of peace to cause to burst out into demonstrations such as the world has never yet seen. These elements are manifold. We see them in the unspeakable and almost unendurable human misery which the war has wrought. We see them in the appalling sense of loss and waste of the most precious things on earth—needless loss and waste, as the bitter reflection is. We see them in the terrible reactions of war upon the very devotees of war. It is not necessary to credit all the stories about Admiral von Tirpitz being made sleepless and haunted by the thought of all the brave young men whom he had sent to a torturing death beneath the sea. But if they were true they would only repeat, in their way the experience which made even the Iron Duke blench after Waterloo. We know that such a cold-blooded and professional vivisectionist of war as Major Morant has had wrung from him a moan of grief over the thousands of German and French soldiers perishing in front of Verdun. And we know that the Kaiser himself has been so cut to the heart by the crippling of a whole generation in Germany that he has cried out: "I swear that I did not wish this war!"

Every sane man in the world realizes that the war was precipitated solely by the Kaiser to save his throne, ensure the perpetuity of Prussian militarism and destroy the coming reign of democracy. What the Kaiser wanted was a little war, or a short war, not at all the tremendous cataclysm which has almost whelmed the earth. Small wonder that now everybody in the most remote degree responsible starts back with horror at the black disaster which has come upon millions of human beings. But our point is that if this is true even of men trained to arms, of men all of whose thoughts have been for years steeped in armaments and battle, of statesmen accustomed to contemplate armed strife between nations as a constant possibility—how much stronger will be the denunciation of war on a great scale by those who have been most bowed and broken by its blast! There will surely be a day of reckoning. The present is a time of suffering in mute heroism. Love of country stifles the cries of the stricken. But the hour will come when great masses of the population now dumb will find their voices, and when, there is every reason to believe, there will be a manifestation of hatred of war surpassing anything of the kind ever known.

NOT FROM THE PEOPLE.

The communication from Mr. Crosby, published on the fourteenth page of this week's issue of the Tradesman, is significant in that it clearly discloses the origin of the so-called anti-discrimination law. Heretofore it has been widely proclaimed that the law originated with the people, but Mr. Crosby's admission shows that it owes its origin to another source altogether—to the State organization of insurance agents, who, it is

reasonable to suppose, were actuated by positive instructions from their employers. Local insurance agents stand in the same position to the insurance companies that a lawyer does to a client, a book-keeper to his employer, a servant to his master. They are in the habit of receiving and obeying orders without quibble or controversy and they probably did so in this case, realizing that any hesitancy or failure to act on their part would result in the peremptory severance of their relations with their employers.

The Tradesman is under obligations to Mr. Crosby for thus disclosing the origin of the law so clearly and conclusively. As President of the organization which is willing to stand sponsor for the unfortunate statute, he undoubtedly speaks with authority.

The cunning hand of the men who prepared the original draft of the bill is shown in the effort they made to shut all but board companies out of the State, including the mutual companies which are carrying such a large proportion of the sprinkled risks. This obnoxious and monopolistic feature appeared in the original bills which were simultaneously introduced in both branches of the Legislature and it required months of persistent effort on the part of the real friends of the people to eliminate these provisions. An effort will undoubtedly be made at the coming session of the Legislature to restore this drastic feature to the law. It is reported that word has gone out that any lawyer who will espouse this scheme and support this conspiracy in the Legislature can have his election expenses paid and receive a regular retainer in addition. If this report is true, it clearly discloses the desperate measures the insurance combine will resort to in order to accomplish its ends.

The Tradesman believes the law to be fundamentally unsound and unsafe, because it really delegates the law-making power to an irresponsible organization whose duties are not properly defined and whose powers are not properly limited. Such legislation is a menace to free institutions and will not long be tolerated by a free people.

The record of these rating bureaus in the past has been replete with evasion, circumlocution, subterfuge, favoritism, broken promises and bad faith. The Tradesman does not believe that men can be made honest by legislation, any more than a leopard can change its spots.

The insinuations and innuendo included in Mr. Crosby's communication are passed up without comment, because resort to such weapons is not considered necessary by the Tradesman to maintain its position. The Tradesman has the reputation of being a hard fighter for what it considers to be right, but it always fights fair and never strikes below the belt.

At 30 a man is convinced that the majority of men are fools; at 60 he admits that he is of the majority.

The traveler wants full fare at hotels, but he doesn't object to half fare on railroads.

A wise man takes no chances on a chance acquaintance.

THE BUCHU KING.

Up Like a Rocket—Down Like a Stick.

On a part of the first floor of the Continental Hotel, with a Chestnut street front by the side of the main entrance, there used to be, in the days when the hotel was the foremost rendezvous in Philadelphia for both National and local men of distinction—or what the Fifth Avenue then was to New York and the Palmer House to Chicago—a flashing, brilliant drug store, full of color and light mirrors and prismatic glasses, and in front of it a crystal-like pestle with the name "Helmbold's" in letters which seemed to allure the public eye. In the '70s, and indeed long before that time, through the advertising columns of the newspapers there was perhaps no other name more known to everybody in the city in connection with boldly eccentric and sometimes fantastic exploitation. Of all the advertisers of patent medicines who have compounded fortunes, in short order, out of insistent methods of projecting their names and their vocations continually before the public eye, there has probably been none who was quite so much an object of bewildered wonderment and amazement to not only quiet and conventional people in Philadelphia, but sometimes to the liveliest men of the world, as Henry T. Helmbold, or Doctor Helmbold, as he always called himself, with as much impressiveness as if he were a Virchow or a Pasteur. One medicine in particular which he proclaimed everywhere with as much of a triumphant stir as if he were the greatest benefactor of humanity was called Buchu; multitudes of people were persuaded that it was the chief medical "discovery" of the nineteenth century, and it was one of the favorite devices of Helmbold to have himself heralded in the advertising columns of the press as the "Buchu King."

Nor was there any other man in Philadelphia whom city editors and reporters were more likely to watch or enquire after as a source of news than this luxurious son of audacity and ostentation. At times he seemed to be so wild in his eagerness to claim attention that it was difficult to determine whether he was simply exaggerating the methods of Barnum or whether his wits were diseased. On Chestnut street, on Broad street, in Fairmount Park, there were no horses and carriages like his; his person sparkled with diamonds, and his dinners were talked of in language which might have befitted the feasts of Lucullus. He was constantly in the habit of causing reports to be circulated concerning his intimacy with statesmen and foreign potentates, his elaborate plans for the construction of palatial mansions, his munificence as a patron of art, and the sensational joys of his European travels. But after all allowance was made for his boasting and for his tricks as a charlatan in the allurements of publicity, it had to be acknowledged that he did things with his money such as nobody outside of Kirkbride's or a

comic opera would have thought of doing, and that if there was humbug in him as the "Buchu King," there was plenty of reality in him as the King of Sports.

Helmbold's beginning in Philadelphia had been humble. It used to be said of him that he came from the country when a youth and that he found employment at the Market street drug store of George W. Carpenter, whose home and grounds in Germantown were one of the suburban "sights." With an extremely buoyant and ambitious temperament and with a boundless faith in himself, he learned enough in the drug house to understand how first-rate profits could be made in the business when it was carried on carefully, and how enormous profits could be made in it when it was carried on boldly. Accordingly, he rented a small store in the vicinity of Powers & Weightman's chemical works at Ninth and Brown streets, began to make what he called "Buchu," described its origin as a mysterious African plant, and sold enough of it to the credulous to enable him to come downtown and fit up a pharmacy and "laboratory" on Chestnut street, near Tenth. Still a young man, he made up his mind that he would spend on the newspapers all the money that he could spare and that he would thus repeat the tactics of Dr. Jayne in becoming a millionaire. His success went beyond all expectations. He could not prepare the medicine quickly enough to meet the flood of orders that soon began to pour in on him. Instead of half a column, he took a full column and then two columns—this was then a very big advertisement—in each of the principal newspapers. There was no newspaper in Philadelphia which he would not use if it had a thousand readers, who, he could be assured, visited the drug stores. Most other advertisers felt that they were pigmies as compared with him. Twenty thousand, fifty thousand, a hundred thousand, finally a quarter of a million dollars a year were believed to be expended by him at a time when probably no merchant or commercial firm expended annually a half of the maximum of these amounts. He declared not only that no man in Philadelphia had gotten rich so rapidly as he had, but that none who had ever done so deserved it so much as he did.

In the course of time he turned his attention to New York also as a field not only for the great Buchu, but for the display of his own opulent and imposing self. When the once-celebrated Metropolitan Hotel, which was situated on what is now lower Broadway and to which Niblo's Garden theater was a notable adjunct, was still in the fulness of its glory, he lavished a fortune on the equipment and decoration of a "pharmacy" in a part of the hotel. His expenditures in the hotel as a dinner host and wine opener were said to have been greater than those of anybody that had ever entered its doors, "Coal Oil Johnny" not excepted. He bought one of the finest houses in what was then the Fifth avenue district, fur-

nished it with the splendor of a palace, and seemed to set up a rivalry to "Jim" Fisk in catching public attention as a "high-flyer." Sometimes, garbed in clothes such as a gentleman of quiet and modest tastes might wear, without color or jewelry, he would drive on the principal streets with a magnificently dressed coachman and a pair of footmen blazing with scarlet coats, and at Long Branch, where President Grant had his "summer capital," Helmbold and his wife, who had the reputation of being a clever as well as a beautiful woman, set up what the wits called "the Court of the Prince of Buchu." Helmbold emphatically declared that his wife was the finest specimen of her sex in America and that in Europe there was no one to be compared to her, unless it was the Empress Eugenie.

It was in Europe that some of Helmbold's adventures caused such a stir that he was burlesqued on the Parisian stage as a typical American of the upstart breed. His banquets and receptions were compared to those of the nabobs from Oriental countries, and on one occasion he had the Shah of Persia as his guest in the midst of superb scenes of Persian luxury, the most skillful designers of palatial furnishings in Paris having been instructed to contrive such embellishments as would make the potentate feel that he was, for the moment, in his own Teheran. Meanwhile, in that portion of the boulevard press which lives on the arts of puffery as well as blackmail, Helmbold was praised to the skies as one of the world's self-made men, a savant and philanthropist who would be worthy of a place among America's "Forty Immortals," if there were an academy on our side of the Atlantic. But about this time there were signs, in his speech and behavior, which indicated that he was influenced by other motives than cunning and money-making in paying out fortunes for all this display as well as the inordinate eulogies of the press. It began to be whispered that he ought to be regarded by wise people not so much with disgust as with pity. Some of his behavior had been called eccentric, but men who watched him closely shook their heads and said that he was rapidly becoming a victim of vicious exercises and the excitation of disordered nerves. In Philadelphia it had been supposed that his apparent follies had all been planned chiefly with regard to their effects on the business in "Buchu." But however this may have been, the feverish, extravagant and fantastic joys which he found in Paris were altogether too much for him, and at last the suspicion that he had really been out of his mind at times was confirmed by his boisterous exhibitions of rage over the slightest trifles and a fanciful attempt to slay his wife. It soon became necessary to put him in a madhouse; his escape from it enabled him to get back to this country, and here the controversies, litigation, commitments and escapes in which he was concerned for a number of years quite equalled in sensational ef-

fect and almost exceeded in duration the contests which Harry Thaw has made on the question of his lunacy. All his financial affairs went to pieces, and for a while he was an inmate of the Kirkbride Asylum in West Philadelphia. Subsequently, after having had some partial return of his reason, he died in another hospital utterly crazy.

The famous drug store in the Continental had passed into the control of or possession of his brother Albert, who was also a familiar character among men about town, but who had little or none of the dash and genius of "the doctor" as an advertiser. When the affairs of the Helmbolds were before the courts, all sorts of stories came out concerning the vagaries and escapades of the "Buchu King"—how he contemplated buying the Continental and turning it into a huge laboratory, how he was going to take charge of the Medical School of the University of Pennsylvania over on Ninth street, how he had formed a plan of leading an expedition into Africa in order to "discover" new plants for medical uses, and how he had intended to raise a great campaign fund for nominating himself as a candidate for President of the United States against Grant. When he was sane, or, at least responsible and at large, he always avowed, with gushing frankness, that to newspapers was due everything that he was and everything that he had. "No fellow can get along," he would say, "who doesn't advertise; the great thing is never to let the public forget you." It was one of his boasts that for every one Philadelphian who had heard of such able men as Doctor Gross and Doctor Pancoast, there were ten thousand who had heard of "Doctor" Helmbold. In a genial but brazen defiance of what we call the conventionalities and in a vain-glorious love of money simply as a means for obtrusion and display, it is doubtful whether there had been before or has been since, a like Philadelphian on the promenades of Chestnut street. To sarcasm and to ridicule he was apparently insensible; no one could talk him down or laugh him down, and when he passed along the Continental he was prouder of himself than any peacock could be with a full-spread tail. As it used to be the habit to call "Bob" Fox, of the famous "Varieties," the wickedest man in the city, so it was to call "Doctor" Helmbold the liveliest, and he was probably quite as much in earnest as he seemed to be in jest when he frequently declared that he would become so rich that Chestnut street would some day be known as Helmbold avenue!

Nowhere outside of the stage and the madhouse could anyone have found his duplicate.—Philadelphia Bulletin.

Keep plugging. He who fights and runs away will live only to run away again. A successful business man has a soldier's courage, or he would not be successful. Had he run from even the most overwhelming of odds he would be numbered among the business derelicts now.



An Interested Clerk Is Always Appreciated.

"Ten cents, please; thank you!" and the sale is completed as far as the average clerk in the 5 and 10 cent store is concerned. She has wrapped up the goods, registered the amount of cash, and is ready for another customer to hand over something to be wrapped.

The interest in their employer's welfare is lacking. A small child could do the same thing, and yet there are complaints heard about the small pay clerks in these stores receive.

A salesman's or saleswoman's worth becomes very soon apparent to his employer. Hundreds of clerks with the ability to wrap up a package in paper and accept payment for the goods can be had at all times. In fact, such clerks are always looking for a job. The real salesperson with ability to create sales does not have to look long.

House cleaning time will soon be here, the time when the needs of the housewife appear to her endless. To the apt salesperson one sale leads to another. To the parcel wrapper grade aforementioned it leads to nothing.

When a customer enquires for say a scrub brush, such a sale should at once bring to mind washing powder, scrub pails, ammonia, soap, dust cloths, etc.

Salesmanship ability consists of impressing the need of other goods besides the articles asked for. To ask the average customer if she wants this or that article of merchandise point blank generally results in a negative reply. After one or two attempts on this score by a would-be ambitious clerk with the same result he generally considers it a useless waste of breath to follow up his ambition to make sales any further.

Tact is required to create sales. During housecleaning time everyone knows the many needed articles. It is one thing to ask a customer bluntly if they want this or that item shown on the counter, and another in creating interest in the same article without any apparent effort to sell it.

Interest is the first essential in a sale. The handling out of some article for examination while the customer is waiting, with the remark that it is something extra good for its purpose will often create interest enough to have questions asked. Once this interest is created a sale is often made.

When a customer thinks you are trying to force her to buy (we use the female gender advisedly as the women folks make up the maximum of your trade) she becomes a bit piqued and seldom a sale will be made. When, on

the other hand, she feels that it is through interest in her that you are putting her wise to some things she had never seen or heard of before, then she feels somewhat grateful and appreciative, whereupon a sale is generally the result.

If a woman buys a mop handle or a scrub brush, to ask her if she needed the other would probably look foolish to her, as she would have bought the other instead of what she did buy if she wanted it, as both articles could be used for the same purpose. Naturally the sale of the extra article is lost.

But suppose you took a mop handle and fastened a scrubbing brush to its metal jaws and showed the customer how easily the scrubbing could be done without getting on the knees, isn't it a chance in ten that a sale of both items would be made?

Instruct your help in these little kinks of business getting and it will mean more business and more pleasure for the clerk in selling.—National 5-10-25 Cent Magazine.

China wants to increase its trade with the United States, and among the articles manufactured in this country which the Chinese would like to buy are fishhooks. Fishhooks in China are made by hand. Some have been imported from England, but the Chinese hooks are fashioned by hand and rust easily, as the natives do not know how to "tin" the hooks. Here is a chance to hook some trade from China.

Women are inconsistent creatures. An Atchison, Kan., girl endeavored to teach her best young man some principles of economy. She talked seriously to him about spending money foolishly, and he took her remarks to heart. Instead of buying expensive candy for her he sent 10 cent store sweets that come in bags to the lady. Then she was so peevish that she broke the engagement.

But the man who restricts his joy riding to street cars doesn't have to worry about punctures.

We Make a Specialty of
Trimmed and Tailored Hats
For the Dry Goods Dept'
\$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.

We Are Prepared

For the Biggest White Goods Season for Years

Longfold Pride of the West India Linons all grades

Bookfold Linons all grades

Mercerized Chiffon Voiles

Mercerized Novelty Voiles

Mercerized Batistes

Plain and Seed Voiles

Organdies

Seed Marquisettes

Lace Cloths

White Gaberdines

Parisienne Cords

Warf Welts—Plain, White and Fancy

White Corded Madras

Plisse Crepes and Plain Crepes

And many other lines too numerous to mention

WE INVITE AN INSPECTION

Grand Rapids Dry Goods Co

20-22 Commerce Ave.

Exclusively Wholesale

Grand Rapids, Mich.



Telephone First

Before taking a journey out of town to talk to a business acquaintance located in another city, arrange for your interview over the long distance telephone.

The practice of "telephoning first" saves fruitless trips, due to failure to find your man when you arrive.

Michigan State Telephone Company

Be Absolutely Honest With Your Customers.

Grand Rapids, March 14—Some time ago I wrote an article for the Michigan Tradesman on the subject of albumen in baking powder, giving absolute facts quoted from the writings of a majority of the pure food commissioners and chemists denouncing its use in baking powder. That was in the early days of the controversy and I am glad to read in your issue of March 8 the decision of the Joint Committee on Definitions and Standards at the Bureau of Chemistry in Washington, D. C., headed, "The Last Days of Albumen," showing conclusively that all fair minded men do not countenance or uphold fraud or chicanery in business.

The article I wrote for the Tradesman on that subject was evidently read by a great many merchants, as it was discussed with me on my return trip and many seemed anxious to delve deeper into the subject. Some were inclined to take the opposite side of the issue and I was informed that one merchant said, "That man White has marbles in his head. What harm can a little white of egg do in baking powder?"

There has never been any claim, so far as has come under my observation, that 15-100 of 1 per cent. of white of egg in a pound of baking powder was injurious. What was claimed and is to-day and will be so long as its use is continued in baking powder is that there is just enough of it to absolutely deceive the merchant and the consumer in its purpose as an ingredient. The claim made by its advocates that it improves the quality of the baking powder to such an extent that it makes it a superior leavening powder to any other and that its use enables the house wife to economize in the use of eggs in cooking is wholly erroneous.

As a salesman for a baking powder company which does not use albumen in its product, my opinion or any statement I might make would have little influence or weight with the majority of merchants. They would insist that I was biased in my opinion on account of being on the other side of the fence, but should Mr. Helm or Mr. Mickle, of our pure food department of Michigan, visit them and make the same statements that I did, they would sit up and take notice.

When a salesman on the road strives to build up a business by conscientious, hard work and aims to give a merchant and the consumer the best value possible for their money, representing his company's product to be equal to anything made, not so far superior as to convey the idea that other products equal to his were very much inferior and even dangerous to use; and when time and use has demonstrated that the public generally have acknowledged that this is true by the increase in the demand and consumption of his goods, it is sometimes humiliating to find that by a little deception and unfair business methods the mind of the merchant can be changed and the result of his conscientious work and fair methods for a long period of years blasted in a day. It can not be done with fairness. After having traveled on the road for a number of years on a salary and lived in a fairly comfortable way, it would be very surprising and even suspicious for me to become suddenly rich. People would wonder where I got the money. It would be far easier and a great deal quicker method for me to steal \$100 than to earn it. So I say it is a great deal easier for a man to build up a business temporarily by unfair methods than honestly. As an illustration of this fact, let me

quote my experience a year or two ago:

I had a customer in Grand Traverse county nine miles away from the railroad whom I visited twice a year. I had so firmly established my goods with him that 90 per cent. of his sales in that line was of my product, and it was a mutual pleasure to us both for me to call on him, as it usually is with a man when his goods are moving freely with a merchant. The traveler the merchant has no use for is the one who sells him unsalable goods. The next trip I made to Mr. X. I found none of my goods on his shelves, but a mountain of my competitor's goods and, instead of the affable manner with which I had always been accosted, I received what the boys term the icy mtit. Mr. X. accosted me with, "Nothing doing in your line to-day." I said, "Mr. X., there doesn't seem to be any of my powder on your shelves and you have always had a good trade on it. You surely are not going to give up an old friend for a new one and discard the goods." He replied, "I'm not going to handle it any more." I said, "What's the trouble?" He said, "I've seen it tested and I didn't know I was handling such rotten stuff." He was in such a frame of mind that it would have been folly and waste of time to reason with him. He had been shown the fake water glass test and he had been so captivated by it that experience alone would be his only teacher. I am happy to state that in about three months from the time of my visit, I received a letter from him at my home to send him a barrel of my goods, stating that many of his customers would not take the other goods in its place. The point I want to emphasize in this narrative is that while the other fellow got the business away from me temporarily, the man who is absolutely honest with his customers will win out in the long run.

