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GRAND RAPIDS, WEDNESDAY, APRIL 5, 1916

Number 1698

~ A Good Old Soul ~

I have known him well, lo, these many years,
Through the winter's cold and the summer's heat;
I have known him when life brought bitter tears,
And the storm raged wild with its blinding sleet.
I have known him when skies were bright and fair
Or the elements had their sad tale told;
But through it always and everywhere
He was simply known as a "good old soul."

His farm was always a beautiful spot,
Not a weed could you find in the corn's straight rows,
Not a lane or a corner or a by-way lot
That did not the toiler's ideals disclose.
And the home that was his by the side of the road
Was the picture of cheer on the crest of the knoll,
And the neighbors all said of the cheery abode,
There, that is the home of a "good old soul."

He was always alert at charity's call,
The eleventh commandment just fitted his mood.
But as to profession, he made none at all,
And he answered his prayers in a way that was good.
There was something about him that led you away
To the practical realms we have learned to extol,
And his praises were couched in what people would say,
O, he is all right and a "good old soul."

I wonder when the books are opened at last,
As they say they will be when the judgment is set,
What this neighbor I knew, when his work here is past
And by creeds measured out, as his portion, will get?
O, if it shall be that consciousness lives,
It should ring round the worlds as the ages shall roll—
Just the simple distinction that here he received—
Just the welcome at last as a "good old soul."

Hart, Mich.

L. B. Mitchell.

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DEAL NO. 1601.

Lautz Bros. & Co.

MICHIGAN TRADESMAN

Thirty-Third Year

GRAND RAPIDS, WEDNESDAY, APRIL 5, 1916

Number 1698

SPECIAL FEATURES.

Page	
2.	Upper Peninsula.
3.	To Help Kill Stamps.
4.	News of the Business World.
5.	Grocery and Produce Market.
6.	Detroit Detonations.
7.	Successful Salesmen.
8.	Editorial.
10.	Insurance Iniquity.
12.	Financial.
16.	Cost System Research.
18.	Mail Order Competition.
20.	Hardware.
26.	Butter, Eggs and Provisions.
28.	Woman's World.
30.	The Meat Market.
32.	Some Trade Journals.
36.	Shoes.
38.	Dry Goods.
40.	Automobiles and Accessories.
42.	The Commercial Traveler.
44.	Drugs.
45.	Drug Price Current.
46.	Grocery Price Current.
48.	Special Price Current.
49.	Business Wants.

NEW FORM OF TACTICS.

The nature of the fighting around Verdun is different from any the war has so far witnessed. We have had three forms. First, there was the old-style open battle and sharp advance of the weeks up to the end of the battle of the Marne. Second came the long period of deadlock. Just when most people—and critics—had decided that there could be no other style of operations than interminable stalemate in the trenches, came the British assault at Neuve Chapelle in March, 1915, followed by the Austro-German blow in Galicia. It was shown that trenches could be crushed, either for a small gain followed by a stop, as at Neuve Chapelle, or by a long-continued forward movement, as in Russia. The operations around Verdun fall into neither one of these categories. The Germans have not been brought to a full stop, as the British were at Neuve Chapelle or the French in Champagne. Neither, obviously, is the case of Russia being reproduced. It is six weeks exactly since the Teutons launched their attack against Verdun. In five weeks last May they had marched nearly one hundred miles from the Dunajec and recaptured Przemysl, and were on the eve of re-occupying Lemberg. Further South, they had advanced sixty miles from the Carpathians and were winning the passages of the Dniester. Whereas around Verdun the record of six weeks shows an advance forward of perhaps an average of three miles on a front of not much more than twenty-five miles.

Around Verdun, it will be noticed, the only appreciable German gains recently made have been West of the Meuse, where the German attack bided for nearly two weeks, while East of the river the first assault was being delivered. A zone like that conquered East of the river in a rush has been occupied West of the river by a series of short forward movements. Once the line on both sides of the river had been made continuous, the attacks have alternated on

both banks, with the rate of advance inconsiderable when measured by standards in the Russian campaign, but important when compared with the old sapping and deadlock in the West. The capture of a village at a time, like Malancourt or Vaux, shows that the energy of the German attack has not spent itself, although the rate of advance is not such as to threaten Verdun in the immediate future. Vaux was the scene of fighting during the first week of the attack. What we are, therefore, witnessing to-day is a new form of tactics. Disappointed over their inability to make a sharp advance, the Germans have not gone back into siege warfare, but are applying the method of continued battering. It is the principle of wastage which obtained along the whole front for nearly a year and a half, now concentrated upon a small portion of the line. It is a prolonged test of nerves carried on in the open. It is a question to-day of outstaying one another in sustained collision. Formerly it was a question which side could pour in the most terrific deluge of shells in the course of a single day or a couple of days. Now the problem is one of continuous artillery fire for months.

The aeroplanes are playing an increasingly important part in the European war. It continues to be occasion for speculation, not to say wonder, that these crafts of the Allies do not make more raids than they do. The French have long held prominence and indeed pre-eminence in aviation, but notwithstanding this fact, the German Zeppelins and other airships are much more industrious and effective. The Allies have done something along this line but not nearly as much as was to be expected of them. What has been done and what can be accomplished in this way suggests the importance of improving this branch of the services to every nation that has any idea of preparedness in any form or phase.