In all the walks in life we meet with prejudice to a great extent. It seems very hard for men and women to be fair minded and I have found prejudice one of the hardest things to overcome. We are the result of education and if that education has not been in the right direction, we are apt to become prejudiced. For instance, when we read in advertisements, Beware of albumen; beware of rochelle salts; other men's goods are made of dead horse's bones, etc.—methods used by manufacturers to prejudice the consumer's mind against the competitor's goods. Without studying both sides of the question, we are apt to form a conclusion hastily and condemn goods of honest merit.

My firm conviction is that in the near future there will be a National law passed against false advertising, and when manufacturers begin to advertise their own products and leave their competitor's goods alone, the goods with the greatest merit will make the fastest progress.

Algernon E. White.

The ups and downs of life were shown the other day when an old waiter in a New York City hotel looked out of a window and watched a man shoveling snow from the sidewalk. He called the manager of the hotel to the window and asked if the shoveler was not the gentleman who with his family occupied a suite at the hotel ten years before. The manager recognized the man and went out to speak to him. Ten years ago the snow shoveler was a successful broker. He lost all his money and for two years has been living from hand to mouth, while his wife was cared for by her parents in Ohio.

Be Ready

Warm weather will soon be here, and you will have a demand for

Straw Hats

We can supply your wants promptly.

We are showing a good line of Ladies', Misses', Men's and Boys', prices ranging from 85c up to \$4.50 per dozen. Also a nice line of Men's and Boys' Spring Caps to retail at 25c and 50c.

Paul Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Mich.

Fine Furniture

alone cannot make a home but it helps a great deal

Klingman's

The Largest Furniture Store in America

Entrance Opposite Morton House

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

El Portana Cigar



This is size No. 5
THE POPULAR SHAPE
Handled by all jobbers—sold by all dealers

G. J. JOHNSON CIGAR CO.,

Grand Rapids



Harmonious Action Vital in Life's Activities.*

When I was a lad the White Mountains as a place of resort were not as popular as they are now and there was no railroad leading up to the hotel, but there was a tavern and there were people who went there and supplies were required. These supplies had to be drawn up by horse power. It was a long, hard pull and horses were trained especially for the work. They were selected and matched so that they would step together and often a four-horse team would be so well in hand that at a word every horse would step at exactly the same time. It was a perfectly united pull together.

In rowing contests the adjustment of men to each other and the selection of a crew so that the movement shall be an absolutely united one is a work of skill. Success depends largely upon the ability of the men to pull exactly together. In the selection of baseball teams and football teams, thought and skill are put into the selection, having in mind perfect team work.

When I used to take singing lessons, there was a master who had great skill in picking out for his school quartets the voices of the individuals harmonizing very perfectly. The same thought of working together in unison was the foundation of his success. It is vital in almost every avenue of life's activities to have in mind this thought of harmonious action and the difficulty lies in great differences in temperament and habit and outlook upon life.

If we had a complete record of partnerships of business in this city, we would find that only a very small percentage of them have been successful, because it is difficult for men to think and act together for a common end. The selection of the cabinets by the various Presidents of the United States and the many changes which have come is an illustration of the emphasis which we rightly place upon the importance of selecting wisely men who are expected to work to a common end.

We have a home illustration in our Charter Commission which, unfortunately, was selected in a way that could hardly have resulted in making a body which could work in unison. In business organized for a definite purpose, the arrangement of the different officers and working force so that they shall all work together without lack in efficiency is an artistic accomplishment and usually

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

can not be done at once, but must be wrought out through years of experience.

Underneath success, when men work together, is loyalty. I occasionally run across people identified with business establishments who are constantly throwing out criticisms concerning the management. This, it seems to me, is the height of disloyalty. If one can not be in accord with the management and the concern with which he is identified, his duty is to change his position. The moment that the germ of disloyalty creeps into an organization, we can sniff danger.

One great value of military training lies in the absolute loyalty required and the mandate that all must work together. One reason for bringing into school life something of military training is the habit among the boys of working cordially and successfully together.

I always feel sorry for the boy or girl who is the only child in the family. The experience of giving and taking in a family group under the right parental authority is a most valuable one in preparation for life work, whatever it may be. The child who always has his own way and never has to knuckle, develops a type of character which finds difficulty in successfully joining a group. The reason for this lies largely in the development of selfishness—the superimportance of one's self and his ideas and methods when compared with those of others. I was talking with the mother of a family of boys and girls the other day and I said to her, "What is your ideal in bringing up the members of your family so that they shall reach the acme of service with a minimum of friction in life?" She replied promptly, "I have in mind always the training of my boys so that

Kent State Bank

Main Office Fountain St.
Facing Monroe

Grand Rapids, Mich.

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

Resources Over
8 Million Dollars

3½ Per Cent.

Paid on Certificates

Largest State and Savings Bank
in Western Michigan

6% Tax Free

We have purchased for our own
account and offer to
our clients

\$100,000

Six Per Cent Gold Bonds
secured by an absolute
first mortgage

These Bonds are free from State,
County and Local Taxation in
Michigan. The Corporation also
pays the Income Tax for the
Bondholders.

Denominations \$500 and \$1,000

Interest paid semi-annually
at the office of the Michigan
Trust Company, Trustee.

As these Bonds are serial
we can offer a choice of ma-
turities of from 3 to 8 years.

Descriptive Circular on Application

WE RECOMMEND THESE BONDS
FOR INVESTMENT

THE MICHIGAN TRUST CO.

of Grand Rapids

they shall make good husbands and the training of my girls so that they shall make good wives, always thinking of the partnership which should naturally come in life and the vital importance of working harmoniously together." It seemed to me that this was a beautiful thought in connection with the development of right thoughts and right habits in children with reference to working out with other people's plans of life.

It is an exception when we find a family growing up in which there is a constant expression of willingness to be helpful and think and work for the common good. As you think over the families that you know about you, is it not true that perfect harmony of purpose and the subverting of self in the interests of the common good is the exception rather than the rule? Quickly formed partnerships, whether for business purposes or in marriage, usually have the elements of shipwreck from the outset. There is so often some little thing which is magnified and becomes a thorn in the flesh, resulting in a permanent ulcer. We ought to learn a lesson from the pearl oyster. When a grain of sand gets in the shell and is a source of annoyance to the little animal and which it is utterly unable to eliminate, it covers over the ragged edges with a layer of pearl and adds layer upon layer until the ugly cause of friction becomes so smooth that it does not aggravate the life of the oyster. A beautiful gem results from this process. In life we might find it exceedingly valuable, instead of magnifying and constantly recurring to a source of annoyance, to smooth it over and cover it in such a way that it should be hidden from our view and thought and by this process a precious pearl of character may be developed.

Did it ever occur to you that some great movements have been the result of not working together? If the various sects which make up the Christian church had refused to emphasize their differences and had magnified the things upon which they could agree, there never would have been a need of the Y. M. C. A. If educators had harmonized their views with regard to methods in education, we would not have needed the independent organization of Boy Scouts. If municipalities in their government managed to work in harmony, having in mind the greatest good to all, we should not have been under the necessity of forming a great lot of independent organizations which are now working separately, but each has found a need for accomplishing certain things which were absolutely neglected by the government. I refer to such organizations as the Social Welfare Association, the Evangeline Home, the Morals Efficiency Commission and others of their kind.

The Grand Rapids banks have united in a clearing house organization for the purpose of working more strongly and harmoniously together, having a common object in view. The success of this method is illustrated by the fact that very few meetings are required and rarely is there a

controversy, because all of the elements naturally work in harmony.

In our organization here I may, perhaps, be allowed to voice the thought and the wish that we shall, each one of us, have in mind the best service that can possibly be rendered the community by our institution and that whatever we may think about the policy of our bank, we should avoid friction and controversy and strive in the strongest and best way possible to work sweetly, beautifully and efficiently together. Having in mind the betterment of our organization, I suggest to you that each one of you as you may think of something that would be of value in increasing our efficiency, to jot it down upon a slip of paper and place it in a box which I will put upon my desk. Do not fear to express yourself, each one of you, in this way and out of it may come some thoughts which we can utilize in making our bank a more successful working force in community.

Married men will protest vigorously if their wives feel called upon to follow Mrs. Charlotte Perkins Gilman's proposal to cut their hair short. The married men have trouble enough now in answering their wives' query, "Is my hat on straight?" With short hair, hat-pins would not be useful and the women would ask the question three times where they now ask it once. If women had their locks shorn they would save the time spent in doing up their hair, but several barbers recently interviewed declared they would refuse to shear the ladies.

Henry Ford believes that the man who quarrels with his wife in the morning makes a poor workman all the day. That is why a porter in his employ has secured a divorce, under threat that if he did not separate from his quarrelsome wife he would be discharged and lose his \$5 a day position with the manufacturer of automobiles. This also serves as a warning to wives of Ford employes not to quarrel with their husbands, lest the latter lose their jobs and the former get no alimony.



GRAND RAPIDS MICH.
177 MONROE AVE.

Complete Banking Service

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

Our 3 1/2 Per Cent
Savings Certificates are a desirable investment

Have You Made a Will?

Do you realize that if you do not dispose of your property by will your estate may be disposed of very differently from the way you would wish?

Unless a will is made, the law can take no account of the special personal needs of any heir.

When your will is made, why not insure efficient and economical management of your estate by appointing this company executor and trustee?

GRAND RAPIDS TRUST COMPANY

MANAGED BY MEN YOU KNOW

Ottawa and Fountain

Both Phones 4391

GRAND RAPIDS NATIONAL CITY BANK CITY TRUST & SAVINGS BANK ASSOCIATED



CAMPAU SQUARE

The convenient banks for out of town people. Located at the very center of the city. Handy to the street cars—the interurbans—the hotels—the shopping district.

On account of our location—our large transit facilities—our safe deposit vaults and our complete service covering the entire field of banking, our institutions must be the ultimate choice of out of town bankers and individuals.

Combined Capital and Surplus.....	\$ 1,778,700.00
Combined Total Deposits.....	8,577,800.00
Combined Total Resources.....	11,503,300.00

GRAND RAPIDS NATIONAL CITY BANK CITY TRUST & SAVINGS BANK ASSOCIATED

ANTI-DISCRIMINATION LAW.

Defense of the Measure by Local Insurance Agent.

Grand Rapids, March 26—My attention has been called to an editorial in your paper of March 22 under the caption "Conceived in Crookedness." After reading this article I am inclined to the opinion that, without a knowledge of what you are attacking, your antagonism against Mayor Ellis has led you into a false and unwarranted tirade against a law which, instead of being "infamous," is the best piece of insurance legislation ever enacted in the State of Michigan.

Anyone who has given the subject of fire insurance any serious study knows that insurance is a tax and that the insurance companies are the tax collectors. A certain amount of money must be raised each year by the companies to meet the losses and expenses of operation. If ten million dollars must be raised, that amount should be levied fairly and without discrimination. That, I think, you will grant.

At the annual meeting of the Local Insurance Agents of Michigan, held in this city in the summer of 1914, much discussion was had as to the unsatisfactory manner in which rates were then applied throughout the State. Discrimination existed at various points and upon various risks and classes which was unfair to the remainder of the insuring public—a condition which, apparently, could not be improved under the system then in vogue.

To present some plan of operation which would attempt to remedy the unfair condition which existed was the aim of the agents present at the meeting referred to. The subject of anti-discrimination was not new. Massachusetts at least had such a law and the results had been satisfactory. This meeting of agents, after going on record as favoring an anti-discriminatory law, appointed a committee of three to cooperate with the State Insurance Department, to the end that a rating law might be framed which would produce results satisfactory to insured and insurer. The Local Agents' Association had no funds at its disposal and at that meeting \$300 was raised by voluntary subscription among the agents to pay the expenses of this committee. This money was used for the legitimate expenses of railroad fare for the committee, for postage and printing of circulars for agents regarding the bill. Not one cent was expended by anyone to influence the enactment of the bill. No insurance company, so far as I am aware, took any action whatever favoring the bill. I know that some companies did not favor it and that others were only passively in favor of it, fearing that with a State Board of Appeal the possibility of political influence might be had. No company or company employe has any connection with the Local Agents' Association. It is purely an organization of local agents doing an insurance business within the State of Michigan.

The committee referred to above devoted its labors to a campaign of education, with the result that two important and valuable pieces of insurance legislation were passed by the last legislature—one the Anti-Discriminatory Law and the other an Agent's Qualification Law. You are not interested in the latter, as it refers solely to the appointment of agents and aims to restrict companies in the appointment as agent of any Tom, Dick or Harry who could control a piece of business, irrespective of his ability or qualification. You can recognize that a measure of that nature is a protection to the public. I was made President of the Local Agents' Association at the meeting held here and held that office until last July and as President I was active in the campaign to secure the passage of the bills referred to.

I am proud of the work of our organization during the year in which I was President. There is not one thing in either law which any fair minded man can honestly attack. The theory of anti-discrimination is absolutely correct and the only thing that could warrant a repeal of this law would be an increase of the average Michigan fire insurance rate without an abnormal increase in losses such as would be occasioned by a tremendous conflagration. This anti-discriminatory law went into effect August 24, 1915. The average fire insurance rate for the year ending December 31, 1915, was about 5 cents below 1914. This decrease was quite largely brought about by the operation of this law from August 24 to December 31. I think you will find that the average for 1916 will show a further substantial average reduction. Don't lose sight of the fact that here is an incentive for fire protection and care of individual premises that never existed before. Improved risks mean lower insurance rates.

The fire insurance companies need no brief from me. There are undoubtedly companies and agents who are not of the highest degree of integrity, as in other branches of human endeavor; but I think you will have to admit that insurance companies, their managers and agents measure up fairly well with those en-

gaged in any other walk of life in the community in which they reside, and I assume you are willing to concede to them a fair margin of profit for their labors. Insurance companies are entitled to a fair profit—no more no less—on the capital invested. Their stock is available to you or any investors that may see fit to buy and new companies are floated from time to time in which you may, if you wish, invest. There are a number of good Michigan companies which ought to appeal to you as a present good investment if you believe half what you say in your article. Personally, however, I would not suggest the sale of any local bank or gas stocks for investments of this character. Possibly you think agents get too much revenue for their work. An agent to-day to be a success must know a little more than where to sign a policy and how to collect the premium. I venture the opinion that the same energy, time and ability expended in the publishing business would yield no less remuneration.

Mr. Ellis' opinion on the law should not affect your judgment, one way or the other. Apparently Kalamazoo in the past has not been contributing its fair share of the insurance tax. Probably others have not in specific instances. I judge the Ford Motor Car Company is in that list and for that I am truly sorry and only wonder whether this difference in insurance cost to them is to be reflected to the buying public by an increased list price or by a poorer car. Everyone, whether they carry fire insurance or not, contributes to the insurance fund somehow—in the clothing they buy for instance, for the successful merchant and the manufacturer adds his insurance cost to his cost of doing business. Unless you believe a few are entitled to "special privileges" is there then any good reason why you or I should be called upon to help make up the contribution of Kalamazoo or the Ford Motor Car Company.

I have understood that Mayor Ellis owns a Cadillac automobile. Now there would be as much consistency on your part if you had said the Cadillac Motor Car Company were crooked and dishonest and their car unworthy of consideration as there is to say that the anti-discriminatory law is infamous for the sole reason that Mayor Ellis has seen fit to endorse it.

The anti-discriminatory law was conceived in the local agents' meeting held here in July, 1914. If it was "conceived in crookedness," then I and every agent active then and later in working for the passage of the law are crooked and ought to be driven from the community in which we reside.

I would be false to myself and false to the public whom I try to serve if I hesitated to express myself to you as I have. I have no time or desire to enter into any controversy with you regarding this matter, but I think your better judgment will tell you that I am entitled to an apology and that your statements demand a retraction. The power of the editor is great, but his influence wanes if he fails to tell the truth when he sees the light.

In any further comments you feel called upon to make regarding the anti-discriminatory law, let us have no more "Conceived in Crookedness" and "Ulterior Motives of the Clandestine Promoters," for you can't get away with it. James M. Crosby.

Glass manufacturers in this country can not complain that business is poor, for the decrease in imports and increase in exports of glass bottles, vials and demijohns during 1915 added over \$1,000,000 to their business. European bottle factories are crippled by a lack of men, but they are buying American machinery which takes the place of hand labor. However, the bottle manufacturers do not need to worry on that account.

Nothing destroys a mean man's memory like doing him a favor.

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

....MILL RUN ENVELOPES....

Give you banded packages free from dirt

SEWELL-CLAPP ENVELOPES

G. P. GAGE

113 Widdicomb Bldg. Grand Rapids, Michigan

MODERN AWNINGS—ALL STYLES



Get our prices before buying

CHAS. A. COYE, INC. Grand Rapids, Mich.

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

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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.

We offer

Subject to Allotment

Dominion of Canada

5% Gold Bonds

5 yr. Bonds, due 1921, to net 5.10%

10 yr. Bonds, due 1926, to net 5 3/8%

15 yr. Bonds, due 1931, to net 5 1/2%

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

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

Fourth National Bank

United States Depository

Savings Deposits

Commercial Deposits

3

Per Cent Interest Paid on
Savings Deposits
Compounded Semi-Annually

3 1/2

Per Cent Interest Paid on
Certificates of Deposit
Left One Year

Capital Stock and Surplus
\$580,000



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

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

Live Notes From a Live Town.

Owosso, March 26—Saturday afternoon fifteen members of Owosso Council made a trip to Saginaw (on invitation of Saginaw Council) to witness the initiatory work on fourteen commercial men molded over into United Commercial Travelers. Our boys report a good time, followed by a banquet, of which the writer, owing to his inability to be present cannot give an accurate description, but evidently the bond of union between the two councils are more strongly cemented than ever.

Gus Stephens, the vendor of Stephen's Broad Leaf cigar—worth 10 cents, sold for 5 cents—Sunday over in Owosso with his family, verifying the old adage that chickens come home to roost.

Chase & Farrand have purchased the restaurant and ice cream parlor of Chet Walters, at New Lothrop. The business will be transferred to more commodious quarters, where their patrons will receive prompt and courteous attention and ice cream dispensed in two or more colors.

J. H. Stinchcomb, has purchased the ice cream and lunch parlor of John Frizzell and will continue the business at the same location.

W. L. Morrison, has sold his general store at Bridgeville to Barrett & Greubaugh. This is a fine location and has for years been one of the best country stores in the State. Grand Rapids and Detroit have got nothing on it for river frontage, as you can stand in the front door of the store and look out on the rippling waters of the beautiful meandering Maple River. It is away from the turmoil and dust of large cities, such as Grand Rapids, Ada and Burton. Across the river is a beautiful expanse of prairie which is restful to the eye—fringed with green foliage where the birds twitter their effulgent twit neath the leafy maple boughs. East of the store stands a large weather worn shop, where Captain Gates manufactures the best clinker boats that ever cut the blue waters of Michigan fishing resorts. With surroundings like these and the energy and push these two young merchants have, we bespeak for them a brilliant and profitable mercantile future.

Carl Monks, of Thomas Monks & Son, has purchased the interest of his father and will continue a grocery business on South Chipman street, Owosso.

Paul Siess, of Owosso, has sold his tobacco and cigar store in Ovid to William Woodson.

L. M. Hicks & Co., of North Star, have sold their stock of general merchandise to James King & Son, of Stanton, who have taken possession of the business.

George McMillen, of Ithaca, the fat boy, says while the U. C. T. is a good thing, he thinks he has struck something more to his liking and is about to join the Sons of Toil, with headquarters at Ashley. We have been informed that Mr. McMillen was once expelled from the Ancient Order of the Days of Rest for conduct unbecoming a member of that order, as he was caught hoeing in the garden.

C. A. Sullivan, of Alma, in barter with an honest farmer took in a basket of real eggs. He sued the farmer in Justice Court and won out. The farmer carried the case to Circuit Court and was beaten and fined twenty-five plunks. This is a rotten item and we know it. We suggest to the farmer that he trade hens with somebody. Possibly he can sell 'em to Fred Hanifan.

Honest Groceryman.

Bankruptcy Proceedings in Southwestern Michigan.

St. Joseph, March 20—In the matter of the Denton Manufacturing Co., bankrupt, St. Joseph, the inventory and report of appraisers was filed showing total assets of \$1,946.16, whereupon an order was made by the referee directing the

trustee to sell the entire assets of the estate. The trustee thereupon filed a report showing he had received an offer of \$1,850, whereupon an order was made by the referee for creditors to show cause why the offer should not be accepted, the property sold and the sale confirmed.

March 21—In the matter of Bert Reuben, bankrupt, Paw Paw, an order was made by the referee confirming the trustee's report of sale of assets for \$850. The trustee filed his report of exempted property recommending that the bankrupt be allowed \$187.50.

In the matter of the Hickory Grove Distilling Co., bankrupt, Kalamazoo, a special meeting of creditors was held at the referee's office for the purpose of payment of administration expenses and the declaration and payment of a second dividend of 5 per cent.

March 22—In the matter of Charles M. Scherer, bankrupt, Benton Harbor, the trustee filed petition for authority to sell the assets of the bankrupt estate, consisting of a small stock of dry goods at private sale to Nell Enders, of the same place, for \$580. The petition was considered and an order entered by the referee for creditors to show cause why the same should not be accepted and the sale approved.

In the matter of the Denton Manufacturing Co., bankrupt, St. Joseph, an adjourned first meeting of creditors was held at the referee's office and claims to the amount of \$3,000 were allowed. The examination of the officers of the bankrupt was continued and the meeting adjourned for 30 days.

March 23—In the matter of Jane Goetzen, bankrupt, Dowagiac, the final meeting of creditors was held at the referee's office, and the trustee's final report and account approved and allowed. There not being any funds upon which to declare a dividend to creditors, the actual administration expenses were ordered paid. Creditors having been directed to show cause why a certificate should not be made by the referee recommending the bankrupt's discharge and no cause having been shown, it was determined that such favorable certificate should be made. It was further determined that the trustee should be authorized not to interpose objections to the bankrupt's discharge. Final meeting of creditors was then adjourned without day.

March 24—In the matter of Charles E. Gray, bankrupt, Kalamazoo, an order was made calling the first meeting of creditors at Kalamazoo April 4, for the purpose of proving claims, the election of a trustee, the examination of the bankrupt and the transaction of such other business as may properly come before the meeting. Upon order of the District Judge, notices were mailed to creditors of the sale of the entire assets of the bankrupt at the same day of the appraised value of \$9,572.46.

In the matter of the Spencer & Barnes Co., bankrupt, Benton Harbor, orders were entered by the referee denying the trustee's objections to the claims of creditors in amount of \$4,800 and for the purpose of taking further and additional testimony upon the petition of William G. Newland to account for the sum of \$4,800.

In the matter of Abe Meyer, bankrupt, Kalamazoo, an order was made calling the first meeting of creditors at the latter place April 4 for the purpose of proving claims, the election of a trustee, the examination of the bankrupt and the transaction of such other business as may properly come before the meeting.

March 25—In the matter of Lee M. Ransbottom, bankrupt, Dowagiac, the final meeting of creditors was held at the referee's office and the trustee's final report and account, showing total assets of \$999.65 and disbursements of \$134.63 approved and allowed. A first and final dividend of 2.8 per cent. was declared and ordered paid to all unsecured creditors. Creditors having been directed to show cause why a certificate should not be made recommending the bankrupt's discharge and cause having been shown, it was determined that such certificate be refused. The final order of distribution was entered and the final meeting of creditors adjourned without day.

Large Crop of Pineapples.

Sixty thousand tons of canned pineapples will be shipped to the mainland by the growers of Hawaji this year in accordance with their agreement with the Matson Navigation Co. to ship by that line for five years a minimum of three-quarters of the annual pineapple pack. The freight rate on the product is \$3.25 a ton. The pack this year will be exceptionally large.

It sometimes happens that after a man gets his price the law steps in and makes him give it back.

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

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.

United Trucks
1 1/2 to 6 ton all worm drive
United Trucks are the best business and profit builders a dealer can secure. They are standardized in construction and are capable of performing beyond the requirements usually made on similarly rated trucks as to capacity and endurance. You will be interested in the particulars when you hear about them. Write, wire or visit us personally.

WE OFFER AND RECOMMEND
stocks of
Reo Motor Car Co.
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Call us up for particulars
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136 Michigan Trust Bldg.
Phones: Citizens 2239 Bell Main 241

The United Motor Truck Company
Grand Rapids, Michigan

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.
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GRAND RAPIDS SAVINGS BANK
Assets over Five Million Dollars
Established 1870
"The Bank Where You Feel at Home"



Why not open city account with us? We can give you many good reasons Benefits to you Write us to-day

North American Pulp and Paper Companies
COMMON STOCK

The salient features are summarized as follows:

- 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.
- The Net Physical Assets over all liabilities are equivalent to over \$20 per share on this stock.
- Large percentage of output sold under long time contracts insuring continuance of present earnings at the minimum.
- 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.
- 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.
- 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.
- 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



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.

Advantages of Aggressiveness in April.

Written for the Tradesman.

That it pays to push when the pushing is good is one of the axioms of the hardware business. The advent of spring means for the hardware of a very busy season; and it will be the policy of every shrewd hardware dealer to take full advantage of the enhanced demand for the lines he handles.

Housecleaning lines are already timely by the end of March, and occasional housecleaning displays and housecleaning advertising should continue through April into May. There is no set season for housecleaning; much depends upon the weather and much more upon the individual housewife. Many women believe in starting early, many more make a practice of putting off until late; and probably the majority are just waiting for the hardware dealer to remind them by putting on a display of housecleaning lines. One thing is pretty certain; it's the dealer who puts on the first and the best display who gets the business.

In this connection, it pays to give prominence to new lines. Many of the new lines introduced in recent years have the advantage that they run up into money and give a good, wide margin of profit. Formerly, housecleaning was merely a matter of a pail, soap and scrubbing brushes. A lot of housecleaning is still done with very limited tools. But the household magazines are preaching to the housewives the importance of proper equipment for household tasks; and modern housecleaning jumps all the way from scrubbing brushes—the small kind, two for a nickel—to vacuum cleaners (electric) retailing at \$65 each.

I often think that retail advertisers talk too much of their goods and not enough of the results those goods will produce. It is results in which people are interested. The average housewife is interested in the vacuum cleaner as a dirt killer and a labor saver; the technical details are of interest chiefly as proving that the instrument can and does produce these very interesting results.

So, the hardware dealer who takes as his slogan "A Well Equipped Household" has the advantage of the dealer who just shows the house-

cleaning lines in any old way. Drive it home in your advertising, in your window displays, in your personal salesmanship, that the housewife owes it to herself to have everything that will make housecleaning less laborious and more efficient. Get the idea into her head that she positively ought to have an entire outfit—and then be able to tell her just what it would cost to equip her with everything.

There are a lot of lines to be featured in this connection. A window display could include a full line of brushes, wall dusters, window cleaners, step-ladders, mops, pails, chamois, carpet sweepers and polishes. Then, too, you might work in the more essential tools—hammers, a good general purpose saw, a hatchet, and the like. Among the mops don't forget the dustless mop for hardwood floors. Don't forget enamel, floor wax or floor finish, and like lines. The more you ponder the proposition, the more difficult you'll find it for your window to hold everything that's timely in the housecleaning season.

Perhaps it would be better to save the laundry items for a follow-up window. Your talk on "complete housecleaning equipment" has laid the foundation idea in the housewife's mind of the need of being thoroughly fitted out in a mechanical way. Show in your next window how wash day labor can be eliminated by the aid of proper equipment. There's the washing machine to begin with; the wringer, washboards, dippers, tubs, ironing boards, boilers, sleeve boards, irons—don't forget the electric iron—curtain stretchers, clothes driers, clothes lines, pulleys, reels and clothes pins. Don't allow this window to become perfunctory if you can help it. Show wash day from start to finish; the machine, the wet clothes running through the wringer or hanging on the rack; the electric iron connected with the socket (but don't forget and turn on the current and start the ironing board blazing). Instead of just showing the goods in any old way, give the prospective customer an attractive picture of a real, modern, labor saving washday.

Outside the household lines, a big opportunity awaits the retailer in the paint department. The "Paint Up and Clean Up" campaign will be in full swing. The merchant will find it worth while to encourage the City Beautiful idea locally. A live horticultural society or town planning organization will do a lot to inculcate the very idea upon which the paint dealer is working.

In a way of practical business getting, the hardware dealer should have

his paint campaign mapped out well in advance, and his prospect list in shape. When it comes to big exterior painting orders, particularly at the start of the season, it will often be found worth while to get out personally, and corner the customer and make a dead set on him. A nice bunch of paint orders at the very start, with the paint going on the boards and looking like a mighty good job, is the finest kind of advertisement any paint dealer can get.

A little later, the demand will open up for garden tools. Probably, in addition to turning up a garden, the frugal householder will want to do a little fixing up around the house. Hence, carpenter tools can simultaneously be pushed. There's not the slightest doubt about it, a good back

EVEREADY FLASHLIGHTS

are real profit makers—because each EVEREADY you sell brings the customer back to your store time and time again to buy the renewal batteries and lamps which he needs to keep his light operating.

Figures prove that for each Flashlight dealers sell four batteries and two lamps each year.



WRITE US FOR FULL INFORMATION

C. J. LITSCHER ELECTRIC COMPANY
Wholesale Distributors

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

HARNESS Our Own Make
Hand or Machine Made
Out of No. 1 Oak Leather. We guarantee them absolutely satisfactory. If your dealer does not handle them, write direct to us.
SHERWOOD HALL CO., LTD.
Ionia and Louis St. Grand Rapids, Mich.

AGRICULTURAL LIME BUILDING LIME

Write for Prices

A. B. Knowlson Co.

203-207 Powers' Theatre Bldg., 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

OFFICE OUTFITTERS LOOSE LEAF SPECIALISTS

The Tisch-Hine Co.

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

Foster, Stevens & Co.

Wholesale Hardware

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

Grand Rapids, Mich.

NOKARBO MOTOR OIL

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

It will not char or carbonize.

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

WRITE FOR PRICES AND PARTICULARS

The Great Western Oil Co
Grand Rapids, Michigan

yard garden pays well for the time put on it. A man can pay for his tools and his time and have a profit from the first year's operations besides. Most men like to garden but think it's a poor business proposition. Drive home to them in your advertising and your selling talks that gardening is a business proposition, that it produces returns, that it gives a fellow needed exercise, and that it increases the value of his place. If Smith jocularly remarks that he's buying a dollar's worth of seed to grow 5 cents worth of vegetables, and two dollars worth of tools to produce one mess of string beans, tell him about the fellows who raised fifty dollars worth of garden truck off the back lot last year. You'll know about lots of just such fellows if you've followed up your customers as you should. If you don't know about them, try the follow up stunt, this year, and have good, encouraging examples to quote next year.

Sporting goods of course are timely; the various athletic organizations are already making their preparations for the season. The merchant who is ready beforehand to meet the demands is the merchant who will secure the bulk of the trade. The sporting enthusiast is always in a hurry to get his bat, mitts and ball, or whatever it may be; and if you haven't the goods in stock, he'll hustle over to the other fellow. It's the man with the goods, and not the man who has them on order, who gets the trade.

With the migratory months of April and May, when many people are moving, there will be a good many stove prospects develop. People who move to a new house often see the need of a new stove; moving time is the "psychological moment" for the hardware dealer to get busy. Many dealers keep track of families who are moving and get after them before they're settled. The business is worth personally looking after. Then, too, there are possibilities for the sale of oil stoves for spring and summer use, and of gas ranges for cooking in the hot weather. A display the minute the weather brightens will often be found a business getter.

Anyway, April is almost here; and it is worth while to go after business aggressively.

William Edward Park.

Pickings Picked Up in the Windy City.

Chicago, March 27—Safety First: All street cars in Chicago come to a full stop 100 feet and 25 feet before crossing a railroad track at grade. By making two stops this way, the motorman has his car under control at all times. Very seldom you hear of a street car and railroad accident in the limits of the city of Chicago.

H. Spurling, stock-keeper for Carlson Bros., has returned from Elgin, Ill., where he has been for the past few days on account of the death of his father.

Chicago was visited last Tuesday by the most peculiar storm in the history of the city, so say some of the old timers. Snow, sleet, rain, thunder and lightning, all mixed into one.

C. J. Holton, of the C. J. Holton Cigar Co., Detroit, was a Chicago visitor last week.

Every time a zep appears over London, the people there show their gratefulness to the American genius who thought of the sub-way.

It is with pleasure that the writer notes some one of his Detroit acquaintances got in touch with the Detroit scribe and give him a little news item. It wasn't very much, but every little bit helps. Keep up the good work.

A. Zolla, formerly sales manager of the David Zolla Cigar Co., of Chicago, has opened up a new jobbing house, under the firm name of Standard Tobacco Co. at 223 East 61st street. This firm will feature the G. J. Johnson line of Dutch Master cigars.

In all street cars, "L" trains and in most every vacant spot in Chicago, all one can see is this notice: "Come help catch Villa."

The Boy Scouts of the North Side put on sale last Saturday night their first newspaper, which is typewritten, at one cent a copy. It is reported they sold quite a number of them. The receipts of this paper help buy their uniforms.

Frank R. Swaby, with the cigar department of Hillman's department store, left for Detroit Saturday to spend a few weeks with his brother, whose residence is in Detroit.

O. H. Frank, formerly of Grand Rapids, has opened an up-to-date cigar store at 535 South Dearborn street.

So long as father and the boys are extravagant with their stomachs and mother and the girls are positive they have nothing to wear and the whole family have decided to give the buzz-wagon a rest, just at that moment the insurance premiums are going to fall due and place them in a most embarrassing condition.

Wm. Strand has been a subscriber to the Tradesman for ten weeks and speaks very highly of same. He doesn't see how a paper of this kind can be published at \$1 a year.

The writer agrees with our new Grand Rapids correspondent regarding the good results all hotels could get by having their advertisements appear in this publication. It is a pleasure to read hotel cards in the Tradesman, because every traveling man knows how careful Editor Stowe is to admit only first-class features to the Tradesman. A poor hotel would be as out of place in the Tradesman as a ragged dress on a society lady. C. W. Reattoir.

Automobile Tires and Tubes and Auto Specialties

PULLMAN
3,500 Mile Tires
PLAIN TREAD

NATIONAL REDWALL
5,000 Mile Tires
NON-SKID TREAD

INNER TUBES
THICK, TOUGH, NON-DETERIORATING

Distributors for Michigan:

BROWN & SEHLER CO. Grand Rapids, Michigan

Could You Guarantee Your Weights to be Accurate?



Remember—accurate weights mean satisfied customers and more trade. A scale that your customers know to be reliable wins their confidence—shows them you are up-to-date and protecting their interests.

Fairbanks Computing Scales

Have Fairbanks dependability built into them. You weigh every purchase accurately, conveniently—get its correct value directly, without calculation. And you can buy this high-grade, handsome scale at a saving of 25% to 33 1/3% over former computing scale prices.

Note These Features: Full 50 lbs capacity—computes to 40 lbs. and to 60 cents a pound. Four-point suspension bearing platform with full-jeweled agate bearings throughout. Low sanitary glass platform directly in front of chart. Handsome finish.

FAIRBANKS, MORSE & CO.

CHICAGO

2247-68C

PINE TREE BRAND



IT STANDS ALONE

PINE TREE BRAND

Timothy Seed

Extra Recleaned and Pure At Moderate Price

For Sale by all Dealers or Write

The Albert Dickinson Co.
CHICAGO - MINNEAPOLIS



REVIEW OF THE SHOE MARKET

Five Efficiency Points of Shoe Retailing.

Second Paper.

Written for the Tradesman.

Last week's article dealt, in the main, with the first of our five so-called Efficiency Points: namely, The Wish for Larger Things. This article takes up the second, which I call the Personal-Service Feature.

The importance of the personal-service element in the matter of shoe distribution can hardly be emphasized too strongly. If it be said that personality-commodities of all sorts require, to a greater or less extent, this personal-service in their selling, it nevertheless remains that shoes, more than all other kinds of merchandise of the personality-commodity class, demand the close personal touch. Shoes are unlike other kinds of merchandise in this respect: the fit is so essential—and the ability to fit shoes correctly is a function so highly specialized—it may be considered (and has often been called) a semi-profession.

Now I am perfectly aware of the fact that this particular phase of the retail shoe dealer's business has often come up for consideration in trade publications devoted to the interests of the retail shoe trade. But there is also a reason. It is one of those perennially interesting and everlastingly fruitful topics; also it is closely and so vitally related to the successful conduct of the shoe business that—well, there's no wonder it comes up so often for consideration.

Foot specialists are united in their contention that many of the shoes people are buying and wearing to-day fail to meet the actual foot needs of a surprisingly large percentage of people. In other words the feet are not fitted as they should be. Consequently more or less serious foot troubles of many kinds are on the increase. Undoubtedly many shoe dealers and retail shoe salespeople must plead guilty to the charge of perpetrating misfits. But in many cases there are mitigating circumstances; for often a customer says he wants perfect foot comfort, and then proceeds to block all approach to a perfect fit by insisting on being "fitted" with a last or shape not at all adapted to his feet.

But in spite of difficulties in the way of careful fitting—whether they grow out of limitations of the stock or are artificially produced by wrong notions in the head of your customer—the fact remains that the first big duty of the retail shoe dealer is to provide each customer with shoes that fit. The fit is fundamental.

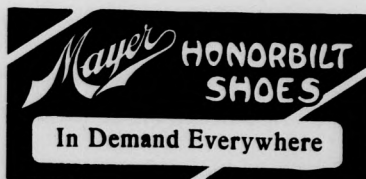
As a matter of fact fitting quality is a thing the dealer sells (either avowedly or tacitly), and fitting quality is a

thing the customer buys (either consciously or unconsciously). Time was when we used to think of fitting qualities and style as something over and above that which we sold. Shoes were the commodities we thought of as being involved in the exchange; and these other qualities were supposed to be thrown in by way of good measure, as it were. We know better now. Nowadays the shoe dealer sells both fitting qualities and style. And why not, since he himself must pay for just these things?

But the idea I want to underscore is just this: careful fitting calls for 100 per cent. efficiency at the personal-service point. There are other matters connected with shoe retailing where the personal touch counts large in the easy and profitable ongoing of the business, but in the process of fitting nothing can take the place of personal service.

Nothing makes so direct and positive a hit with the shoe-buying public as really high grade personal-service. For one thing, the average man actually knows less about shoes than almost any other sort of personality-commodity that he has occasion to buy. Leather is at best a difficult subject—and only after a long and rigorous apprenticeship does one become an expert on leather. And now that the American shoe industry is facing the problem of introducing suitable leather-substitutes—of which there are a good many now on the market, with more to follow—an already difficult matter for the shoe-consumer will become even more complicated. And then, in addition to the difficulties of correct judgments about shoes arising from the materials out of which shoes are made, there is the matter of shoemaking—and how many of your customers really know good shoemaking when they see it exemplified in a pair of shoes? Not a very large percentage I am sure. They think they do—oh, to be sure, they talk as if they had the whole thing down pat. But you can listen just a little bit with only one ear, and it won't take you long to discover that the things the average shoe store patron doesn't know about shoemaking would make a large and classy volume of first-class lore.

But in spite of the good-natured



Light and Serviceable

YOUR TRADE WILL SOON BE ASKING FOR THIS CLASS OF FOOTWEAR



Orders Solicited

In Stock for Immediate Shipment

Fast selling "Bike" cut shoes for spring and summer wear

804—Men's Black Elk "Bike," two sole	\$2.00
805—Boys' same, 3-5½	1.75
802—Youths' same, 13-2½	1.50
806—L. G. same, 10-12½	1.25
809—Men's Black Elk "Blucher Bike," two sole	2.00
820—Same with three inch cuff	2.30
852—Men's Black Horse Hide "Bike"	1.50
829—Men's same only "Blucher Bike"	1.50
830—Men's same as 829 only 10 inch	1.75

HEROLD-BERTSCH SHOE CO.