Burrell Tripp, the Allegan merchant, who was a member of the State Senate at the last session, went to Lansing with the avowed purpose of securing some remedial legislation which would lessen many of the evils from which the insurers of Michigan suffered at the hands of the insurance combine. The organized opposition of the insurance companies, however, was too powerful to enable him to accomplish much in the way of constructive legislation, but he detected the cloven hoof in the measures fathered by the Local Insurance Agents Association of Michigan and managed to secure amendments to House Bill No. 70 (the anti-discrim-

ination law) and Senate Bill No. 31 (the agents' qualification law) which took the sting out of those measures to a great extent. But for Mr. Tripp's efforts—persisted in to an extent that caused him to be denounced as pestiferous by the paid agents of the insurance companies who were so largely in evidence in Lansing while these measures were under consideration—the people of Michigan would now be groaning under a burden which would be almost unbearable.

A standardization of entrance requirements under a scheme just adopted by Smith, Holyoke, Vassar and Wellesley colleges is bound to exert an influence that will not be confined to those institutions. The new plan, which becomes effective in September, 1919, requires each applicant for admission to present a school report covering her entire record of subjects and grades for four years. With this must be the usual certificate of character, to be made out by the school principal. Then she must take examinations in four selected subjects. These are to be taken at one time, and a provision which will find much favor, is that excellence in one subject may offset an unsatisfactory record in some other. The parent who attempts a journey through the mysteries of the average college catalogue speedily becomes so confused by units and semester hours and major and minor courses and similar collegiate conversation, that he is inclined to toss the whole business aside in favor of a correspondence school. This step by four of the leading girls' colleges appears to be a sensible effort to unify and simplify the requirements in such fashion that they will not have to be translated before the layman can understand them. It seems to be a wise move and should commend itself not only to the graduates of these colleges, but to those of other colleges as well.

That makers of automobiles should set themselves earnestly to the task of reducing the price of gasoline is natural. The demand for their machines is certain to fall in proportion as the cost of operating them rises. If the National Automobile Chamber of Commerce is actually willing to put from five to ten million dollars into a company for the large-scale manufacture of motor fuels, as it announces it will, it should be able to help keep the price within the reach of consumers. What the industry needs now is earnest effort and money thrown into the work of developing new processes of refining gasoline from oil. The Standard Oil Company owns one new "cracking" method of obtaining gasoline; Dr. Rittman, for the Interior Department, a year ago perfected another, now at public disposal; and

private manufacturers and Government chemists are bound to carry investigation and experiment further. The best talent will be sought for the purpose, as the announcement that Dr. Rittman has just been brought into the employ of a corporation signifies; and when improved methods are hit upon, economic principles will dictate the erection of large rather than small plants to use them. The automobile-makers' corporation should also be able to give special attention to the making of motor machinery suited to new fuels.

Despite unceasing endeavor to prohibit the sale of wood alcohol, this poisonous article is still used in the manufacture of some quack medicines, hair-tonics, cheap whisky, essences, etc., and every now and then some innocent person is killed or made blind from its effects. It is not generally known that poisonous symptoms come from external application, as well as from taking it into the stomach. Thus rubbing the body with it after bathing, burning it in "alcohol" lamps, using it for varnishing pianos, small rooms, etc., may induce slow and often unsuspected but serious damage to the digestion, sight and nervous system. The manufacturers of wood alcohol have succeeded in removing the unpleasant odor and taste, but its poisonous properties are still there.

English women are deprived of many luxuries because of the war and are going without some things hitherto classed as necessities. The sad news comes that there are no more curling tongs to be had in English shops, and that English women whose locks do not curl naturally have to put up their hair nightly in curl papers or some patent contrivance, or show themselves with straight hair. American women may not see much deprivation in this announcement, but if they lived in nightly dread of Zeppelins and of having to get up from their beds and rush out into the street at any moment, they would sympathize deeply with their sisters across the sea.

Receding chins have a defender in the person of a professor of English at the University of Kansas. She has noticed that in novels, writers portray their weak characters as having receding chins, but she also has noticed that some of the brightest pupils in her classes have such chins. She cites an instance where two brothers were at the university. One had a square chin and failed in his studies, while the other, who had supposedly weak facial characteristics, was a good scholar. The same teacher maintains that there is no relation between character and dimples and that the person who smiles is not always the best-natured.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, April 3—The directors of the Pickford Athletic Association have decided to close the parlors for the present. Insufficient financial support is given as the cause.

The partnership business heretofore existing between Theodore Paulantis and John Plackas, known as the Parisian cafe, has been dissolved and the business will in future be conducted by Theodore Paulantis. This is one of Cloverland's finest cafes. It is a credit to the Soo.

Alderman Gus Kirvan, who for the past few years has had the distinction of having seen the first robin of the season, reported the discovery last week Monday. It seems that Gus used his field glasses in his search from his rear porch. His friends do not doubt but that his eye sight is perfect, but he had some difficulty in convincing the boys that he heard the robin sing and for a while it was thought that possibly it was some phonograph in operation in the immediate vicinity.

"Mars is now relatively near the earth, but no great alarm is felt, as it is still out of airship range."