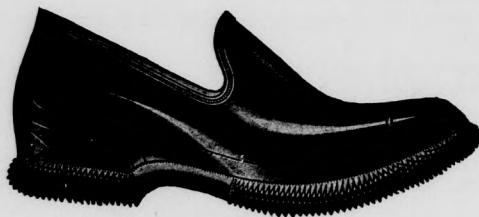
Manufacturers Serviceable Footwear

GRAND RAPIDS, MICH.

Hoods are Goods that keep your feet dry

The PLYMOUTH LINE

(Extra Quality) gives extra service.



Dealers who handle them stick to them because of their sturdiness, the way they fit and the profit they show.

	Plymouth Waverly (Storm)	Plymouth Over (Plain)
Men's	\$.80	\$.78
Boys'	.70	.66
Youths'	.60	.56
Women's	.62	.58
Misses'	.54	.50
Child's	.47	.43

The Michigan People

Grand Rapids Shoe & Rubber Co.

Grand Rapids

bluff some of them like to put up, they do enjoy rubbing up against a real authority on shoes. They like to listen to the talk of the fellow who knows—and knows that he knows. He is the kind of a chap that can cause the other fellow to know. When a shoe salesman has real Simon-pure shoe dope at his tongue's tip he can generally get the attention of his customer, arouse his interest, kindle his imagination, disabuse his mind of prejudice, over-come imaginary difficulties, and gradually lead his customer to his own way of thinking. And so get him in a frame of mind to allow his feet to be fitted with just the style and grade of shoe he ought to have. This is salesmanship, you say. Yes; but what is salesmanship but personal service? And, from a retail shoe dealer's point of view, what is more profitable?

And can you think of anything that contains bigger possibilities for the retail shoe merchant? Here is where the shoe dealer, large or small, wherever he is and wherever he is located, finds himself face to face with a big opportunity. The shoe-buying public is actually hungry for the man who can turn on the light concerning shoes. Out of bitter experience many of them know that shoes that they had supposed to be long on fitting qualities, notoriously fail to produce the kind of foot comfort extolled in the newspaper announcement. Many of them have a real or imaginary grievance against all shoe dealers in general, and perhaps certain retail shoe stores in particular. Many of them are really keen to find a last that looks neat and nobby, and at the same time fits their actual foot requirements in such a way as to produce that big desideratum—the shoe that actually fits. Some of them would willingly go a long piece out of their way to find the man who is building his shoe trade on intelligent, conscientious personal-service lines. If they could find him, they'd give him their business season in and season out.

And not only so, but they would become self-appointed boosters of such a shoe emporium. They'd sing the praises of the man back of the business. They'd come leading their nearest and dearest friends in that they too might get in on the ground floor of such an attractive proposition. And your dealer would find his business perceptibly growing as a result of so much mouth-to-mouth advertising turned loose in the community.

Naturally the question arises, why don't retail shoe dealers get in on this personal-service business stronger? Are they too busy selling shoes at so much per to realize the importance of it? Are they turning the whole task of fitting over to clerks who aren't as well trained to the business as they might be? or who aren't as careful as they should be? Ask our little brother, the South Wind: I don't know. But this I do know: many a retail shoe dealer's business is absolutely weak at this most vital point—the personal-service feature. For that reason many a shoe dealer's trade is also weak and sickly, while

the trade of more of them is quickly reaching that chronic stage of development wherein the application of the strong tonic of publicity isn't going to avail.

Take it from me, brother, this is some efficiency point—this personal-service business. It will pay you to go in for it strong. See to it that you develop it in your store, and among your salespeople. Don't forget that there is such a thing under the canopy as making haste slowly. And remember that a shoe sale is never consummated until the shoes are sold right. Permanent customers are the kind you want—folks who believe in you and your merchandise. But it takes the steel hooks of personal-service to bind this sort to you.

Cid McKay.

Activities in Some Michigan Cities.
Written for the Tradesman.

Bay City is again discussing plans of garbage disposal and a committee of aldermen will investigate the matter and report.

The Mt. Pleasant Board of Trade was dead but is alive again. At a recent meeting of sixty-four business men the old officers resigned and six new directors were chosen as follows: W. D. Hood, W. E. Lewis, Walter Russell, Cash Harris, Peter Breidenstein and E. J. McCall. A rest room for visitors, better roads and other matters will be taken up.

The Big Rapids Board of Trade has elected officers for 1916 as follows: President, L. F. Bertrau; Vice-President, J. C. Jensen; Secretary, W. A. Stilwell; Treasurer, D. C. Morrill.

Battle Creek has added a triple combination fire truck to its fire fighting equipment.

Farmers and business men of Sault Ste. Marie held a successful get-together meeting and among the results are the following: definite steps toward raising sugar beets in Chippewa county, with possibility of a sugar beet factory at the Soo; two of the county creameries will be put on a profitable basis; better understanding between farmers and citizens and better marketing conditions; steps toward an organization of farmers and business men for mutual advantage; provision for other get-together meetings, the next one to be held at the city hall March 25.

All Jackson county residents now have access to books of the Jackson city library on payment of \$1 a year and under this arrangement the circulation of books is being stimulated. Under the present parcel post law many books go back and forth by mail.

A Bigger, Better Bellaire is the slogan of the Board of Trade of that town, an organization that is coming to life after lying in a state of coma for some years.

Five farmers have been added to the directorate of the Ludington Board of Trade. Farmers were admitted to membership on the Board last year.

Almond Griffen.

Expunge the accounts of man's inhumanity to man from the world's history, and a small volume would contain the rest.

Rouge Rex Shoes



**Convert the Transient Customer
Into a Permanent One**

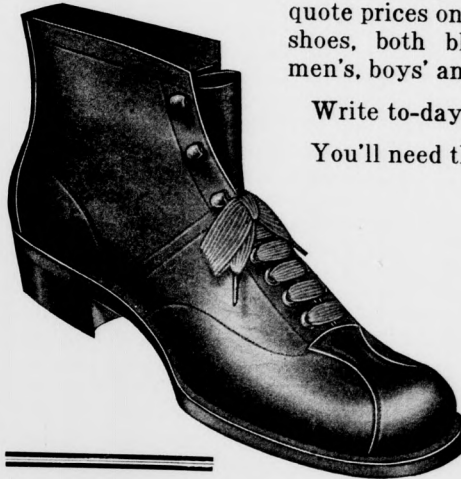
Quality is not quickly forgotten, either good or inferior, and it is the superior quality of our own tannages, both upper and sole leather, used in our Rouge Rex shoes that brings the smile of satisfaction to the face of both dealer and consumer.

We tan the leather and make the shoes. They answer the needs of the man who works.

Let us send you samples and quote prices on our outing pattern shoes, both black and tan, in men's, boys' and youths' sizes.

Write to-day.

You'll need the shoes very soon.



**Hirth-Krause
Company**

Hide to Shoe
Tanners and Shoe Manufacturers
GRAND RAPIDS, MICH.

R. K. L. Original Hard Pan Shoes

**MADE ABSOLUTELY SOLID
STAND THE HARDEST WEAR**



No. 8308

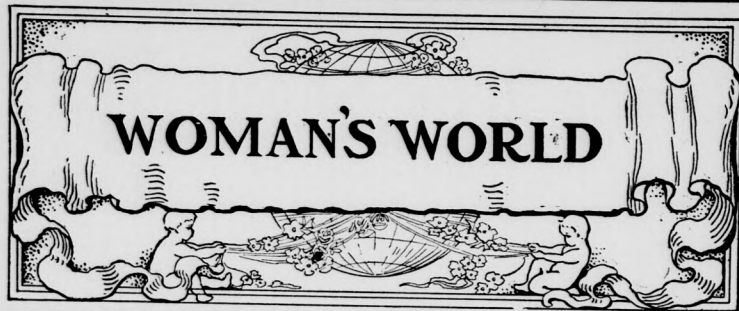


These Numbers in Stock

- No. 8308—R. K. L. Hard Pan Blucher, 8 inches high, ½ double sole
- No. 8307—R. K. L. Hard Pan Blucher, 8 inches high, single sole
- No. 8367—R. K. L. Hard Pan Bal, 6 inches high, ½ double sole

Rindge, Kalmbach, Logie Company

Grand Rapids, Mich.



Hard Work Not the Only Element of Success.

Written for the Tradesman.

Nowadays the desire for success is in the very atmosphere we breathe. Every ambitious and energetic woman, whatever may be her particular line of effort, wants to succeed in it—to attain a proficiency far beyond the ordinary. And every woman with a human heart wants to realize and enjoy the tangible fruits of success—the better pay or other substantial recognition that is the just due of extra proficiency.

Success is a big subject, one about which many books have been written. Read the good ones. Having gained all the ideas of value that you can from every source, then size up your situation and determine for yourself what constitute the essential elements of success for you.

You will naturally look about for examples—you will observe the methods of those who have won out in fields of endeavor similar to your own. But make your own analysis of their ways and means. For, strange to say, many who have succeeded can not tell correctly how they have done it.

The man or the woman who has risen to eminence in a profession or who has made a large fortune, is apt to name just hard work as the reason for his or her success. In reality hard work has been only one factor—other elements have been just as indispensable.

This discrepancy is easily accounted for. Many persons do not know all their own strong traits. Shrewdness and foresight in things financial, the decision to act promptly, the caution that keeps one from a hundred difficulties and losses, the ability to make friends, will power—of such traits as these their possessors are often unconscious. But no one works hard for a term of years without knowing it.

There is a widespread belief that hard work will accomplish everything. Toil long enough and strenuously enough say some of the advice-givers, and you surely will "get there." It really seems that this ought to be true. That those who labor most should secure the biggest plums appears only just. But things don't always come out that way. Indefatigable workers do not always succeed. They have enough energy—too much possibly—but may lack some other essential quality, and so stay "with nose to the grindstone" all their days.

Mr. Whitney was a grocer. He was wonderfully well liked and did

a very large business. He worked hard. He was in his store early in the morning and often staid until 10 or 11 at night, posting his books. He wore himself out and died at only 50. While he was a man of even remarkable ability in some ways, he was lacking in financial management. He gave credit too freely and his running expenses were too high. When his affairs were closed up after his death, there was left for his widow, besides a small life insurance, nothing but accounts, and these mostly uncollectible. Just this, in place of the snug fortune that by rights he should have accumulated.

Look about you and see if among your own acquaintances you do not find cases very much like Mr. Whitney's.

So, little sister, while you can not hope to attain anything deserving the name of success without long and severe exertion, don't make the mistake of pinning your faith to hard work alone. Particularly note this if you are one of the overindustrious, plodding, faithful souls that always are doing more than their share. The woman who is overzealous at work is apt to neglect the other things that make for success. She is liable to sink into a mere drudge. And drudgery—unthinking, wearisome, mechanical toil—never gets any one anywhere. The woman who is habitually jaded, overworked, overtired, is not on the way to success. Sooner or later she will break down. Health and strength are most precious assets. Only in some great emergency is it justifiable to overdraw the physical bank account.

In most occupations practical for women, one has to do with people, and needs to understand human nature and to cultivate tact, a pleasing personality, control of tongue and of temper, force of character—all those traits that are needed in getting along well with folks. Right here a word about clothes. Some women dress too much and others don't dress enough—that is, these last scrimp on their wardrobes, when a little more money spent in becoming apparel would be the most profitable investment they could make.

"Why can't Miss Marston secure a better paid position?" enquired one woman of another, both of them friends of the teacher of whom they were speaking. "She is a college graduate, has had splendid professional training, is exceptionally bright, and is a good instructor. I should like to see her 'arrive.'"

"I believe all that holds Millcent back," answered the other, "is her

shabby clothes. She has just bought an expensive encyclopedia, and is still wearing that same old suit that she got three years ago. Thinks she not afford anything new. Her case is hopeless."

Miss Marston is a typical example of the so-called sensible girl, the girl who takes herself seriously and dislikes to spend much on pretty clothes, forgetting that school boards, superintendents, parents and pupils all have a human preference for the teacher

REYNOLDS

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"Originators of the Asphalt Shingle"
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SAFETY in Buying means getting the goods and the quantities of goods YOU can sell at a profit. It means knowing what to buy and getting it at the right price.

You can be safe in buying when you buy from "Our Drummer." If you haven't the current issue handy, write for it.

Butler Brothers

Exclusive Wholesalers of General Merchandise

New York Chicago

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WHITE HOUSE COFFEE

DWINELL-WRIGHT CO.
BOSTON—Principal Coffee Roasters—CHICAGO

Fragrant—Delicious Satisfactory

BOSTON ROASTED BEST GROCERS

In 1, 2, and 3-lb. sealed tin cans only. Never sold in bulk.

SUITS WHEN OTHERS DISAPPOINT

TELL YOUR CUSTOMERS THAT—

"If you buy 'WHITE HOUSE' Coffee, you may be certain its packing is sealed, all-tin cans insures its delivery into your hands in a perfect, unimpaired condition without the possibility of adulteration or admixture, or exposure to contaminating influences. IT'S WORTH THE TROUBLE."

Distributed at Wholesale by

JUDSON GROCER CO.

GRAND RAPIDS, MICH.

who has some style about her—a preference that manifests itself by giving the best places to that kind.

While success with her is a somewhat less definite and tangible thing than with her professional or business sister, the home woman also needs to analyze her situation and determine the elements that will enable her to compass the ends she desires.

Whether the work be that of wife and mother or that of the woman who "does things," the factors that make for success always must be held in well balanced proportion. And they are not interchangeable. More of one will not make up for a lack of some other that is essential. A stenographer may have excellent manners and present an exceptionally good appearance, but if she is a careless typist and a poor speller, she can not long hold a good position. The wife who squanders her husband's earnings can not atone for her waste and extravagance by being uniformly cheerful and amiable. A magnetic personality can not win out permanently without energy and persistent application. Nor will an excessive amount of hard work bring success when some serious deficiency is left unamended. Quillo.

Higher Costs of Shoes a Vital Issue.

In the Reporter of last week we printed a page of graphics illustrating the causes which have made it absolutely necessary to increase the wholesale and retail prices of shoes. We repeat the several items here:

Tan calf suitable for cutting into men's shoes which retailed at \$5 in March, 1915, was then 31 cents a foot—to-day the price is 42 cents and may be higher before this article is published.

Patent side leather for women's shoes selling at \$4 a year ago was 29 cents a foot last March—the rate now is 35 cents.

Black dull finished calf for men's shoes which sold at retail a year ago for \$5 was quoted at 30 cents a foot—the price to-day is nominally 37 cents but stocks are small and the rate one day is no criterion for the next.

White calf to cut into women's shoes to sell at \$4.50 last March was obtainable at 28 cents a foot at that time. The nominal quotation is now 50 cents but there would be great difficulty in buying a large quantity at any price.

Glazed kid such as was cut into a shoe for men to retail at \$4 a year ago cost 17 cents a foot—the price now is 23 cents.

Glazed kid as used for \$3 shoe for women a year ago could be bought for 13 cents a foot, it is now 18 cents.

Grain side leather for men's shoes to sell at \$3.50 a year ago was bought at 26 cents a foot—the cost to-day is 31 cents.

Oak and union sole leather which sold last March at from 42 cents to 48 cents a pound is now strong at 60 cents.

Sheepskins, duck and twill linings, laces, buttons and other findings are all higher. Shoe sundries are from 10 to 20 per cent. higher.

Woven fabrics for shoe tops have advanced almost as much as leather.

A large manufacturer puts it this way: "The advance is 15 cents a pair on uppers, 7½ cents a pair on soles, 2 cents a yard on linings and 15 cents a pound on cement."

Cammeyer, the New York retail store, has just issued catalogues of spring styles. Men's high cuts range from \$8 to \$12 with hunting boots at \$18 to \$22. Men's oxfords range from \$7.50 to \$10. In women's high cuts nothing is listed below \$8 and up to \$16. Low cuts for street wear range from \$5.50 to \$10. Children's shoes are rated at \$2.50 to \$4.

A large manufacturer of low-priced shoes for the jobbing trade made up samples last October of a shoe to sell to the jobbers at 93 cents. He finds it impossible to produce the shoe now for less than \$1.20 and it is not safe for him to estimate that he can continue to turn out the line at \$1.20 because leather prices are still advancing.

A manufacturer of fine shoes for men is sending out salesmen with a line of samples not one of which can be offered to the retailer for less than \$5 and which are to be sold at \$8 at retail.

Several manufacturers have called back their salesmen from the road, giving as a reason that they are unable to purchase the leather to make the shoes to sell at the prices put on the samples.

In the New England shoe factories labor conditions are critical growing out of the foreign army contracts and the unprecedented domestic demand for shoes.

The foregoing paragraphs should suffice to explain the situation as it exists to-day, but there are differences of opinion as to the future. The burden of evidence is on the side of those who argue that there is no danger of a sudden relapse to low prices. The supplies of raw materials for making leather have been depleted at the source. If the war should come to a sudden ending it might prevent further sensational advances in the cost of leather and shoes, but prices would remain high pending the raising of larger herds of cattle.

At the present time the Allies are attempting to restrict the importation of merchandise for civilian use. This is to preserve the rate of sterling exchange.

When the urgent demand for war supplies abates after peace is declared the United States will be called upon for millions of dollar's worth of leather and shoes during the period of rehabilitation. Meanwhile the export call for leather and shoes will continue. Russia is said to want seven or eight million pairs of army boots which cannot be made in England or France and must be produced in the United States if anywhere. There are evidences that the warring nations generally are in greater need than ever as far as supplies of leather and shoes is concerned. In view of all the facts it appears safe to predict that the crisis will be more acute as the war continues.—Shoe and Leather Reporter.

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SAXOLIN
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You are sure to receive a
**high grade Flour—Clean and
Pure—Free from Dirt, Dust
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The Paper Lining
Closes the porous mesh of
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vents the Flour from Sifting
out and the Dirt from get-
ting in.

400 Millers Use
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**The Sack that keeps
the Flour IN and the Dirt OUT**

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

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And we have the letters from these ten successful
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SELF-CONTAINED
FLOUR MILL

One Kentucky miller says his "Midget" Marvel cleared him
\$4,628.00 in 7 mos.; one in Pennsylvania \$2,500.00 in 8 mos.;
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much or more. Soon pays for itself. You can do as well or
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12½, 25 and 50 bbls. a day capacities, finest roller flour. A
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No previous milling experience necessary—anybody can
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and the positive proof of the big profits the "Midget"
Marvel will make for you every day in the year.

Anglo-American Mill Co., Inc.
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30 Days **Free Trial**

THE MEAT MARKET

Curing California Hams.

California hams, or sweet pickled shoulders, are generally handled in a somewhat cheaper pickle than ordinary hams. For instance, in a formula for ham pickle using 400 pounds of sugar to 1,500 gallons, 300 pounds of sugar would be ample for California ham pickle. It is a very difficult piece of meat to cure, especially if the hogs are not properly chilled. As the shoulder is one of the thickest parts, it is one of the last cuts to chill through. It is the general practice to pump California hams before curing, and in so doing they should be pumped very heavily in the veins and under the shoulder blades, these being the two places where the meat first shows symptoms of trouble. Otherwise the chilling and general handling is practically the same as other hams.

Here is a successful method: When green, leach forty eight hours, with a sprinkle of salt. Pump three times, once in the shank, once on top of the blade and once below the shank. Pump in second overhauling with two stitches, one in the shank and one in the body; overhaul the same as other hams. For making a pickle for California hams use the following formula: To 1,500 gallons of pickle, 75-deg. strength, add 300 pounds of sugar and eighty-eight pounds of saltpeter. Mix in the usual fashion.

Sugar in Sweet Pickle.

Sugar is used in pickle not only to give the meats cured in it a sweet pickle, but to produce a fermentation as well, for it is this fermentation that produces the soft, luscious flavor which is characteristic of the well-cured pork cut. This fermentation is induced at a temperature at a little over the melting point of ice, its activity increasing until the maximum is reached at about 90 deg. F., after which it diminishes with a rising temperature until it ceases entirely at 120 deg. F. The fermentation which takes place while sweet pickled meats are in the cure must be held very low, as even a slight degree of fermentation is detrimental to the meat as a whole. That is why it is necessary to hold curing rooms at a temperature of between 37 and 40 deg. F. It is this fermentation that takes away the harsh taste of the salt, not the sweetening properties of the sugar directly. If there is any doubt of this make a test of a vat of hams using saccharine instead of sugar. With the former there is no fermentation, but the meat has a hard flavor and while sweet it does not mix with the salt, leaving two distinct flavors

instead of the blending of the two as there should be in a piece of meat that is well cured.

Preparing Rounds for Market.

These are first run off from the ruffle or fat, care being taken in running them that they are not cut and that as little fat is left on them as possible. The casings should be taken out in two pieces, it being impractical to take them out in full lengths on account of the danger in tearing them in removing the contents. After they are cleared of the contents they are put through the fatting machines, or if no machine is to be had, they are scraped by hand, removing all the fat that adheres to them. It is essential that all the fat on the casings should be removed, as it is more valuable than the casings themselves, as a usual thing, and is detrimental if left on. After they have been fatted they are put in a vat of water and turned, which process turns them wrong side out, exposing the internal part of the intestine. This is then put through the sliming machine, which removes all the membrane. When this work is completed it is only the muscular portion of the intestine that remains. After they are thus finished, they are measured, inspected, tied into bundles and put into the first salting. After remaining one or two days in salt, they are resalted and packed into tierces.

Cereal in Sausage.

Cereal is added to sausage primarily to give a uniformity of texture, and to increase the palatability of the article. Edelmann, Mohler and Eichorn, in their well-known book, Meat Hygiene, say "The supposition that the addition of flour to the sausage filling makes the absorption of a larger quantity of water possible is erroneous, as starch flour absorbs water only in boiling, and boiling water or prepared paste is not used in the preparation of sausage."

A married man always gets everything that is coming to him—and then some.

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.

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Oils and Gasoline
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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.

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Grand Rapids, Michigan

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, Dis't Manager

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Grand Rapids, Michigan

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Fresh and Salt Meats

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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.

Watson-Higgins Milling Co.

Merchant Millers
Grand Rapids, Michigan

Owned by Merchants

Products Sold Only
by Merchants

Brands Recommended
by Merchants

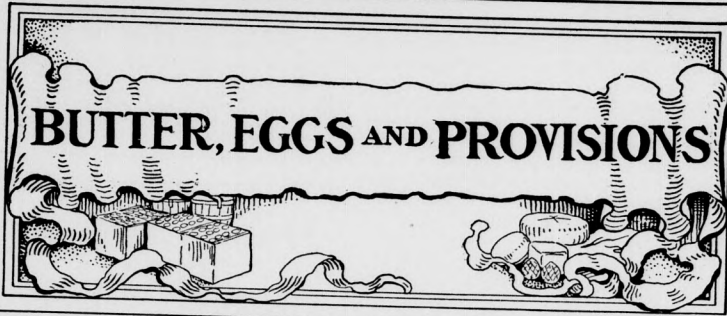
PEACOCK BRAND Breakfast Appetites

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



Necessity of Preparedness in the Egg Business.

The watchword to-day is preparedness. As a Nation we realize the necessity of such, but vary as to the proper means. This is a grave subject which interests all. Never since the Declaration of Independence was signed has there been so much uncertainty regarding the future. This awful war among so many nations has given this country an immense business, and fast are we drawing their gold. This has made fortunes, and given employment to many. It has been the means of making prices for our products higher and of advanced wages, especially to the mechanics. Those who have been benefited most are the manufacturers and the farmers.

As we look upon conditions in this country we would conclude they were favorable were it not for the knowledge that as a people we are too extravagant and wasteful. We are living as a rule where conditions are good, prices of our products extreme and labor high. We think they will always be so. While to-day our exports are enormous and their gold flowing fast to us, what will be the conditions when the war ends? This is a real question. The answer differs coming from many able men. Many believe it will be an era of great prosperity for this country. I cannot see it in this light. I wish I could. I believe we should prepare ourselves for a reaction. We know we have their gold, and they must do all possible to get it back. One way to get it back is in manufacturing goods for less than we can, with our very high price of labor. Let us look for a moment at the conditions as they exist to-day among the nations at war, and then our own. See the wonderful changes that have taken place in all the nations at war, how they have conserved in all ways. It might be true to say we waste as much as they consume. Our conditions are the reverse, our extravagance increasing, competition too great, good judgment and caution ignored, and wild credits giving a false impression of our true conditions. The grave proposition for us is the labor proposition. We know that a vast number of principally unskilled labor have returned and joined their colors, and it is estimated when the war closes at least 500,000 aliens will return. That the map of the nations will be changed there is no doubt. That the war will change conditions is certain. I pre-

dict this war a vast school of education of all kinds.

For instance, the great country, Russia, has developed wonderful improvements and to-day there is a large increase in savings in the banks, caused both by higher wages and the doing away of liquors. This war has made it necessary to build many miles of railroad to transport men and munition. At the close of the war these will be used to distribute their products, and there is no more fertile country than Russia. Then we have the Argentine, which supplies such vast amount of meats. All these countries can produce at much less cost than we; but we must compete with all of them. Naturally, our expenses increase, both for National business expense and personal expense, caused by our manner of living, and strong and unbusiness-like competition makes our per cent. of profits less.

We have a wonderful country, fertile, varied in soil and climate. Thousands and thousands of these fertile acres that have yielded enormous crops for years now must use fertilizers. Labor is very high and land values also. We should take all these things into consideration and prepare. We must learn to conserve, to economize in all ways. I believe to-day we are on too high a level. I believe we are living too extravagantly. I believe our ambition is to make money, overlooking the most important things of life, devotion to our families. Josh Billings said, and truly, he liked money, but, thank God, he liked what it would buy better. We cannot, no matter how strong the organization, combine to manipulate and control prices of our products except for a time. Then the great controller takes things in hand—supply and demand. We know it is possible to increase demand by reducing price or curtail or destroy demand by advancing price too much. There is a safe basis to operate on. What has been the average cost for the past ten years? Cost of storage eggs, I mean. Why pay extreme prices in anticipation of uncertainty? If you want this kind of gambling I advice all to open accounts in Wall street. You will not have to wait for action. Any day you can close your holdings and know your condition. You will not have to figure storage, interest, insurance, commission or any deductions for bad order. Put in storage our surplus products at fair price, these products to be used in time of shortage whenever this time presents. Keep them going into consumption.

I believe there must be changes in the near future. If I am correct, let us begin now to prepare for the competition which we will have. The soil is our foundation, and we represent the products of the soil. Let us begin to prepare for the competition we must have.

Ingersoll, in a lecture, said if there was such a place as heaven the better we lived here on earth, the better prepared we would be to enter.

Even should I be wrong in my

views as to the necessity of preparedness, and you follow me, you will be the gainer anyway.

My advice is to be cautious. Credit and cold storage are both essential. Each should be handled with careful judgment. Do not let that small 1/2 cent blind your good judgment, as so often has happened.

Harry Dowie.

It is easier to accept a position than it is to hold a job.

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.

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.



Grand Council of Michigan U. C. T.
 Grand Counselor—Walter S. Lawton,
 Grand Rapids.
 Grand Junior Counselor—Fred J. Moulter,
 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, Traver-
 se 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, March 27—The Sanford Co., at Big Rapids, held its annual opening March 22 and 23, which was a great success. The Sanford store (which was formerly the Bertrau-Almorth Co.) is one of the most up-to-date department stores in Northern Michigan. This year it has added some new features. The large line of ladies' ready to wear clothing was exhibited in the most modern fashion by two very pretty young ladies acting as living models who paraded up and down the store to the music furnished by the orchestra. This was the first time any thing of this kind had been pulled off in Big Rapids. About thirty traveling men representing the houses from whom the Sanford Co. purchase its goods were in attendance during the two days, helping the clerks in the different departments demonstrate their respective lines. On the evening of March 23 a banquet was given by the Sanford Co. at the Western Hotel to the traveling men and employes of the store, about sixty people sitting down to the table. Max Lown, chairman of the entertainment committee, introduced W. J. Turner, buyer in the hardware department, as toastmaster. Mr. Turner exhibited the same shrewdness in introducing the speakers that he does in buying goods for his department. He first called on W. M. Sanford, President of the Sanford Co., who in a few well chosen remarks complimented the employes on their co-operation with the management and thanked the travelers for their assistance in making the opening a success. W. H. King, of the Wood Bros. Silo Manufacturing Co., gave a very interesting talk on the condition of the steel market and the general financial condition of the country. F. W. Wilson, of Traverse City, with the John Deere Plow Co., gave an address on salesmanship and profits, laying special stress upon the fact that there never was a time in history when the consumer expected to pay a larger increase in price over former purchases than to-day; that although the dealer's warehouse may be filled with stock purchased at last year's prices, he cannot replace this stock for anywhere near the same money as it cost him; and for goods purchased now he will be forced to sell for a much higher price. Right now is the

opportune time to raise the retail price on goods, when the people expect to pay it. Earl Knowlton, of Traverse City, with the Reid-Murdock Co., of Chicago, spoke on the inspiration a salesman should have when he sees a customer coming through the door. Matt Steiner, of Muskegon, with the International Harvester Co., told a few stories to jolly up the crowd. Mr. Sutton of Grand Rapids, general manager of the International Harvester Co., spoke of the enthusiasm shown by the employes in contributing to the success of the company. Sidney Larter sang "It's Just Her Way." Mrs. Leachman, head of the ready-to-wear department, gave an excellent paper on salesmanship. Mr. Bricault, of the W. Bingham Co., Cleveland, and Louis J. Koster, of Edson, Moore & Co., Detroit, gave short talks. Miss Ruth Kratz read a selection in German dialect. The enjoyable evening was closed by the singing of America.

Harry Hurley, with the Commercial Milling Co., of Detroit, is confined to his bed with an acute attack of rheumatism.

George Creech, member of No. 361, is very sick in the hospital at Grand Rapids.

Mr. Freimann, of the Freimann & Co. hide, wool and fur dealers at Traverse City, after being in the hospital, was able to be taken home Saturday.

T. Dorsey, with the John Deere Plow Co., at Lansing, while attending the Sanford opening at Big Rapids, received a telegram announcing the very serious illness of his mother and he left at once for her home at Nashville, Tenn.

Saturday night Traverse City Council held its regular election of officers and the following were chosen for the ensuing year:

Senior Counselor—Earl Knowlton.
 Junior Counselor—S. B. Taylor.
 Past Counselor—H. C. Hoffman.
 Secretary-Treasurer—Harry Hurley.

Conductor—Bernie Reynolds.
 Page—Lee Messenger.
 Sentinel—Alva Cruzen.
 Executive Committee—Ned Lowing, J. Young, Lew Miller, Archie Jourdan.

Delegates to State convention—Earl Knowlton, H. C. Hoffman and Dave Gingrich.

The meeting was called at 3 o'clock and a recess was taken at 6:30, and supper was served by the ladies entertainment committee to about one hundred members and their families. After supper, a public installation of officers was held and the members had the pleasure of listening to some good talks by Rodney Eaton, Secretary of Flint Council, Roy Bradshaw, Secretary of Petoskey Council, and Bert Agens, Past Counselor of Petoskey Council.

C. A. Cressy, formerly with the Singer Sewing Machine Co., at Traverse City, is now manager of the same company at Springfield, Ohio.

Little William Leonard, son of William Leonard, representative of the Spaulding & Merrick Tobacco Co., is, much improved after a severe and

lingering illness from typhoid fever.

Bill Shreader, the popular salesman for the Plankinton Co., Milwaukee, left his home at Cadillac for Manton. About the time they passed Gilbert a large hook worm sank his fangs deep into the pink flesh of poor Bill, who immediately dropped to sleep and did not awaken until he heard the conductor call Hare Sid-ing. His walk of five miles back to Manton put Bill in a physical condition that will require more than a worm to put him asleep another time.

We understand that Bill Hawker, the well-known conductor on the P. M., has been spending a few days riding around Grand Rapids in a milk wagon. We don't know whether he is contemplating buying out the route or whether he is just trying to get his fill of milk before starting out on his Petoskey trip.

F. W. Wilson.

Why You Should Boost Your Home Town.

Because you live here.

Because you want to see her grow.

Because your friends are in business here and you want to see them succeed.

Because every dollar spent at home helps home.

Because you are living here and you should be fair to the place you live.

Because the home merchant you patronize pays his part of city, county and State taxes, thus adding to the general welfare of the community.

Because the more business done at home the faster home will grow.

Because the home merchant spends thousands of dollars annually in salaries.

Because thousands of dollars annually of salaries are spent with the home merchant.

Because a dollar spent away from home never returns.

Because if you patronize home merchants you help to attract more merchants to your home town.

Chickens that come home to roost have more sense than some men.

NIAGARA RESTAURANT

11 S. Division Avenue
 Regular meals 25c and short orders a specialty.
 We cater especially to the traveling public.
 Open at all hours. Opposite Livingston Hotel.
 Grand Rapids, Michigan
 T. H. JOSLYN and W. H. JOHNOX

Livingston Hotel

Grand Rapids, Mich.

Fine Cafe in Connection

Entertainment Every Evening

Henry Smith
 FLORIST
 139-141 Monroe St.
 Both Phones
 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.

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. Neahawanta Resort Association, Traverse City, Mich.

Hotel Charlevoix Detroit

EUROPEAN PLAN

Absolutely Fire Proof

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

Grinnell Realty Co., Props.
 H. M. Kellogg, Manager

GRAND RAPIDS THE NEW
MERTENS
 Rates \$1.00
 With Shower \$1.50
 Meals 50c
 WIRE FOR RESERVATION
 A hotel to which a man may send his family

HOTEL CODY

EUROPEAN
 GRAND RAPIDS, MICH.

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

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

The Hotel Geib

Eaton Rapids, Mich.

L. F. GEIB, Propr.

AMERICAN PLAN

Artesian Water Steam Heat

\$2 Per Day

Sample Room in Connection

The New Winter Inn GREENVILLE, MICH.

W. H. MILLS, Proprietor

European American
 50c, 75c, \$1.00 \$2.00 and up

Bell Phone 860

Citz. Phone 2713

Lynch Bros.

Special Sale Conductors
 Expert Advertising—Expert Merchandising
 28 So. Ionia Ave. Grand Rapids, Mich.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, March 27—W. R. Cowan, the popular manager for the Prenzlauer Bros. department store, left last week for the windy city on business.

The Civic and Commercial Club has decided to hold monthly noon day luncheons for its members and friends, the first to take place on Thursday next. Francis T. McDonald, one of the Soo's well-known orators, will deliver a short talk on charter revision. This get-together monthly meeting will, undoubtedly, do much toward promoting the social and business life at the Soo. C. J. Byrns is chairman of the entertainment committee and will see that the lunch part is no small feature at the meeting.

"You can never tell how much money a man has from the way he talks about it."

George Furllette, one of our local barbers, has a copy of Ulster County Gazette printed in 1800 which is quite a curiosity and a priceless relic. The paper was published in Kingston, county of Ulster, Jan. 4, 1800, by Samuel Freer & Son. It is a four-page paper, four columns wide and about eighteen inches long. The paper is odd and unique in that it is the first publication of that paper after the death of Washington on December 14, 1799, and is in mourning with deep black borders running through the paper and around it. There are a number of letters of condolence from England, Holland, France and Germany to the American people, resolutions by both bodies of Congress and time, even three months old, were considered news and much space given the reports. The same class of advertising was used at that time as is now, including want advertisements and mortgage sales, and there was one where a sawmill was offered for sale with "one healthy, stout, active negro wench thrown in." The paper came into Mr. Furllette's possession from his father, who had received it from his father. An offer of \$300 for the paper was turned down by Mr. Furllette, who further states that money cannot buy it.

"The pessimist has his suspicions that the man who holds the upper hand may have dealt it from the bottom of the deck."

The many friends of our well-known former townsman, Joseph E. Bayliss, are pleased to learn of his having landed a splendid position with the Dow Chemical Co., of Midland. Joseph expects to leave his position with the State and will devote his entire time to his new duties. The Dow Chemical Co. recently began the manufacture of indigo blue dye and is making millions of dollars out of the new venture, being one of the few successful producers of this product. Mr. Bayliss hopes to still continue making the Soo his home, as there is a warm spot in Joe's big heart for the Soo. He belongs to "The Soo for You Club."

If one only had a camera and could have taken a snapshot at William Herbst, the well-known traveling salesman for the Soo Hardware Co. It was about 8 o'clock last Friday morning, when Will was on his way back home carrying his large sample book and three grips of about 100 pounds excess. While it is a well known fact that Will has never been known to utter an oath, what he thought of the D., S. S. & A. train service would not look well in print. The South Shore has been running a local passenger train, leaving the Soo at 7:45 each morning, but as the traffic was light on the morning mentioned the train was cancelled without due announcement being made by the railway company, and from what we can learn Mr. Herbst is going to take the matter up through

the Soo Traveling Men's Association to ascertain the cause for handling the train service in the erratic manner mentioned.

The friends of John Brunnell, the veteran storekeeper at Rosedale, are pleased to learn that he is again able to be around attending to business and hopes to pay the Soo a visit as soon as the weather is permissible.

Fred, Raymond of the Raymond Furniture Co., who has been sojourning in the South during the winter, returned last week and is now back in the harness, where he is ready to make up for lost time, feeling much improved in health. He reports having spent a delightful winter, but is pleased to get back to the beautiful Soo and the refreshing air of Cloverland.

Ed. Mosher, the popular manager of the grocery department for the H. C. Johnson Company, Johnswood, is a visitor here this week, his mission being the purchasing of a large amount of provisions, which is to be shipped overland. Ed. reports the narrow escape which the firm had of being robbed of several thousand dollars from the office at Johnswood last week. One of the men working for the company, having hailed from the West not long ago—in fact, being an ex-cowboy—started to work at Johnswood and cut quite a figure, drawing the attention of the natives by carrying a six-shooter in his belt and always ready to start something at any time. It seems that the Westerner had made friends with the book-keeper of the company shortly after his arrival there, and from the book-keeper he got the combination of the safe and learned when the \$7,000 pay roll would be deposited there and for this assistance he was going to go halves with the company employe. All the plans were carefully made and an Indian stationed the day before the planned robbery to watch if any officers came to Johnswood that day. The plans were all right, but in the meantime the book-keeper got cold feet and he revealed the plot to the officers of the company. Sheriff Bone and his deputy arrived at Johnswood on the night of the proposed robbery. Leaving their horses several miles in the woods, they cautiously approached the office where the money was kept. Together with the superintendent of the company, they concealed themselves and awaited developments. About 11 o'clock the ex-cowboy unlocked the office door with the keys which had been turned over by the book-keeper and entered. He walked to within a few feet of the safe and stopped in a pondering mood, but after a couple of moments he strode out of the office without molesting a thing. The officers waited until 5 o'clock in the morning, thinking that he had gone out for something and would return, but he did not show up, and when questioned by the officials later, the ex-cowboy declared that he simply lost his nerve. The Sheriff and deputy showed signs of their watchful waiting the next day, as the deputy was hidden in a space of about two feet square and covered by a curtain, where he stood from 10 o'clock at night until 5 in the morning and the sheriff's case was similar. Ed. is enjoying his short stay here, shaking hands with his large circle of friends who are always pleased to see him.

A French military doctor says that trenches properly constructed are far better than ordinary health resorts. Why go to health resorts when you can dig a hole in your back yard?

The merchants are making great preparations for the spring style show and manufacturers' exhibit which is to be held at the armory, April 3 to 8 and will be one of the greatest openings and fashion shows ever seen in the Soo. The merchants and manufacturers and salesmen of this city,

aided by the Civic and Commercial Association, plan to provide free entertainment for all visitors and to refund railroad fares to out-of-town shoppers. Great preparations are also being made for the auto show which will be held at the same time and many of the leading cars will be on exhibition and all visitors taking in the exhibition are assured of their money's worth. William G. Tapert.

Muskegon Traveler in Hoosier Land.

Valparaiso, Ind., March 27—Signs we see along our way in Hoosier Land:

Meat Market—O. Shucks.

Painter—A. Daub.

Millinery Store—Miss Mona Stuff.

The latest story told of Jess Willard is that a Hoosier farmer, hearing of Willard and being anxious to see him and not finding him at the house when he called, enquired of a servant where he might find the champion. He was told he was down in the field training. Seeing a great cloud of dust he went in that direction and found Jess sowing wheat. He had a bed tick full on his back, sowing with both hands and a spring tooth harrow tied to each foot, harrowing it in as he sowed.

John Porter, Jr., Gene Scott, Harry Hydorn and Col. W. C. Thomas, auctioneer and all round jokesmith, were all of our friends we were able to see in our hurried trip through the union depot at Grand Rapids this morning. All looked good to us.

We were home over Sunday, but had a hard time convincing the family that we had ever lived with them.

Hotels deserving worthy mention in the Tradesman: Butler, Swineford, Auburn, Alderman, Goshen.