Al Jacobs, popular traveler for the Franklin MacVeigh Co., Chicago, has returned from his spring trip to De-Tour, Raber and Hessel and does not look any the worse for wear. He regrets forgetting his kodak, as he would have liked to get some pictures of the roads in their present condition to show to some of his traveling friends later on, so as not to get in bad when telling them of his experiences during the eventful trip. The only souvenir Al brought back was the usual basket of fresh eggs which he is sharing with his friend, Bill Atchinson, manager of the Postal Telegraph Co. Bill still likes fresh eggs and Al knows it.

The Cheesbroughs have incorporated under the name of the Wilwin Company, Ltd. The capital of the company is \$100,000, all paid in the lands and mill property in Hendricks township. The purpose of the company is to cut and manufacture lumber, etc.

We all have something to feel thankful for, especially for living at the Soo and not in Southern Michigan during the floods.

The Soo Civic and Commercial Club held its first monthly dinner last Thursday at the Parisian cafe. There were over fifty members present and the enthusiasm shown was very encouraging. F. T. McDonald, one of the Soo's brilliant orators, delivered an address on the Revision of the Charter which was well received. The menu put up by Theodore Paulantis far exceeded expectations and Ted certainly made a hit with the business men who speak in praise of the able manner in which the banquet was prepared. It is expected that the next one will be still more largely attended and the future success of the "Get Together Meeting" is assured.

The business men of Moran have started a movement to organize a village band and from all reports there will be plenty of noise in that thriving village in the near future.

Otto Speck, the well-known general assistant to Bob Purvis, of the Michigan Northern Power Co.'s Terminal Railway, has severed his connections with that company to accept a lucrative position in Fordville, but Otto's ambition is beyond the autos and we understand that he is to represent one of the large packing concerns at Detroit. He will be a large asset to the house. His friends here, while they regret to see him leaving the beautiful Soo, wish him every success in his new abode.

The Loud Lumber Co., of Charles, are working full blast again and have seventeen teams hauling timber to Moran. This is putting much ginger in the lumbering industry which is pick-

ing up considerably in consequence around the Loud industries.

Charles Madison, the well-known lumberman at Kenneth, has broken camp there and moved his outfit to St. Ignace.

E. S. Taylor, the merchant prince of Pickford, has returned from a trip to Houghton in the interest of shipping cream to the latter place. It does seem strange that a county like Chippewa should send its cream to Houghton, when we have two of the best local creameries in the country that should be using up all the cream available, and it is hoped that the farmers and butter manufacturers will be able to get together in the near future, so that it will not be necessary to ship out any of the cream which should be used at home.

The Soo lost one of its well-known citizens in the death of J. R. Cook last week. Mr. Cook was one of the early pioneers and the owner of a large amount of real estate. Mr. Cook leaves to mourn his loss a widow, three daughters and two sons. The family have the sympathy of the community.

Frank Batdorff, one of our well-known grocers and successful business men, is wondering whether or not he had an April fool played on him or if it was the would-be robber that had the April fool last week. From what we can learn Mrs. Batdorff had her line full of clothes and was stepping outside to call on one of the neighbors toward evening and discovered a man robbing the line with several blankets on his shoulders. When the stranger noticed Mrs. Batdorff looking at him, it would be hard to state which was the more frightened. The Batdorffs, however, came out ahead of the game, as the would-be robber decided to drop what he had and departed abruptly. Frank figures that he is about \$25 ahead of the game, everything considered.

The Michigan Northern Power Co. has started on the repair work of its large power house. This will probably necessitate the expenditure of at least half a million dollars before the job is completed. It is starting on a small scale at present, making numerous tests as to the most economical method of repairs, but it is expected that it will cause additional activities in the Soo during the summer.

C. W. Bretz, the well-known grocer at Engadine, is disposing of his business interests and retiring.

Signs of spring are now visible in the Soo, with less than eight feet of snow in some places, and the next thing we expect to hear is the joyful little rords and the new song entitled, "The Dear Gasoline."

W. P. Moher, manager for John D. Rockefeller, was given a reception by the residents of Cedarville last Monday, the occasion being his first visit of the season. The stock of gasoline being practically exhausted, he was a welcome caller and it is understood that Cedarville will have plenty of gasoline to take care of the tourist trade this summer. The only encouragement that will give them was that gasoline was still cheaper than many of the other drugs which have advanced during the war and that there was much more enjoyment by the use of gasoline than anything else that he knew of at the present price. William G. Tapert.

Boomlets From Bay City.

Bay City, April 3—W. R. Robinson, Grand Rapids, representing the Cudahy Packing Co., Chicago, has been working territory North of Bay City the past two weeks in company with E. R. Moag, of the National Grocer Co., of Bay City. Both report a very satisfactory business.

The silver anniversary of the founding of the dry goods and department store of H. G. Wendland & Co. was celebrated last week. The business was established in its present location in March, 1891, with a floor space of 11,000 square feet. It has been enlarged at various times until today the floor capacity is about 50,000 square feet, mak-

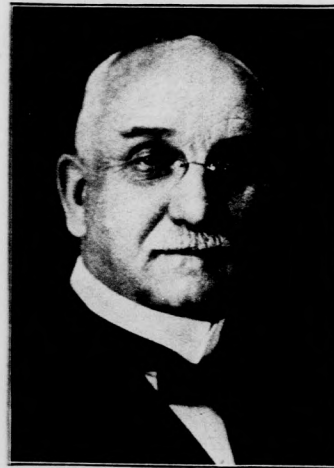
ing it one of the largest stores in Michigan. The business has been a success from the opening. The anniversary was attended by over 10,000 people.

Fire in the grocery store and residence of J. E. Englund, 806 West Indiana street, did about \$1,000 damage to building and contents. The loss was partially covered by insurance.

A. E. Storks, Onaway, has sold his elevator to D. & D. Mahoney, an old-established lumber firm of that place.

Edward Madjewski, who keeps a general store at Munger, appears to be having more than his share of hard luck. In addition to being burned out last fall he has received three visits from robbers, the last one occurring Saturday night. About \$25 worth of tobacco, cigars and various kinds of wearing apparel was carried away. The burglars left no clue for the sheriff to work on.

It is with great pleasure that the members of Bay Council present to the readers of the Tradesman a picture and



Joseph H. Belknap.

brief business sketch of Past Counselor Joseph H. Belknap, who was born September 18, 1854. He was educated in district schools and remained at home working on the farm until 18 years of age. He taught school at Standish, Omer and other country schools from 1874 to 1880. He worked in a general store at Omer for sixteen years, during which time he held the positions of Deputy County Treasurer, Township Clerk and Postmaster. He was also Secretary (or Commissioner as it is now called) of county schools for three years. In 1892 he ran for Congress on the Populist ticket against Van Kleeck, Democrat, and T. A. E. Weadock, Republican. He carried Arenac county. He moved to Bay City in 1893 and has been traveling twenty-two years representing Young & Grow, of Rochester, N. Y., Val Duttonhoffer, of Cincinnati, Ainsworth Shoe Co., Toledo, Brown Shoe Co., of St. Louis, and for the past eleven years the F. Mayer Boot & Shoe Co., of Milwaukee. He became a member of Bay Council in 1911 and a short time later he was appointed Page to fill a vacancy. He filled the various chairs and in 1915 was unanimously elected Senior Counselor. As presiding officer he endeavored at all times to deal justly with his brethren and uphold and abide by the constitution and by-laws, which was appreciated by the members. As a result, the year 1915 was a prosperous one for Bay Council, which had about 30 per cent. increase in membership during the year.

The new hotel at Grayling is to be known as the Hotel Schoppenagon, having been named after an old Indian chief by that cognomen who died about five years ago at the age of 103 years. He was a well-known character in Grayling and highly respected. The hotel will have twenty-six guest rooms, twelve of which will have bath rooms in connection. Claude C. Fink, who for the past three years

has been manager of the Michigan Central dining hall at Grayling, will be landlord and manager, which in itself is a guarantee the hotel will be conducted in an up-to-date manner. Mr. Fink and his wife are very popular with the traveling men. The hotel will be opened about April 15.

On account of the death of Judge Collins, Judge Harvey Tappan, of Port Huron, has been appointed by Governor Ferris to hold court in Bay county until a permanent appointment is made to fill the vacancy, which is expected to be made in a short time.

The smile on the face of Past Counselor E. B. Timm is about twice its usual size, owing to the arrival of a bouncing baby girl at his home last week. All concerned are doing well and feeling fine, especially Ed., who has been passing the cigars around quite freely.

A deal has just been closed whereby the Natco Truck Co. and the National Cycle Co. plants become the property of the Chevrolet Motor Co. Two hundred thousand dollars worth of new machinery has been shipped to this city and work in the new plant will be started as soon as possible. When completed it will furnish employment for from 1,500 to 2,000 men.

W. T. Ballamy.

Incisive Incidents Incubated in Indiana.

Rensselaer, Ind., April 3—Any traveler wishing to stop at the best hotel in Monon, Ind., will have to take the train to some other town, as there is no such thing there. The depot there is almost as dirty as the one at Holland.

Jay Lyons says he cannot write, it being wholly out of his line. Jay, we think you did fine. Right off the bat.

Trains are not any too frequent on some roads in this vicinity, but jitneys galore help the matter wonderfully.

Keep your temper, boys. Our competitor went out of a store at Francesville slamming the door because the merchant had bought from another house. We came on the job the next day and got a good order.

Much has been said and some written in regard to the candidacy of A. W. Stevenson for Grand Sentinel and I feel that as a brother counselor, a friend and neighbor, it is my duty to add my mite. There are few councils in Michigan who do not have one if not several members secured through his personal effort. There is not a member of 404 who has less absent marks against him. As a Past Senior Counselor, coming up through the chairs, I have been in a position to know considerable about his work. As a member of the executive committee, he was surely on the job. As an officer he was always ready to fill any position required by the presiding officer and to his credit. Last June at the Grand Council meeting in Lansing I had in mind to bring his name before the Grand Council, but Detroit had a man in Mr. Starkweather they were desirous of starting and as they had the largest council in Michigan and were therefore entitled to consideration. I refrained, but in connection with some of my brother counselors, announced his candidacy for 1916. Mr. Stevenson is an able and highly efficient counselor who will faithfully perform any duty required of him in any walk of life. His election will not only be a credit to Muskegon Council, but to Michigan as a whole and an honor and a duty placed upon worthy shoulders. As a neighbor and friend he is ever courteous and ever ready to do a good turn or a kindly act. Let's all work and boost for Mr. Stevenson.