E. P. Monroe.

Provisions—All cuts of smoked meats, including picnic hams, regular hams, skinback, bellies and bacon are in good consumptive demand at unchanged prices. Pure lard and compound are unchanged and in moderate demand. Barreled pork, dried beef and canned meats are all unchanged and in fair demand, but canned meats are due to go higher, on account of the high prices of raw material. Some holders have already advanced canned beef.

P. Henry Oggel, who has just resigned after eighteen years' service with the Kalamazoo Corset Co. to become the purchasing agent for Fuller & Sons' Manufacturing Co., has been presented with a handsome desk as an expression of the regard in which he is held by the Kalamazoo Corset Co. and its office and department heads, with whom he has labored for so many years. Mr. Oggel assumes at once his duties with the Fuller Co.

An Albion correspondent writes: Charles M. Aspinall, registered pharmacist of the Van Gorden drug store, will leave Mr. Van Gorden's employment April 1 to accept a position as representative of the National Biscuit Co. His territory will be in the Northern part of the Lower Peninsula.

Stephen Curtiss succeeds Emil Christensen as traveling representative for the Grand Rapids branch of the National Grocer Co. in the Ludington district. Mr. Curtiss has been employed in the house for some time and is familiar with the line.

It is hard to convince a school boy that summer vacation days are longer than winter school days.

Sparks From the Electric City.

Muskegon, March 27—Having been duly appointed scribe for Muskegon Council and not having been properly instructed as to all the details, I am handing you herewith some items which should have gone in your last week's issue.

The regular meeting of Muskegon Council was held March 18, at which time three new members were added to our roll. J. W. Fleming, with M. Piowaty & Son, Irving Steindler, with the Steindler Paper Co. and E. Frost, with the Peoples Milling Co., were the candidates to receive the honors. After the initiation of candidates the election of officers was held, with the following results:

- Senior Counselor—Milton Steindler.
- Junior Counselor—J. E. Lyon.
- Past Counselor—E. C. Welton.
- Secretary—H. W. Foote.
- Conductor—C. M. Inman.
- Page—L. B. Root.
- Sentinel—Sam Lipman.
- Chaplain—C. W. Stevenson.
- Executive Committee—Frank Anderson, J. T. Sharpe, C. Fallrath and Roy Ashley.

E. C. Welton was chosen as delegate to the annual convention at Traverse City, with Matt Steiner as alternate.

After the business of the coming year was disposed of, a fine spread which had been prepared by our entertainment committee was enjoyed by all. The novelty quartette entertained with a number of pleasing selections during the serving of the luncheon.

We saw Ernie Welton driving through our streets Saturday with a brand new Oakland six. Ernie says this is more in keeping with his size and dignity.

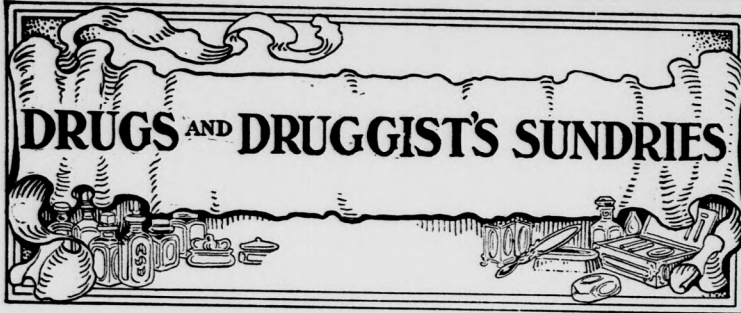
The city of Greenville is keeping up with the pace set by her larger sisters and put on a "dollar day" Monday. We noticed some very attractive bargains among the numerous advertisements of the merchants.

S. M. Albertson is leaving the Hotel Phelps, Greenville, where he has been employed as manager for some time. He is succeeded by James Stafford, of St. Louis, who, we are informed, will either lease or buy the property. If he keeps up the standard set by Stewart Albertson, he will be assured of a nice business. Stewart certainly did revolutionize conditions in that hotel after he became manager and we are very sorry to see him go and wish him every success in any new venture he may see fit to undertake.

This new business of scribe doesn't exactly appeal to the writer, being entirely out of my life. However, this was duly explained to the Council when the appointment was made, but I was unable to beg off. I hope that my shortcomings will be overlooked and I assure you that any criticisms and suggestions will be welcomed. I was told by a number of counselors that they would faithfully contribute to these items and to show you how well they have kept their word I wish to state not one has come forward with a word as yet. Don't all write at once, but please help me out of an embarrassing position. J. E. Lyon.

Rice—While the distributors and dealers are fairly well supplied for the present the advent of spring weather is expected to stimulate the demand. The strength in the South, where heavy sales for export have been made, helps the situation. Blue Rose and Honduras are moving quite freely in New Orleans. The mills are asking firm prices in some cases closing down for the season.

The average man would rather lose \$5 on a horse race than a nickel through a hole in his pocket.



Co-operation Between Medical and Pharmaceutical Professions.

Co-operation, as we all know, is the act of working together to one end, and it would seem that the purpose of saving life, ameliorating suffering and promoting restoration to health are the principal objects of the medical and pharmaceutical professions. Co-operation has not always been the rule in the past, and there have been instances of open hostility between the professions recorded in history. The causes are not hard to determine.

Pharmacy was originally a part of medicine, but this was centuries ago and the word "apothecary" is frequently found in the Bible. When the medical profession became divided and various cults or so-called "schools" of medicine came into vogue solidarity was out of the question. The enormous growth of quack remedies had a most injurious effect in widening the differences between the doctor and the druggist. Sales agents of manufacturing pharmaceutical houses who introduce new medicines directly to the physician, and the dispensing of medicines directly to the patient by the doctor have provoked retaliation on the part of the druggist, and the cry is heard all over the land that doctors no longer write prescriptions. This, of course, is not literally true, but only partially so. This has had an unfortunate outcome and cases are easily cited where pharmacists have trenched upon the domain of the physician and have given advice to patients entering their stores, oftentimes with serious effects, for the pharmacist is not by training or education fitted to give medical advice or diagnose a case. We now see modern pharmacists in our large cities and towns and elsewhere supplying goods of a general character which cannot be classed under medicines or which especially aid in the cure of disease. These facts are well known. The patient who is sure to look out for the saving of expense frequently reads the advertisement of ready-made medicines, and, assisted often by the druggist, is induced to try the "cure-all." Proprietary medicines are not all inefficient. At the present time they are more unpopular than they ever have been, largely because the newspapers and public prints are educating the public to the iniquities of the advertising of these proprietaries. Physicians who write prescriptions largely in their practice do not as a rule like to enter a drug store which displays advertising cards, almanacs, dodgers, etc., recommending all kinds of medicines

which claim to cure all kinds of diseased conditions.

A prominent physician of Philadelphia some years ago was treating a patient for rheumatism. The patient was well-do-to and perfectly able to engage the services of a physician. The doctor wrote a prescription, handed it to her, and directed her to an ethical pharmacist to have it filled. The woman had been buying coal oil, liquid glue, castor oil, paints, window glass, putty, etc., at low rates from a druggist who was rated as a wholesale dealer in drugs. He did not hesitate however, to put up prescriptions or sell anything. Upon the marble counter immediately in front of where she stood there was a pile of what are known as dodgers—single sheets of paper of the cheapest character exploiting a remedy for rheumatism. The clerk in the store wrapped up the prescription bottle, containing a liniment, in one of these paper dodgers. It happened to be an advertisement of an oil largely used, with the front name of a saint. Arriving home, the patient used the doctor's liniment for several days with no immediate improvement. She had saved the dodger and, turning to it, she found that the quack medicine promised immediate relief. She went back to her druggist friend, procured a bottle, and the druggist chuckled at the success of his "silent salesman." There was a terrible time when the woman visited the doctor, she would not only not pay her bill, but never go near him again. These facts were related to me personally by Dr. Atlee, who complained bitterly of the druggist and the next County Medical Society meeting he proceeded to air his grievances before that body. Nothing ever came of it, however, as the druggist had not committed a legal mistake, and it was not worth making a test case. Naturally, co-operation did not exist under such circumstances. Neither the doctor nor the druggist is living at present, but the druggist's business dwindled away, while the doctor's practice increased and he afterwards spoke of the incident as a joke on himself.

There are drug stores here and there which contain no patent medicine advertisements; there are many others which keep patent medicines, but they are out of sight and never displayed, simply because the proprietor regards it as bad business policy to encourage the sale of such proprietaries. The general ground which is taken by the druggists who sell proprietaries is that they are in the drug business. They believe that

the public should get medicines from medicine stores. The druggist is compelled to give a State Examining Board proof of his fitness to dispense medicines. He spends considerable money and time in getting a diploma from a college of pharmacy. If the public cannot get medicines that they want from him, they will go elsewhere—possibly to a department store. As the prescription business has fallen away, the druggist adds to his stock many articles void of medicinal action, as kodaks, fishing tackle, fountain pens, etc. On general principle the public does not object; but the doctor cannot very well find a legitimate way of increasing his revenue. He is supposed to stay in his office and wait for patients when he is not out visiting the sick. He says, "The druggist is selling all kinds of medicines to his patients and counter-prescribing. Now why cannot I lay in a stock of tablets and other medicines and sell or give them to my patients?" Many times he can, and he works off the samples left by the agents of manufacturers, and, if he is criticised for this, he states that he cannot trust the druggist to fill his prescriptions accurately.

On the other hand, the druggist charges the physician with often giving his patient something that he has in stock and which is only pretty near what he ought to give, and he makes the disease fit the medicine. This represents the problems which exist at the present time and which have existed for many years.

Again, many pharmacists have tried from time to time to conduct a pharmacy strictly along the lines of catering to physicians only to find that support from the medical profession is very lukewarm, with the result that that money is lost continually.

It would seem that the time is ripe for active co-operation between the two professions. The well educated pharmacist can prepare special medicines with combinations of ingredients which the doctor with the assistance of the pharmacist knows will suit a particular case which the doctor is treating. The patient has the right to expect, if he pays the doctor's fee, to get something to relieve his suffering which embodies all the knowledge and experience possessed by the doctor. Nothing disgusts a patient more than to find that the doctor has prescribed one of the largely advertised patent medicines which the patient knew all about before he went to the doctor's office. He pays three or four dollars for professional advice, but advice has already been given him in print on the advertisement or label of the patent medicine, and which he has read frequently in street cars or on the sides of barns. He thinks finally that the statements are highly colored, and hence he goes to a physician for a real, unbiased opinion and a prescription fitted exactly for his case.

If a propaganda could be started in favor of more prescription writing one of the best arguments that I have used is that a doctor changes his medicine frequently, because of the

stages which are well marked in a patient's condition. In treating the various fevers which are so common, the medicine which is at first used must be adapted to the patient's condition, and if the patient does not improve, he must modify or change the prescription entirely. Again, when the patient is convalescent, it would be highly improper to continue the medicine which was given at the on-set of the attack. The formula for a patent medicine never changes and the patient is not likely to get well if he takes the proprietary continuously during the progress of the disease. One never sees a cautionary notice on a patent medicine that if after trying a few doses it does not cure, one should call in a physician. The label rarely or never admits that it can fail and yet a life may be sacrificed if a good physician is not engaged and the medicine is not changed from time to time. A life is worth more than dollars.

It seems at the present time that physicians and pharmacists should join hands and assist each other. Many physicians are using the preparations of the United States Pharmacopoeia and National Formulary and are getting excellent results. The National Association of Retail Druggists have been engaged for years in bringing about better relations between the professions by visiting physicians and endeavoring to influence them to use official preparations. It is undoubtedly true that if physicians would prescribe in general practice such official preparations as they can, leaving the prescribing of proprietaries and synthetics to special cases, much good would be accomplished.

If our medical colleges and universities would invite lecturers on

UNIVERSAL CLEANER

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

ORDER FROM YOUR JOBBER

Malt and Hop Tonic

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



Grand Rapids
BREWING CO.
For Sale by all Wholesale Druggists

pharmaceutical subjects to give to our medical students courses in modern pharmacy, the student would be at least helped in his medical practice, after he graduated, to understand and know the properties and doses of medicines that should be procurable at any drug store.

This is one way of promoting co-operation with the practice of medicine assailed on all sides by what are known as irregular practitioners. There could be a revival which would result in much good.

It might be possible for the American Pharmaceutical Association to appoint a commission consisting of physicians and pharmacists who would issue a well-worded circular asking co-operation on both sides.

Joseph P. Remington, Ph. M.

B. & S. Famous 5c Cigar

Long Filler

Especially Adapted to the
Discriminating Taste
of the Drug Trade

Send for Sample Shipment.

Barrett Cigar Co.
MAKER
Ionia, Michigan

Announcement to the Trade

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

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

Our salesmen now calling on the trade.

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

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

All inquiries given prompt attention. Quotations on request.

The Michigan Trust Company, Receiver

CARPENTER-UDELL CHEMICAL COMPANY

Ann St. opposite Elizabeth Ave., N. W.
Citizens Phone 1725

GRAND RAPIDS, MICHIGAN
Bell Main 1145

Now is the Time to Consider

Spraying Materials

Arsenate of Lead, Paris Green

Mixed Paints

Stains and Varnishes

White Lead

Linseed Oil, Turpentine

We are larger handlers of heavy stuff than ever before and solicit your inquiries as well as orders.

Hazeltine & Perkins Drug Co.

Wholesale Druggists

Grand Rapids, Michigan

WHOLESALE DRUG PRICE CURRENT

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

Acids		Mustard, true, oz.		Ipecac		
Acetic	7 @ 10	Mustard, artifl. oz.	@ 1 75	Iron, clo.	@ 60	
Boric	15 @ 20	Neatsfoot	85 @ 95	Kino	@ 80	
Carbolic	1 61 @ 1 65	Olive, pure	2 50 @ 3 50	Myrrh	@ 70	
Citric	80 @ 85	Olive, Malaga,		Nux Vomica	@ 1 05	
Muriatic	5 @ 8	yellow	1 60 @ 1 75	Opium	@ 3 50	
Nitric	11 @ 15	Olive, Malaga,		Opium, Capmh.	@ 90	
Oxalic	80 @ 85	green	1 60 @ 1 75	Opium, Deodor'd	@ 75	
Sulphuric	5 @ 8	Orange Sweet	3 00 @ 3 25	Rhubarb	@ 70	
Tartaric	75 @ 85	Origanum, pure	@ 2 50			
		Origanum, coml	@ 75	Paints		
		Pennyroyal	2 25 @ 2 50	Lead, red dry	10 @ 10 1/2	
		Peppermint	3 00 @ 3 25	Lead, white dry	10 @ 10 1/2	
		Rose, pure	12 00 @ 14 00	Lead, white oil	10 @ 10 1/2	
		Rosemary Flows	1 50 @ 1 75	Ochre, yellow bbl.	1 @ 1 1/2	
		Sandalwood, E.		Ochre, yellow less	2 @ 1 1/2	
		I.	9 50 @ 9 75	Putty	2 1/2 @ 5	
		Sassafras, true	1 25 @ 1 45	Red Venet'n bbl.	1 1/4 @ 4	
		Sassafras, artifl'	50 @ 60	Red Venet'n less	1 1/4 @ 5	
		Spearmint	2 75 @ 3 00	Vermillion, Amer.	1 1/2 @ 20	
		Sperm	95 @ 1 05	Whiting, bbl.	@ 1 1/4	
		Tansy	4 00 @ 4 25	Whiting	2 @ 5	
		Tar, USP	30 @ 40	L. H. P. Prep'd.	1 45 @ 1 55	
		Turpentine, blks.	@ 5 1/2			
		Turpentine, less	6 1/2 @ 6 1/2	Insecticides		
		Wintergreen, tr.	5 50 @ 5 75	Arsenic	8 @ 15	
		Wintergreen, sweet		Blue Vitriol, bbl.	@ 24	
		birch	4 50 @ 4 75	Blue Vitriol, less	25 @ 30	
		Wintergreen, art	3 50 @ 3 75	Bordeaux Mix Pst	8 @ 10	
		Wormseed	3 50 @ 4 00	Hellebore, White		
		Wormwood	4 00 @ 4 25	powdered	50 @ 55	
				Insect Powder	30 @ 50	
		Potassium		Lime and Sulphur	8 1/2 @ 16	
		Bicarbonate	1 80 @ 2 00	Solution, gal.	15 @ 25	
		Bichromate	95 @ 1 00	Paris Green	37 1/2 @ 43	
		Bromide	@ 6 50			
		Carbonate	1 95 @ 2 05	Miscellaneous		
		Chlorate, xtal and		Acetanilid	2 75 @ 3 00	
		powdered	95 @ 1 00	Alum	15 @ 20	
		Chlorate, gran'r	1 00 @ 1 05	Alum, powdered and		
		Cyanide	45 @ 55	ground	18 @ 25	
		Iodide	5 10 @ 5 20	Bismuth, Subni-		
		Permanganate	2 40 @ 2 50	trate	4 00 @ 4 05	
		Prussiate, yellow	2 50 @ 2 75	Borax xtal or		
		Prussiate, red	@ 8 00	powdered	7 1/2 @ 12	
		Sulphate	@ 1 10	Cantharades, po	2 50 @ 3 50	
		Roots		Calomel	4 25 @ 4 40	
		Alkanet	90 @ 1 00	Capsicum	30 @ 35	
		Blood, powdered	20 @ 25	Carmine	6 50 @ 7 00	
		Calamus	75 @ 80	Cassia Buds	@ 40	
		Calcampane, pwd.	15 @ 20	Cloves	30 @ 35	
		Gentian, pwd.	45 @ 50	Chalk Prepared	@ 8 1/2	
		Ginger, African,		Chalk Precipitated	7 @ 10	
		powdered	20 @ 25	Chloroform	85 @ 95	
		Ginger, Jamaica,	30 @ 35	Chloral hydrate	2 00 @ 2 25	
		powdered	30 @ 35	Cocaine	5 40 @ 5 60	
		Golden seal pow.	6 50 @ 7 00	Cocoa Butter	55 @ 65	
		Ipecac, powd.	4 75 @ 5 00	Corks, hist, less	70 @ 1 1/2	
		Licorice	30 @ 35	Copperas, blks.	@ 1 1/2	
		Licorice, powd.	25 @ 30	Copperas, less	2 @ 5	
		Orris, powdered	30 @ 35	Copperas, powd.	4 @ 10	
		Rhubarb, powdered	20 @ 25	Corrosive Sublim	3 95 @ 4 00	
		Rhubarb	75 @ 1 00	Cream Tartar	51 @ 55	
		Rosinweed, powd.	25 @ 30	Cuttlebone	45 @ 50	
		Sarsaparilla, Hond.		Dextrose	7 @ 10	
		ground	55 @ 60	Dover's Powder	@ 2 50	
		Sarsaparilla Mexican,		Emery, all Nos.	6 @ 10	
		ground	25 @ 30	Emery, powdered	5 @ 8	
		Squills	35 @ 40	Epsom Salts, blks.	@ 4 1/2	
		Squills, powdered	40 @ 60	Epsom Salts, less	5 @ 7 1/2	
		Tumeric, powd.	13 @ 20	Ergot	1 25 @ 1 50	
		Valerian, powd.	70 @ 75	Ergot, powdered	2 75 @ 3 00	
		Seeds		Flake White	15 @ 20	
		Anise	20 @ 25	Formaldehyde lb	12 1/2 @ 17	
		Anise, powdered	@ 25	Gelatine	85 @ 95	
		Bird, ls	@ 10	Gelatine	75 @ 80	
		Canary	8 @ 12	Glassware, full cases	80 %	
		Caraway	22 @ 25	Glauber Salts bbl.	10 %	
		Cardamon	1 80 @ 2 00	Glauber Salts less	2 @ 5	
		Celery (powd. 55)	45 @ 50	Glue, brown	13 @ 18	
		Coriander	10 @ 18	Glue, brown grd.	12 @ 17	
		Dill	20 @ 25	Glue, white	15 @ 25	
		Fennel	@ 25	Glue, white grd.	15 @ 20	
		Flax	6 @ 10	Glycerine	65 @ 80	
		Flax, ground	5 1/2 @ 10	Hops	45 @ 60	
		Foenugreek, pow.	8 @ 10	Hops	45 @ 60	
		Hemp	8 @ 12	Iodine	5 68 @ 5 91	
		Lobelia	40 @ 50	Iodoform	6 18 @ 6 30	
		Mustard, yellow	22 @ 30	Lead Acetate	18 @ 25	
		Mustard, black	15 @ 20	Lycopodium	3 10 @ 3 25	
		Mustard, powd.	22 @ 30	Mace	85 @ 90	
		Poppy	40 @ 45	Mace, powdered	95 @ 1 00	
		Quince	1 00 @ 1 25	Menthol	4 50 @ 4 75	
		Rape	10 @ 15	Morphine	6 30 @ 6 55	
		Sabadilla	40 @ 50	Nux Vomica	20 @ 25	
		Sabadilla, powd.	@ 40	Nux Vomica pow.	@ 20	
		Sunflower	10 @ 15	Pepper, black pow.	@ 35	
		Worm American	20 @ 25	Pepper, white	@ 40	
		Worm Levant	1 50 @ 1 75	Pitch, Burgundy	@ 15	
		Tinctures		Quassia	12 @ 15	
		Aconite	@ 75	Quinine, 5 oz. cans	@ 1 05	
		Aloes	@ 65	Rochelle Salts	42 @ 45	
		Arnica	@ 75	Saccharine	15 00 @ 16 00	
		Asafoetida	@ 1 35	Salt Peter	46 @ 50	
		Belladonna	@ 1 65	Seidlitz Mixture	37 @ 40	
		Benzoin	@ 1 00	Soap, green	20 @ 25	
		Benzoin Compod	@ 1 00	Soap, mott castile	12 @ 15	
		Buchu	@ 1 50	Soap, white castile	@ 8 00	
		Cantharides	@ 1 80	case	@ 8 00	
		Capsicum	@ 90	Soap, white castile	less, per bar	@ 85
		Cardamon	@ 2 00	Soda Ash	4 1/2 @ 10	
		Cardamon, Comp.	@ 60	Soda Bicarbonate	1 1/2 @ 5	
		Catechu	@ 1 05	Soda, Sal	1 1/2 @ 5	
		Cinchona	@ 1 05	Spirits Camphor	@ 75	
		Colchicum	@ 75	Sulphur roll	2 1/2 @ 5	
		Cubeba	@ 1 20	Sulphur Subl.	3 @ 5	
		Digitalis	@ 75	Tamarinds	15 @ 20	
		Gentian	@ 75	Tartar Emetic	@ 80	
		Ginger	@ 95	Turpentine Venice	@ 1 50	
		Gualac	@ 1 05	Vanilla Ex. pure	1 00 @ 1 50	
		Gualac, Ammon.	@ 80	Witch Hazel	65 @ 1 00	
		Iodine	@ 2 00	Zinc Sulphate	15 @ 20	
		Iodine, Colorless	@ 2 00			

GROCERY PRICE CURRENT

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

ADVANCED

Washboards
Peanut Butter.

DECLINED

Cheese
Flour

Index to Markets

By Columns

Table with columns A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y. Lists various grocery items like Ammonia, Axle Grease, Baked Beans, etc.

Table with columns 1, 2. Lists items under AMMONIA, AXLE GREASE, BAKED BEANS, BATH BRICK, etc.

Table with columns 1, 2. Lists items under Clams, Corn, French Peas, Lobster, Mushrooms, Oysters, Peas, Peaches, Pineapple, Pumpkin, Raspberries, Salmon, Sardines, etc.

CHEWING GUM
Adams Black Jack
Beams Sappota
Beams Pepsin
Beechnut
Chiclets
Colgan Violet Chips
Colgan Mint Chips
Dentyne
Doublemint
Flag Spruce
Juicy Fruit
Red Robin
Sterling Gum Pep.
Spearment, Wrigleys
Spearment, 5 box jars
Spearment, 6 box jars
Trunk Spruce
Yucatan
Zeno

CHOCOLATE
Walter Baker & Co.
German's Sweet
Premium
Caracas
Walter M. Lowney Co.
Premium, 1/2s
Premium, 1/4s

CLOTHES LINE
No. 40 Twisted Cotton
No. 50 Twisted Cotton
No. 60 Twisted Cotton
No. 80 Twisted Cotton
No. 50 Braided Cotton
No. 60 Braided Cotton
No. 80 Braided Cotton
No. 50 Sash Cord
No. 60 Sash Cord
No. 60 Jute
No. 72 Jute
No. 60 Sisal
Galvanized Wire
No. 20, each 100ft. long
No. 19, each 100ft. long
No. 20, each 100ft. long
No. 19, each 100ft. long

COCOA
Baker's
Cleveland
Colonial
Colonial, 1/2s
Epps
Hershey's, 1/2s
Hershey's, 1/4s
Huyler
Lowney, 1/2s
Lowney, 1/4s
Lowney, 5 lb. cans
Van Houten, 1/2s
Van Houten, 1/4s
Van Houten, 1s
Webb
Wilber, 1/2s
Wilber, 1/4s

COCOANUT
Dunham's per lb.
1/2s, 5 lb. case
1/4s, 5 lb. case
1/2s, 15 lb. case
1/4s, 15 lb. case
1s, 15 lb. case
1/2s & 1/4s 15 lb. case
Scalloped Gems
1/2s & 1/4s pails
Bulk, barrels
Baker's Brazil Shredded
10 5c pkgs., per case
25 10c pkgs., per case
16 10c and 25 5c pkgs., per case

COFFEES ROASTED
Rio
Common
Fair
Choice
Fancy
Peaberry
Santos
Common
Fair
Choice
Fancy
Peaberry
Maracalbo
Choice
Fancy
Guatemala
Fair
Fancy
Java
Private Growth
Mandling
Aukola
Mocha
Short Bean
Long Bean
H. L. O. G.

Bogota
Fair
Fancy
Exchange Market, Steady
Spot Market, Strong
Package
New York Basis
Arbuckle

McLaughlin's XXXX
McLaughlin's XXXX
package coffee is sold to
retailers only. Mail all orders
direct to W. F. McLaughlin & Co., Chicago, Ill.
Extracts
Holland, 1/2 gro. bxs.
Felix, 1/2 gross
Hummel's foll, 1/2 gro.
Hummel's tin, 1/2 gro.

CONFECTIONERY
Stick Candy
Pails
Horehound
Standard
Standard, small
Twist, small
Cases
Jumbo
Jumbo, small
Big Stick
Boston Sugar Stick
Mixed Candy
Broken
Cut Leaf
French Cream
Fancy
Grocers
Kindergarten
Leader
Majestic
March
Novelty
Paris Creams
Premio Creams
Royal
Special
Valley Creams
X L O

Specialties
Auto Kisses (baskets)
Bonnie Butter Bites
Butter Cream Corn
Caramel Bon Bons
Caramel Dice
Caramel Croquettes
Cocoanut Waffles
Coffy Toffy
National Mints 7 lb tin
Empire Fudge
Fudge, Pineapple
Fudge, Walnut
Fudge, Filbert
Fudge, Choco. Peanut
Fudge, Honey Moon
Fudge, White Center
Fudge, Cherry
Fudge, Coconut
Honeysuckle Candy
Iced Maroons
Iced Gems
Iced Orange Jellies
Italian Bon Bons
Jelly Mello
AA Licorice Drops
5 lb. box
Lozenges, Pepp.
Lozenges, Pink
Manchus
Molasses Kisses
lb. box
Nut Butter Puffs
Nur Patties, Asst.

Chocolates
Assorted Choc.
Amazon Caramels
Champion
Choc. Chips, Eureka
Climax
Eclipse, Assorted
Ideal Chocolates
Klondike Chocolates
Nabobs
Nibble Sticks
Nut Wafers
Ocoro Choc Caramels
Peanut Clusters
Quintette
Regina
Star Chocolates
Superior Choc. (light)
Pop Corn Goods
Cracker Jack with prizes
Cracker Jack
Oh My 100s
Cracker Jack, with Prize
Hurrah, 100s
Hurrah, 50s
Hurrah, 24s
Cough Drops
Putnam Menthol
Smith Bros.

NUTS-Whole
Almonds, Tarragona
Almonds, California
soft shell Drake
Brazil
Filberts
Cal. No. 1 S. S.
Walnuts, Naples
Walnuts, Grenoble
Table nuts, fancy
Pecans, Large
Pecans, Ex. Large
No. 1 Spanish Shelled
Peanuts
Ex. Lg. Va. Shelled
Peanuts
Peanut Halves
Walnut Halves
Filbert Meats
Almonds
Jordan Almonds

Peanuts
Fancy H P Suns
Raw
Roasted
H. P. Jumbo
Raw
Roasted

CRACKERS
National Biscuit Company
Brands
In-er-Seal Trade Mark
Package Goods

Per dos.
Baronet Biscuit
Flake Wafers
Cameo Biscuit
Cheese Sandwich
Chocolate Wafers
Fig Newton
Five O'Clock Tea Bct
Ginger Snaps NBC
Graham Crackers
Lemon Snaps
M. M. Denties
Oysterettes
Preteenos
Royal Toast
Social Tea Biscuit
Saltine Biscuit
Saratoga Flakes
Soda Crackers, N.B.C.
Soda Crackers Prem.
Tokens
Uneda Biscuit
Uneda Ginger Wafer
Vanilla Wafers
Water Thin Biscuit
Zu Zu Ginger Snaps
Zwieback

Other Package Goods
Barnum's Animals
Soda Crackers NBC
Fruit Cake

Bulk Goods
Cans and boxes
Animals
Atlantis, Asstd.
Avena Fruit Cakes
Bonnie Doon Cookies
Bonnie Lassies
Bo Peeps, S. or M.
Bouquet Wafers
Cameo Biscuit
Cecelia Biscuit
Cheese Tid Bits
Chocolate Bar (cans)
Chocolate Puffs
Choc. Honey Fingers
Circle Cookies
Cracknels
Cocoanut Taffy
Cocoanut Drops
Cocoanut Macaroons
Cocoanut Molars
Coconut Honey Fingers
Coconut Honey Jumbles
Coffee Cakes Iced
Crumpets
Dinner Pail Mixed
Extra Wine Biscuit
Family Cookies
Fandangos Fingers
Fig Cakes Assd.
Fluted Peanut Jumb
Fruited Cocoanut Bar
Fruited Creams
Fruited Ginger Cook.
Fruited Raisin Sqs.
Fruited Ovals
Fruited Ovals, Iced
Full Moon
Ginger Drops
Ginger Gems Plain
Ginger Gems, Iced
Graham Crackers
Ginger Snaps Family
Ginger Snaps Round
Hippodrome Bar
Honey Fingers Asst
Honey Jumbles
Household Cooks, Iced
Humpty Dumpty, H or M
Imperial
Jubilee Mixed
Kaiser Jumbles
Lady Fingers Sponge
Leap Year Jumbles
Lemon Biscuit Square
Lemon Cakes
Lemon Wafers
Lemona
Lorna Doon
Mace Cakes
Macaroon Jumbles
Mary Ann
Mandalay
Marshmallow Pecans
Mol. Frt. Cookie, Iced
NEC Honey Cakes
Oatmeal Crackers
Orange Gems
Oreo Biscuit
Penny Assorted
Picnic Mixed
Pineapple Rolls
Priscilla Cake
Raisin Cookies
Raisin Gems
See Saw, S. or M.
Reveres Asstd.
Rittenhouse Biscuit
Snaproons
Spiced Cookie
Spiced Jumbles, Iced

SPECIAL PRICE CURRENT

12

Table with 2 columns: Item Name and Price. Includes categories like Smoking, Rob Roy, and various tobacco products.

13

Table with 2 columns: Item Name and Price. Includes categories like Egg Crates and Fillers, Faucets, Mop Sticks, Palls, Toothpicks, Traps, Washboards, Window Cleaners, Wood Bowls, Wrapping Paper, Yeast Cake, Cigars, and Worden Grocer Co. Brands.

14

Table with 2 columns: Item Name and Price. Includes categories like Axle Grease, Baking Powder, Soap Compounds, Washing Powders, Snow Boy, Naphtha, Gold Dust, Soap, and Fitzpatrick Brothers' Soap Chips.

15

TELFER'S ROASTED COFFEE. MADE IN DETROIT USA. Includes a list of coffee products and prices.

16

White House Coffee. Dwinell-Wright Brands. Includes an image of a coffee tin and a list of products.

17

Gowans & Sons. Includes a list of household and cleaning products and prices.

Proctor & Gamble Co. Includes a list of cleaning and household products and prices.

MORTON'S SALT. Includes an image of a salt tin and a list of products.

SOAP. Includes a list of various soap products and prices.

AXLE GREASE. MICA AXLE GREASE. Includes an image of a grease tin and a list of products.

BAKING POWDER. Includes a list of baking powder products and prices.

ROYAL. Includes an image of a soap tin and a list of products.

The Only Five Cent Cleanser. Guaranteed to Equal the Best 10c Kinds. Includes an image of a cleanser tin and promotional text.

FOOTE & JENKS' Killarney (REGISTERED) Ginger Ale. Includes an image of a ginger ale bottle and promotional text.

CHARCOAL. Car lots or local shipments. Includes an image of a charcoal bag and promotional text.

BUSINESS-WANTS DEPARTMENT

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

BUSINESS CHANCES.

For Sale—Good clean stock of drugs and stationery in town of 12,500. Business established 40 years. W. H. Oakley, Administrator, Ishpeming, Mich. 984

For Sale—A snap in small business property at Baldwin, Wis., if taken at once. Brick building 20 x 40, lot 37 x 100, best located lot in the city, with stock and fixtures all for \$2,200. Business has been in constant operation for 35 years, and on account of sudden illness, must be sold. Ask any traveling man visiting Baldwin. Don't delay this. Address Lock Box 77, Baldwin, Wisconsin. 985

For Sale—Variety store consisting of electrical goods, china, toys, etc. City of 30,000 midway between Detroit and Chicago on M. C. R. R. First-class location, splendid room, attractive lease, good reason. Must sell. Address No. 986, care Michigan Tradesman. 986

If you want to know how \$11 wisely invested may make you a fortune, address Frank P. Cleveland, 1100 Adams Express Bldg., Chicago, Illinois. 952

For Sale—Stock of merchandise known as Peoples 5 and 10 cent store. Rent, \$50 per month. Stock will inventory about \$3,800. Will sell for cash or trade for good farm. A. B. Hedrick, Hastings, Michigan. 979

For Sale or Exchange—Good 240-acre farm in Lapeer county. Located on Flint & Lapeer improved wagon road—5 miles from Lapeer and 1 1/2 miles from Elba. Would take residence or other income property as part payment if located in Lansing, Jackson, Detroit, Battle Creek, Kalamazoo or Grand Rapids. Easy terms on balance. Address O. M. McLaughlin, Nashville, Michigan. 950

For Sale—A good paying drug stock and fixtures of approximately \$5,000 in a city of 18,000 population, business section, excellent location; terms may be made satisfactory; business now carried on by administrator. Full particulars to anyone meaning business. Max Kahn, 417 Moffat Bldg., Detroit, Mich. 982

For Sale—Best grocery business in Boyne City, Michigan. Reason, too much work. Don't answer this if you are afraid of work. Address O. H. Burlew, Boyne City, Michigan. 983

For Sale—Clean \$4,000 stock hardware, plumbing and tinning in connection in live town and good farming center. Good reasons for selling. Bargain if taken at once. Address No. 990, care Tradesman. 990

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

Position Wanted—As salesman and stock-keeper in clothing and shoes. Have had 30 years' experience. Understand business thoroughly. Can speak German and Polish. Can make friends and customers easily. Not afraid of work. At liberty to come at any time. Can furnish best of references. Address No. 973, care Michigan Tradesman. 973

Hotel For Sale—Park hotel, Algonac; good bar in connection; would consider \$3,000 in trade if right. M. E. Dickinson, Algonac, Michigan. 974

For Sale For Cash—\$10,000 stock dry goods and notions. With an established trade at 25 per cent. discount for quick action. Would either sell or lease building the best corner location in town. Located in one of the fastest growing county seat towns in the State and in the heart of the biggest lumber and naval stores manufacturing section of the State. Good schools, churches, water works, sewerage and cement sidewalks. Cheap freight rates by rail or boat. If interested and mean business, address, Box 108, Panama City, Florida. 975

For Sale—Stock of general merchandise consisting of clothing, shoes, dry goods, groceries, etc. Stock will invoice about \$18,000. Location, growing town in Wisconsin tributary to Minneapolis and St. Paul. Will give terms on part. For particulars address, The Minnesota Loan and Trust Company, Trust Dept., Minneapolis, Minnesota. 976

For Sale—One quick repair shoe outfit, or will sell separate. One combination harness and shoe Champion stitcher, also a good location for shoe shop. C. H. Tuffs, Dexter, Michigan. 977

For Sale—Meat market located in Southern Michigan town of 1,600 population. Market fully equipped, refrigerator plant, etc. Address No. 929, care Michigan Tradesman. 929

For Sale—One 30-arm Best rug rack in good condition; arms 9 ft. long; holds 60 x 12 rugs. Price \$50 f. o. b., Uniontown, Pa., Wright-Metzler Co. 965

For Sale—Several rich copper mines, now in operation. Also claims located in Arizona. Good reason for selling. Address P. O. Box 560, Kansas City, Missouri. 931

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. 934

Special Sales Promoters. Stocks reduced or sold entirely. Green Sales Co., Jackson, Michigan. 967

Wanted To Exchange—For a farm, shoe store doing fine business in Western Michigan town, population 5,000, including stock, fixtures and two story brick building in good location. Valuation in exchange \$4,500. Prefer farm in Barry, Eaton or Ingham counties, and near a larger town. Address No. 969, care Tradesman. 969

For Sale—Store building in town twenty miles from Grand Rapids on steam and interurban railroads. Splendid location for hustling business man. For terms address E. E. Heazlit, 6025 Freret St., New Orleans, Louisiana. 910

Wanted—Information regarding good store for sale. Send description and price. R. G. List, Minneapolis, Minn. 940

Patent For Sale—On small article used in every household. Sold to 5 and 10 cent stores, etc. Write Robert J. Schulz, 1820 Mackinaw St., Saginaw, Mich. 954

Land For Sale Or Exchange—New land will exchange for groceries or any other goods that I can sell from my store. C. A. Sullivan, Alma, Mich. 956

Wanted—Small iceless soda fountain. Will H. Sewell, Perrinton, Mich. 958

Grocery Stock and Fixtures For Sale—In one of the best cities in Michigan. Good stock, new fixtures. Will sell or rent building. I also have some land that I will sell or trade for any stock that I can sell from my store. C. A. Sullivan, Alma, Michigan. 957

For Sale—To close estate, two-story brick store. For quick sale price \$5,000. Central location. Exceptional business opening for laundry or any other line of business. No vacant buildings. In city of 10,000. Address S, care Michigan Tradesman. 960

For Sale—Stock of new, staple dry goods and fixtures, old established business, four years remaining of, cheap rental, in central location of thriving Michigan city of 25,000, where owner has made good and desires to retire. Inventory over \$30,000. Worth \$40,000 now. Will accept good offer. Address No. 961, care Michigan Tradesman. 961

For Sale Or Rent—One of the best located buildings in one of the best towns in Michigan, population 7,500. Owner recently died. Right price, right terms to responsible parties. No trades, no jobbers. Address Sale or Rent, care Tradesman. 962

To Exchange—Farm of 145 acres near a thriving town for stock of general merchandise or dry goods. Not a farmer but in the dry goods business. Address No. 963, care Tradesman. 963

Good opening for harness and shoe-maker and repair shop at Dorr, Michigan. Address Dorr Business Men's Association. 971

For Sale—Building and bakery equipment complete in new, growing town. Address Home Bakery, Zephyrhills, Florida. 930

Typewriter Wanted—I will trade for a good second hand typewriter. Fred Westall, Sumner, Illinois. 932

Floor Shirt Case Wanted—I will trade for a good second hand floor case for shirts. W. E. Spencer, Newton, Illinois. 933

For Sale—Retail lumber yard. Planing mill and machinery in city of 15,000 population. Good territory, four railroads, good shipping facilities. Address H. T. Robins, Chillicothe, Ohio. 934

Wanted—Steel range riveters and mounts, pattern filers; also stove plate molders, floor bench and squeezer; steady work; no trouble; good wages. Fox Furnace Co., Elyria, Ohio. 935

For Sale—Bakery and grocery in fast growing town in new country recently opened to settlement. County seat and U. S. Land Office. Trading center for large territory. Fine country. No competition. No. 3 Middleby oven. Box 95, Timber Lake, So. Dakota. 945

For Rent—Retail store. One of best locations in Dayton. Address United Brethren Publishing House, Dayton, Ohio. 939

Wanted—Hardware stock town 600 to 2,000 population. Must show good paying business. Send all particulars first letter. Address No. 948, care Tradesman. 948

Wanted For Cash—Clothing, shoes, or a general stock. Ralph W. Johnson, Fort Pierre, South Dakota. 893

Cash Registers—All makes, bought, sold, exchanged and repaired. Leeds Show Case & Fixture Works, Kansas City, Missouri. 895

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—Remnant shoe stock of about 125 pairs. Address Box 347, Saranac, Michigan. 881

For Sale—First-class dry goods and grocery store. Reason for selling is sickness. Apply to John F. Lawler, Box 235, Frackville, Pennsylvania. 875

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

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—One Landis harness machine in good condition with both foot power and power attachments. \$110. J. E. Esch, Honor, Michigan. 953

For Sale—A good paying soundly established painting and decorating business; low rentage; store right on main street; population, 3,700. For particulars apply to Box 433, Harvard, Illinois. 923

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

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. 835

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 Houston Bldg., Grand Rapids, Mich. 859

Auctioneer: Merchandise and real estate auctioneering is my specialty. Magnus Waugen, Hartland, Minnesota. 809

Move your dead stock. For closing out or reducing stocks, get in touch with us. Merchant's Auction Co., Reedsburg, Wisconsin. 963

Merchandise Sales Conductor. For closing out entirely or reducing stocks, get Flood, Dexter, Michigan. 18

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

The Detroit Mercantile Adjusters, counselors and executors of high grade special sales, 505 Whitney Bldg., Detroit, Michigan. 664

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Buyer, Milwaukee, Wisconsin. 925

HELP WANTED.