Sign at hotel here: "J. Jeffries, Chiropractor." We don't think we want any fellow by that name practicing on us.

E. P. Monroe.

People who are always telling you things for your own good probably mean well.

TO HELP KILL STAMPS.

Laws to License Them Out of Existence.

The National Wholesale Grocers' Association has taken a hand in aiding the retailers of the country to enact laws in several states for taxing trading stamps out of existence. It has had its counsel prepare a model statute and has sent it to influential jobbers in all the states whose legislatures are still in session, urging its introduction and all efforts to enact it. In a letter accompanying the proposed bill, Secretary Beckmann says:

"The United States Supreme Court has just handed down decisions upholding the constitutionality of the trading stamp laws of the states of Washington and Florida. Among other things, the court held that the state legislatures have power to levy a tax even though it be so large as to amount virtually to a prohibition of the business. A full description of these decisions will be given in the April bulletin.

"Counsel have prepared a form of statute based on these decisions and designed to cover trading stamps, coupons, premiums, prizes and similar schemes.

"We inclose six copies of the proposed statute and recommend that you send a copy to your representatives in both houses of your State Legislature and request that the measure be introduced, calling their attention to the fact that the bills are based

on the recent decisions of the United States Supreme Court.

"After the bills have been introduced we recommend that you urge your retail customers and also other interests in the trade to write or telegraph urging the passage of the bills."

The proposed model bill reads as follows:

An Act relating to the use and furnishing of premiums, prizes, stamps, coupons, tickets, certificates, cards or other similar device, for or with the sale of goods, wares and merchandise and providing a penalty for violation thereof.

Be it enacted by the Legislature of the State of ————:

Section 1. Every person, firm or corporation who shall use, and every person, firm or corporation who shall furnish to any person, firm or corporation to use in, with or for the sale of any goods, wares or merchandise, any stamps, coupons, tickets, certificates, cards or other similar devices which shall entitle the purchaser of such goods, wares or merchandise to procure from any person, firm or corporation, any goods, wares or merchandise, free of charge or for less than the retail market price thereof, upon the production of any number of said stamps, coupons, tickets, certificates, cards or other similar devices, shall before furnishing, selling or using the same, obtain a separate license from the ———— of each county wherein such furnishing or selling or using shall take place, for each and every store or place of business in that county, owned or conducted by such person, firm or corporation, from which such furnishing or selling, or in which such using shall take place.

An applicant for such license shall pay to the county treasurer of the county for which such license is sought the sum of six thousand dollars. Receipt therefor shall thereupon be issued and upon presentation thereof of the ———— of the same county, he shall issue to the applicant a license to furnish or sell, or a license to use for one year the stamps, coupons, tickets, certificates, cards or other similar devices herein mentioned. Such license shall contain the name of the grantee thereof, the date of its issue, the date of its expiration, the town or city in which and the location at which the same shall be used, and such license shall be used at no place other than that mentioned therein.

No person, firm or corporation shall furnish or sell to any other person, firm or corporation to use in, with, or for the sale of any goods, wares or merchandise, any such stamps, coupons, tickets, certificates, cards, or other similar devices for use in any county in this State, other than that in which such furnishing or selling shall take place.

Section 2. Every person, firm or corporation who shall offer or deliver with goods, wares or merchandise bargained and sold or to be sold, any premium or prize or any article of value in the nature of a premium or prize or who shall sell or give or offer to sell or give any goods or other article or articles of value in the nature of a bonus, prize or premium in consideration of the purchase of or agreement to purchase any goods, wares or merchandise or who shall sell or offer to sell any article of value in the nature of a bonus, prize or premium in connection with the sale, or offer to sell, of any goods, wares or merchandise and as an inducement to purchase such goods, wares or merchandise shall before performing such acts, or any of them, obtain a separate license from the ———— of each county in which such offering, selling or delivering shall take place.

An applicant for such license shall pay to the county treasurer of the county for which such license is sought the sum of six thousand dollars. A receipt therefor shall thereupon be issued, and upon presentation thereof to the ———— of the same county, he shall issue to the applicant a license to offer or deliver or sell for one year, premiums, prizes or articles of value as inducements in connection with the purchase or sale of goods, wares or merchandise. Such license shall contain the name of the grantee thereof, the date of its issue, the date of its expiration and the name of the county in which such acts shall be authorized.

Section 3. If any clause, sentence, paragraph, or part of this act shall for any reason be adjudged by any court of competent jurisdiction to be invalid, such judgment shall not affect, impair or invalidate the remainder of the act, but shall be confined in its operation to the clause, sentence, paragraph, or part thereof directly involved in the controversy in which such judgment shall have been rendered.

Section 4. Any person, firm or corporation violating any of the provisions of this act shall be guilty of a misdemeanor. The proposed law will have no bear-

ing on Michigan conditions, because we have a statute in this State absolutely prohibiting the use of trading stamps and premium schemes. This law is now being tested in the Supreme Court. A favorable decision was expected last week, but it is understood this case was assigned to Judge Bird, who is from two to three months behind with his work, so a decision will not probably be handed down before June.