Wanted—Salesmen at once to fill vacancy paying \$3,000 annually. Enquire X Y Z, care Tradesman. 981

Carpetmaker and Salesman. Wanted—A competent carpetmaker who has also had some experience as a carpet and rug salesman. Give references and experience. Quality Store, Ionia, Mich. 966

Wanted—All round plumber, single man preferred. M. W. Gee Co., Lowell, Michigan. 914

POSITION WANTED.

Wanted—Position as book-keeper or cashier by young married man of best references in every way. Several years' experience with wholesale grocer house and large retail general merchandise store. Address No. 987, care Tradesman. 987

Position Wanted—Young married man with five years' experience in the meat business, as all around man. Small town preferred. A 1 references. Address No. 988, care Tradesman. 988

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

Fancy Package Chocolates

For Easter Trade

Replenish your stock now with

Putnam's "Double A" Chocolates and Lowney's Crest Chocolates

Arrange for a window trim

We will furnish the material for the asking

National Candy Company, Inc.
GRAND RAPIDS, MICHIGAN

Putnam Factory

Distributors J. Hungerford Smith Co.'s Soda Fountain Fruits and Syrups

BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

Grand Rapids, March 14—The Adams Coal Co., Ionia has filed a voluntary petition in bankruptcy, adjudication has been made and the matter referred to Referee Wicks. The schedules of the bankrupt show that all of the assets were disposed of under trust mortgage prior to bankruptcy. The following are shown as creditors of the bankrupt:

National Bank of Ionia	\$2,111.65
James H. Laverock, Owosso	705.00
New River & Ohio Coal Co., Charleston, W. Va.	305.75
P. M. R. R.	220.88
Consumers Ice Co., Grand Rapids	106.00
Commercial Coal Co., Detroit	47.68

Secured.
Peroy Hellmer & Son, Cincinnati \$ 200.97
Hewett, Bigelow & Brooks, Detroit 284.13
Smokeless Fuel Co., Cincinnati .. 437.27
Ionia Lumber Co., Ionia .. 40.00
J. Hale & Sons, Ionia .. 31.00
Ionia Hardware Co., Ionia .. 37.94
Enamel Steel Sign Co., Chicago .. 18.95

March 16—Harry Ranford, Ionia, has filed a voluntary petition in bankruptcy, adjudication has been made and the matter referred to Referee Wicks. First meeting of creditors called for April 3, at which time creditors may appear, prove their claims, elect a trustee, if desired, and transact such other business as may properly come before the meeting. The schedules show that the bankrupt has no assets not claimed as exempt and the following are shown as creditors:

L. W. Smith, Grand Rapids	\$ 15.00
Elvert M. Davis, Grand Rapids	10.00
State Savings Bank, Ionia	208.71
Maude L. Lee, Plymouth	162.43
William K. Noble, Fort Wayne	2,500.00

March 18—In the matter of the Charles E. Norton Co., Grand Rapids, the final order for distribution was entered this date providing for payment of the final dividend of 9% per cent. and final administration expenses. The trustee has been instructed to pay the dividend at the expiration of ten days in case no appeals shall have been taken by that time. This estate paid a previous first dividend of 10 per cent., making total dividend 19% per cent.

March 22—In the matter of John S. Kamhout, bankrupt, Holland, the final meeting of creditors has been called for April 3. The final report and account of the trustee filed in the office of the referee reveals total receipts for the sale of all assets, \$899.70; disbursements in payment of bankrupt's exemptions, \$250, and a balance on hand of \$449.70.

March 23—In the matter of Martin B. Wilber, the trustee has filed his final report and account showing total receipts of \$453.78, disbursements of \$266.99 for administration expenses and bankrupt's exemptions paid in cash, and a balance on hand of \$186.79, and the final meeting of creditors has been called for April 4, at which time the final dividend will be paid.

In the matter of Ida Mathews, bankrupt, Edmore, the trustee has filed his final report and account showing total receipts of \$365, disbursements of \$176.92 and a balance on hand of \$188.98. The final meeting of creditors has been called for April 5, at which time the final dividend will be declared and ordered paid.

In the matter of the Holland Rod Co., bankrupt, Holland, the trustee has filed his final report and account showing total receipts of \$1,197.55, disbursements of \$489.96 and a balance on hand of \$707.59. The final meeting of creditors has been called for April 6, at which time the final dividend to creditors will be declared and ordered paid. This estate has heretofore paid a first dividend of 5 per cent.

March 27—In the matter of Clarence R. French, bankrupt, Ludington, the first meeting of creditors was held this date. Claims were allowed. The receiver made a verbal report which was approved, and the receiver discharged. Perry Barker, Grand Rapids, was elected trustee. Appraisers were appointed and it is expected that a sale will soon be consummated.

In the matter of Claud W. Barry, bankrupt, Harrietta, the trustee has filed a report showing the sale of various of the assets, including the stock of groceries, drugs and hardware, fixtures, automobile, etc., for \$1,809. The sale has been confirmed.

Manufacturing Matters.

Holland—The Peerless Manufacturing Co. has engaged in business to manufacture table lamps, etc., with an authorized capital stock of \$4,000, of which amount \$2,000 has been subscribed and paid in in property.

Detroit—The Austin & Raup Co. has been organized to manufacture, buy and sell merchandise, with an authorized

capitalization of \$20,000, all of which has been subscribed, \$1,000 paid in in cash and \$19,000 paid in in property.

Detroit—The Michigan Parfay Co. has incorporated to engage in the manufacturing of syrups, etc., with an authorized capitalization of \$100,000, of which amount \$50,000 has been subscribed and \$10,000 paid in in cash.

Lansing—The McCormick Manufacturing Co. has engaged in the manufacture of harness supplies with an authorized capital stock of \$4,000, all of which has been subscribed and \$500 paid in in cash and \$3,000 paid in in property.

Detroit—The Pressnall Furniture Co. has been organized with an authorized capitalization of \$7,000 common and \$3,000 preferred, of which amounts \$6,000 common and \$1,000 preferred has been subscribed and paid in in property.

Saginaw—The estate of Henry Passolt, manufacturer of soaps, has been merged into a stock company under the style of the Passolt Co. with an authorized capital stock of \$24,000, of which amount \$18,000 has been subscribed and paid in in cash.

Detroit—The Peoples Soda Manufacturing Co. has engaged in business to manufacture soda water and other soft drinks with an authorized capitalization of \$5,000, all of which has been subscribed, \$700 paid in in cash and \$2,605 paid in in property.

Detroit—The Moore Container Co. has engaged in the manufacturer of containers and pulp wood and paper products, with an authorized capital stock of \$15,000, of which amount \$11,000 has been subscribed, \$2,375 paid in in cash and \$6,000 paid in in property.

Assets in Excess of Liabilities.

Walter H. Brooks has returned from Wexford, where he spent a week in getting in touch with the facts regarding Conine & Son, who recently uttered a trust mortgage on their mercantile stocks at Wexford and Interlochen and their bank at Wexford. The assets of the estate are as follows:

Merchandise	\$22,400.
Store fixtures	3,399
Accounts receivable	3,800
Bills receivable	7,600
Real estate	10,700
Bank fixtures	1,445
Total	\$49,344

The liabilities are as follows:

Total indebtedness	\$41,994
Real estate mortgage	2,550
Total	\$44,541

Mr. Brooks in sanguine he can pay the creditors dollar for dollar, on account of the good condition of the mercantile stocks and the character of the loans made by the bank. No attempt will be made to continue the banking business, which will be disposed of by the trustee to the first available purchaser. Mr. Conine is anxious to continue the mercantile business at both locations and will be given every opportunity to do so.

The capital stock of the Atlanta Coaster Co. has been increased from \$3,000 to \$22,500.

BANKRUPTCY SALE.

In the District Court of the United States for the Western District of Michigan, Southern Division.

In the matter of Charles E. Gray, bankrupt:

Notice is hereby given that in accordance with the order of this Court. I shall sell at public sale to the highest bidder at the store of the bankrupt, 110 Portage street, in the city of Kalamazoo, Michigan, at 9:00 o'clock a. m. on Tuesday, April 4, 1916, the assets of said bankrupt estate, which consist of a stock of gents furnishing goods, clothing, etc., inventoried and appraised at \$3,686.29; fixtures inventoried and appraised at \$495.70 and accounts receivable appraised at \$200.00; also the undivided one-half interest of said bankrupt in the partnership firm of Charles E. Gray and Perry M. Atkins, doing a general dry goods business at 1322 Portage street, in the said city of Kalamazoo, and which interest of said bankrupt in said firm of Gray & Atkins is inventoried and appraised at the sum of \$4,103.43; also certain personal property, consisting of horses, cows, calves, pigs, one bull, wagon, buggy, Jackson touring car, farm implements, etc., on the forty acre farm operated by the bankrupt near the said city of Kalamazoo and inventoried and appraised at \$885.00. Copies of the inventory and appraisal may be seen at the office of the undersigned Referee in Bankruptcy, St. Joseph, Michigan.

Said sale will be for cash and subject to confirmation by the Court or District Judge. Willard J. Banyon.

Another Chain Store System Fails.

Battle Creek, March 27—A trust mortgage, covering the stocks and fixtures of the five Peoples Cash groceries in Battle Creek, owned by the A. J. Kyes Grocery Co. has been filed by Frank H. Bowen of Kalamazoo, sales manager of Lee & Cady as trustee under the mortgage.

The Keys Co. has been conducting five cash groceries in Battle Creek at the following places: 154 South Jefferson avenue; 15 South Jefferson; 63 East Main street; 420 West Main street, and one at Washington Heights. Some of these stores, if not all, will probably be sold out by the trustee under the mortgage.

A. J. Kyes is Treasurer of the company, Harry Kyes is President and Albert Kissinger is Secretary.

Liabilities, according to the trust mortgage, total \$16,661.64, with assets between \$8,000 and \$9,000.

Most of the creditors are out-of-town wholesale concerns, the largest of which is the Overmyer Co., of Toledo, which has a claim of \$2,790. August Kapp holds a \$3,000 note, while A. J. Kyes himself has notes listed to the extent of \$4,400 on money which he loaned the company. Armour & Company are down for \$320, and the Cornell Co., of Jackson for \$950.

Cops Pinch Grocer At Bible Meeting.

Owosso, March 28—There was something like consternation, when, while the Galilean men's class of the First M. E. church was holding its regular meeting last night, Constable Frank Forster and Patrolman William Fuller entered the church and served a warrant on Herbert Hawcroft, a local grocer. The tension was eased when it was announced that Hawcroft was charged with desertion and non-support of the class.

Then by pre-arrangement of a few,

the class meeting resolved itself into the session of a court. Rev. Hartley Cansfield, the pastor, received Hawcroft's plea of not guilty, a jury of twelve men was impanelled and Harvey Thomas and City Clerk Dumond were designated prosecuting attorneys, while John Hughes and Worthy Cooper defended the alleged culprit. The jurors were sworn to give no consideration to the evidence in deciding the case and the dozen witnesses took oath to disregard the truth as much as possible.

Hawcroft endeavored to show in mitigation that he had been absent from class meetings because of an ulcerated tooth, a sick horse and for other reasons of about equal importance. However, after Judge Cansfield had delivered what is termed a scholarly charge to the jury, it soon returned a verdict of guilty and the prisoner was sentenced to pay 50 cents into the treasury and to attend meetings constantly for the next two months.

Be Cordial.

It costs nothing to give a hearty handshake and a happy smile, and how well it pays to go just a little out of one's way to perform some act of kindness and show a little courtesy to everyone with whom you come in contact! And nothing pleases a customer so much as to let him feel that you are really interested in him. It makes no difference whether the customer is a poor laboring man or how shabbily dressed he may be, or whether he is a man of means. The act of kindness will please and the principle is the same.

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, March 29—Creamery butter, extras, 35½@36c; first, 34@34½c; common, 32@33c; dairy, common to choice 24@32c; poor 20@23c.

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

Eggs—Choice, new laid, 20½@21c; fancy, 22@23c.

Poultry (live)—Chicks per lb. 18@20c; cox, 12@13c; fowls, 18@20c; ducks, 18@20c; geese, 14@15c.

Poultry (dressed)—Chicks, 18@21c; fowls, 18@20c; ducks, 18@21c.

Beans—Medium \$3.80; pea, \$3.75; Red Kidney, \$4.75@5; White Kidney, \$5; Marrow, \$4.75@5.

Potatoes—\$1.10@1.15 per bu. Rea & Witzig.

Thomas J. Kryder, who conducts an implement, repair goods and grocery store at the corner of Main and Eckman streets, South Bend, Ind., in renewing his subscription to the Michigan Tradesman, writes: "I cannot do business without such a valuable weekly bulletin board. I do not know what others think of your paper, but for me I don't know of any better. Long may it and its editor live is my hearty wish."

Ted Smith has resigned his position of manager of the Ransom Bros. grocery, at Madison Square, and formed a copartnership with his brother, Paul H., and purchased the H. B. Elhart grocery and meat stock at 1071 Lafayette avenue. They will continue the business under the style of Smith Bros.

The Wilmington Coaster Co. has increased its capital stock from \$3,000 to \$22,500.

BUSINESS CHANCES.

Wanted—By a sober and capable mechanic, a location in thriving town of 5,000 to 15,000 inhabitants, for a plumbing and heating shop. Would consider buying an established business. Address E. B. Rockwell, 33 Michigan St., N. E., Grand Rapids. 991



THE BEST

piece of goods
any dealer
can hand over
the counter.

K C BAKING POWDER

The best at any price.

Free from adulteration.

It will pay you to push K C

Jaques Mfg. Co., Chicago

Ceresota Flour

Has been connected with the history of our flour business for over twenty years

It is now, as it always has been, the *leader* in *quality* among the *Spring Wheat brands*.

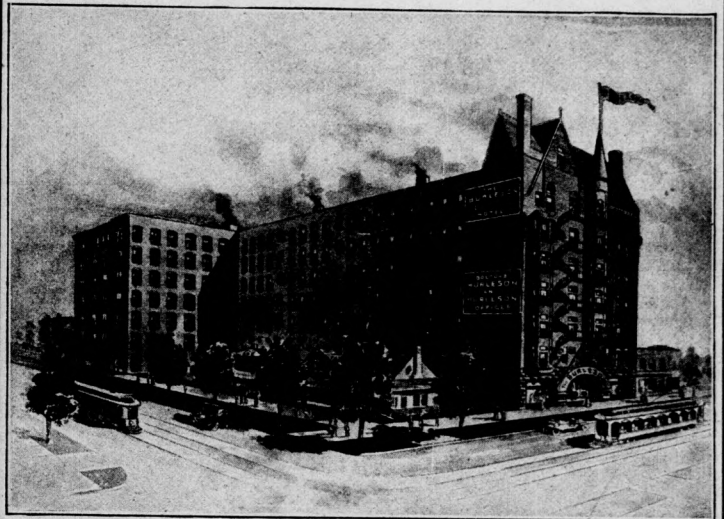
Judson Grocer Co.

The Pure Foods House

Wholesale Distributors

GRAND RAPIDS, MICHIGAN

Piles Cured WITHOUT the Knife



The Largest Institution in the World for the Treatment of Piles, Fistula and all other Diseases of the Rec- tum (Except Cancer)

WE CURE PILES, FISTULA and all other DISEASES of the RECTUM (except cancer) by an original PAINLESS DISSOLVENT METHOD of our own WITHOUT CHLOROFORM OR KNIFE and with NO DANGER WHATEVER TO THE PATIENT. Our treatment has been so successful that we have built up the LARGEST PRACTICE IN THE WORLD in this line. Our treatment is NO EXPERIMENT but is the MOST SUCCESSFUL METHOD EVER DISCOVERED FOR THE TREATMENT OF DISEASES OF THE RECTUM. We have cured many cases where the knife failed and many desperate cases that had been given up to die. WE GUARANTEE A CURE IN EVERY CASE WE ACCEPT OR MAKE NO CHARGE FOR OUR SERVICES. We have cured thousands and thousands from all parts of the United States and Canada. We are receiving letters every day from the grateful people whom we have cured telling us how thankful they are for the wonderful relief. We have printed a book explaining our treatment and containing several hundred of these letters to show what those who have been cured by us think of our treatment. We would like to have you write us for this book as we know it will interest you and may be the means of RELIEVING YOUR AFFLICTION also. You may find the names of many of your friends in this book.

We are not extensive advertisers as we depend almost wholly upon the gratitude of the thousands whom we have cured for our advertising. You may never see our ad again so you better write for our book today before you lose our address.

DRS. BURLESON & BURLESON

RECTAL SPECIALISTS

150 East Fulton St.

GRAND RAPIDS, MICH.



Sugar Points NUMBER "Reputation" II

The head of Franklin is the famous sugar trade-mark, known to consumers everywhere as the brand that insures Purity and Quality, and equally as well known in the grocery trade as the brand of sugar that is most popular and therefore easiest to sell.

Our Trade-Mark is your guarantee that FRANKLIN CARTON SUGAR is Full Weight and made from Sugar Cane.

Original containers hold 24, 48, 60 and 120 lbs.

The FRANKLIN SUGAR REFINING COMPANY
PHILADELPHIA

Building a Better Business

By sticking to the things that are true and tried—the things that have established themselves in public favor through honest value—

Shredded Wheat

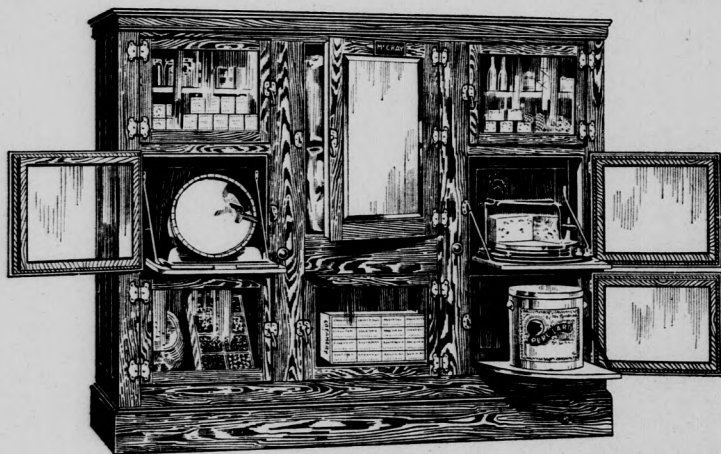
has established itself in a million homes as the cleanest, purest, most nutritious of all cereal foods. Get in touch with the home and you will keep a fresh stock of Shredded Wheat always on hand.



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.



McCray Grocers' Refrigerators

Their construction is scientific. It provides for a constant, rapid circulation of cold dry air through every compartment. All impurities and odors are carried off through the water sealed drain pipe.

McCray Refrigerators are used and preferred in the country's finest and best groceries. Their supremacy has been maintained for over 30 years.

We make an extensive range of styles and sizes of grocer display refrigerators and cases which are already built, arranged for either ice or mechanical refrigerators. Or, if you desire our expert draughtsman will design a refrigerator to meet your exact needs and to conform to any store arrangements.

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No. 92—For Residences

No. 61—For Meat Markets and General Storage
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McCray Refrigerator Co., 644 Lake St., Kendallville, Ind.
Detroit Salesrooms, 239 Michigan Ave.

Agencies in all principal cities