Quotations on Local Stocks and Bonds. Public Utilities.

	Bid	Asked
Am. Light & Trac. Co., Com.	392	395
Am. Light & Trac. Co., Pfd.	112	115
Am. Public Utilities, Com.	44 3/4	46
Am. Public Utilities, Pfd.	75	77
Comw'th Pr. Ry. & Lt., Com.	62	63 1/2
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.	54 1/2	55 1/2
United Light & Rys., 1st Pfd.	76	78
Comw'th 6% 5 year bond	102 1/2	103 1/2
Michigan Railway Notes	101	102
*Citizens Telephone	71 1/2	74
Michigan Sugar	112	115
Holland St. Louis Sugar	9	10
Holland St. Louis Sugar, Pfd.	8 1/2	10
United Light 1st and Ref. 5% bonds	88	89 1/2

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	90
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.
April 5, 1916.

A "friendly interest" is often but another name for impudent curiosity.

When a real estate owner starts down hill he loses ground rapidly.

You Know That Your Customers Need This Color

You, as an experienced grocer, know that the housewife demands rich golden colored butter.

DANDELION BRAND BUTTER COLOR

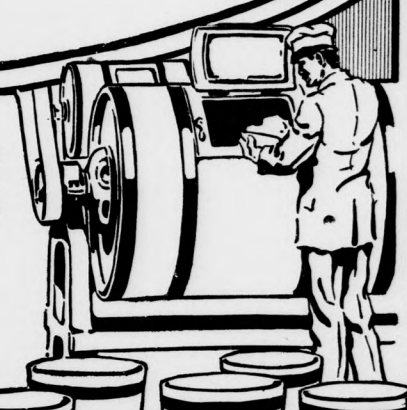
Dandelion Brand Butter Color gives the deep rich golden color that appeals to the housewife's eye, and makes her willing to pay a good price for butter.

Sell Dandelion Brand Butter Color to your dairy customers. You will enable them and you to get a higher price for butter.

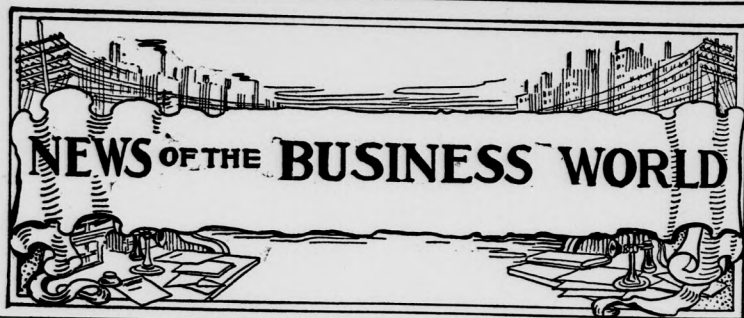


We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS, STATE AND NATIONAL.

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



Dandelion Brand Butter Color
The color with  the golden shade



Movements of Merchants.

St. Charles—George E. Tigner has sold his tin shop to John Browning.

Shepherd—Guy Morrison succeeds G. W. Cook in the grocery business.

Battle Creek—H. H. Douglas has re-engaged in the confectionery business.

Traverse City—Mrs. Charlotte Goldman has engaged in the millinery business.

Whitehall—D. Van Volkenberg succeeds W. E. Pierce in the plumbing business.

St. Johns—Joseph Strouser succeeds Charles Cross in the restaurant and cigar business.

Jackson—The Tefft-Connor Electric Co. has engaged in business at 214 West Cortland street.

Ludington—Alstrom & Anderson are remodeling their grocery store and increasing its size.

Hopkins—R. A. Baker has sold his grocery stock to Louis Adams, who has taken possession.

Owosso—Anton Greilich has sold his meat stock to George Frischke, who has taken possession.

Houghton—Edwardson & Hill have opened a bakery in the Sheldon Calverley building.

Manistee—Wesley Stubbs is closing out his stock of confectionery and will retire from business.

Otsego—A. Klasse has sold his dry goods stock to a Philadelphia firm, who will remove it to that place.

Midland—G. H. Branch, grocer at Freeland, has removed his stock here and will continue the business.

Baldwin—B. H. Segar, of Grand Rapids, has purchased the Cobb hardware stock and has taken possession.

Detroit—The Wayne Scrap Iron & Metal Co. has increased its capital stock from \$10,000 to \$20,000.

Allegan—The Stein & Griswold Co. will celebrate the fiftieth anniversary of its business career next week.

Gobleville—Ray Wise, of Chicago, has purchased the L. O. Graham hardware stock and taken possession.

Detroit—Weber Bros., engaged in the restaurant business has increased the capital stock from \$5,000 to \$35,000.

Fulton—J. C. Lloyd, meat dealer at Hastings, has removed his stock here and will continue the business.

Hemlock—Thieves entered the Pretzer & Fuller general store and carried away stock to the amount of about \$300.

Battle Creek—W. J. Williams has closed out his meat stock, sold his store fixtures and will retire from business.

Edmore—Nelson & Collins have sold their stock of general merchandise to George Fournie, who has taken possession.

Marquette—Misses Genevieve and Rae LaBonte have opened a confectionery store at the corner of Third and Prospect streets.

Shepherd—Mrs. Ada McCowan has sold her bazaar stock to W. H. Dillingham, recently of Scottville, who will continue the business.

Mt. Pleasant—Nickels & Mertz & Co., conducting bazaar stores in Cadillac, Ludington and Saginaw, have opened a similar store here.

Pittsford—Earl Grime, of Pioneer, Ohio, has purchased the Dewey Barnes bakery, which was recently closed on a mortgage.

Arcadia—F. A. Wareham has removed his dry goods and shoe stock from Onaway to this place. He will add a line of groceries.

Stanwood—George Keegan is erecting a store building at Rust station which he will occupy with a stock of general merchandise about June 1.

Forest Hill—E. N. Post, of the Forest Hill Elevator Co., has purchased a stock of general merchandise and will engage in retail trade April 8.

Sidney—Charles Cornwell has sold his confectionery stock to Reuben Finch, who will continue the business. Mr. Cornwell also conducts a barber shop.

Allegan—L. H. Mattingly, of Kalamazoo, has purchased all of the interests of M. E. Blood and family in the Blood Bros. Co. The plant will be kept here.

Alma—Bruce Failing has sold his interest in the Smith & Failing shoe stock to his partner, A. R. Smith, who will continue the business under his own name.

Bronson—The Lutz & Schram Pickle Co., which went into the hands of a receiver, has paid 50 per cent. of the sums due the cucumber growers in this vicinity.

Detroit—The Process Painting Co. has been organized with an authorized capitalization of \$3,000, of which \$1,500 has been subscribed and paid in in cash.

Detroit—The Sun Coal Co. has engaged in business with an authorized capital stock of \$25,000, all of which has been subscribed and \$10,000 paid in in cash.

Stanton—O. D. Van Deboget has sold his grain elevator to W. E. Rasmussen, who will build an addition to it, in which he will install and operate a feed mill.

Jackson—The Jackson Iron & Metal Co. has been organized with an authorized capitalization of \$5,000, all of which has been subscribed and paid in in cash.

Hillsdale—P. A. Barre, of Reading, has engaged in the produce business here under the style of the Percy A.

Barre Produce Co. A. L. Colvin will manage the business.

Fern—Charles Dawson has purchased the old Catholic church building and will remodel it into a store which he will occupy with a stock of general merchandise April 22.

Kalamazoo—Ed. Sootsman has purchased the interest of his partner, Charles Clement, in the Sootsman & Clement cigar stock and will continue the business under his own name.

Wayland—Joseph W. Bittenbender has sold his confectionery and cigar stock to George Andrews and Ned Dansby, who have formed a copartnership and will take possession April 8.

Hancock—J. C. Wilkinson, druggist on Quincy street, has sold his stock to George and Alex Zoya, who will continue the business at the same location under the style of Zoya Bros.

St. Joseph—Charles Meschke has purchased the Anton Kruggel grocery stock and will continue the business at the same location at the corner of Winchester avenue and South State street.

Hastings—Owing to ill health, E. C. Edmonds has sold his interest in the grain elevator and fuel business of Edmonds Bros. to his partner, C. U. Edmonds, who will continue the business under the same style.

Ypsilanti—John Burkheiser and Ray Fletcher have formed a copartnership and purchased the J. D. Lawrence store building and clothing stock and will continue the business under the style of Burkheiser & Fletcher.

Coopersville—Archie McKinnon, who has conducted a harness shop for the Hillman Hardware Co. for a number of years, has purchased the stock and outfit and will continue the business under his own name.

Alpena—Louis Homant has returned to Alpena from Canada and purchased the Fountain property at 507 West Chisholm street, which he will occupy with machinery for manufacturing women's house dresses and aprons May 1.

Saginaw—D. E. Prall, for many years a leading druggist of Saginaw and well known to the drug trade of Michigan, died in Santa Ana, California, Sunday night. Mr. Prall retired from active business and went to California about eighteen months ago.

Saginaw—August Goes & Bro., dealers in farm implements and supplies, have merged their business into a stock company under the style of August Goes & Co., with an authorized capital stock of \$12,000, of which amount \$6,300 has been subscribed, and \$2,500 paid in in cash.

Detroit—Thos. Barlum & Sons have merged their meat business into a stock company under the style of Thomas Barlum & Sons Co. with an authorized capital stock of \$200,000, all of which has been subscribed, \$8,940 paid in in cash and \$191,060 paid in in property.

Manufacturing Matters.

Battle Creek—The Bentley Shoe Co. Inc. has changed its principal office to Detroit.

Escanaba—The A. J. Kirstin Co., manufacturers of stump pullers, has increased its capital stock from \$25,000 to \$50,000.

New Era—The New Era Creamery Co. has decreased its capital stock from \$10,000 to \$6,000.

Detroit—The Beach-Cross Body Co. has increased its capital stock from \$4,000 to \$6,000.

New Era—The New Era Creamery Co. has decreased its capitalization from \$10,000 to \$6,000.

Ypsilanti—The Scharf Smoke Preventer Co. has increased its capital stock from \$1,000 to \$10,000.

Detroit—The capital stock of the Accessory Forgings Co. has been increased from \$10,000 to \$50,000.

Alpena—The Detroit Lace Manufacturing Co. will remove its plant to this place and open for business May 1.

Mt. Pleasant—The Cadillac Ice Cream Co. has opened a branch wholesale and retail store here under the management of Mr. Sheinholtz.

Kalamazoo—The Kalamazoo Go-Bang Co. has been incorporated with an authorized capital stock of \$1,000, for the purpose of manufacturing and selling toys.

Marquette—The Holyoke Lumber Co. has been incorporated with an authorized capital stock of \$25,000, of which amount \$15,000 has been subscribed and paid in in property.

Detroit—The Robert E. Bell Co. has engaged in the manufacture of toilet preparations with an authorized capitalization of \$40,000, of which amount \$21,100 has been subscribed and \$5,000 paid in in cash.

Detroit—The Cadillac Tool Co. has engaged in the manufacture of tools and machinery with an authorized capital stock of \$15,000, of which amount \$9,000 has been subscribed and \$1,500 paid in in cash.

Detroit—The William Pike Co. has been organized to act as manufacturers' agent for trucks, scales, safes, etc., with an authorized capital stock of \$5,000, of which amount \$3,100 has been subscribed and \$1,000 paid in in cash.

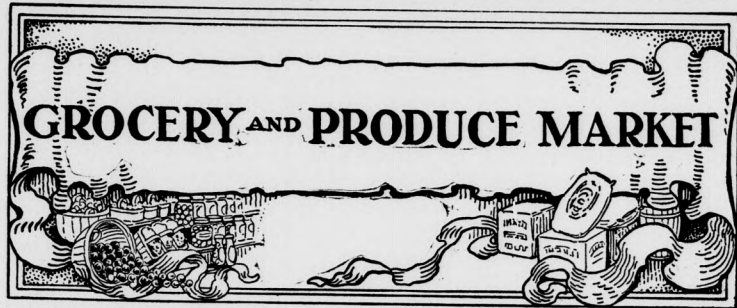
Detroit—The Guardian Refrigerator Co. has been incorporated to manufacture refrigerators, ice machines, etc., with an authorized capital stock of \$25,000, of which amount \$12,500 has been subscribed and \$2,500 paid in in cash.

Detroit—The Wolverine Car & Tractor Co. has been incorporated with an authorized capital stock of \$300,000, of which amount \$151,030 has been subscribed, \$30 paid in in cash, \$151,000 paid in in property.

Detroit—The Stearns Register Co. has engaged in the manufacture of registers, heating appliances and steel stampings with an authorized capital stock of \$20,000, of which amount \$10,000 has been subscribed and paid in in cash.

Detroit—The Star Wheel Corporation, has been incorporated to manufacture vehicle wheels, parts and accessories with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed and \$22,500 paid in in property.

Detroit—The Kent Food Co. has been organized to manufacture preserves, jellies and general table supplies with an authorized capitalization of \$5,000, all of which has been subscribed, \$700 paid in in cash and \$400 paid in in property.



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—Prices range around \$3.60 for pea and \$4.25 for red kidney in carlots.

Beets—60c per bu.

Butter—The market is very active and all grades are showing a phenomenally good demand considering the high prices. The make is very light and in this section storage butter is cleaned up, therefore a continued high market can be looked for until the make begins to increase. Local dealers quote fancy creamery at 35c in tubs and 36c in prints. Local dealers pay 25c for No. 1 in jars and 26½c in prints, and 20c 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.

Cucumbers—\$1.50 per dozen for hot house from Illinois; \$1.75 for fancy.

Eggs—The market is steady and unchanged with a good consumptive demand. The quality is now the best of the year and the market is in good shape and is not likely to show any radical change soon. Local dealers are paying 19c, cases included. This is a new method of handling eggs at this market, where it has been the custom to return empty cases. This method has placed the Grand Rapids market at a disadvantage, because on the face of things, it looked as though Grand Rapids paid ½c less than other markets which pursued the policy of retaining the cases.

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—19c per lb. for white clover and 16c for dark.

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

Lettuce—10c per lb. for hot house leaf. Head lettuce, \$2 per bu.

Maple Sugar—17c 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—Home grown, \$2.25 per 100 lb. sack; Texas Bermudas, \$1.75 for yellow and \$2.25 for white.

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 easy and all hope of high price has nearly died out. Country buyers are paying 65@70c.

Poultry—Receipts are not equal to 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—6c per lb.

Strawberries—\$2.75 per 24 pint case; Louisiana.

Sweet Potatoes—\$1.25 per hamper for kiln dried Jerseys; \$4 per bbl. for kiln dried Illinoise.

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—The market is firm but quiet. Prices are the same as a week ago. Domestic buying is now quiet, and apparently the only thing that would bring refiners actively in the market for any considerable quantity of raws, is further buying of refined sugar for shipment abroad. The scarcity of tonnage continues to exert a strong influence on values. The combined foreign and domestic business now on the books appears to ensure refiners running at capacity through April and May. With the limited tonnage, the weekly receipts from Cuba do not on the average any more than cover refiners' wants. Stocks at the four ports do not accumulate, and there does not appear to be any increase in the tonnage available. A normal working stock cannot be secured until there is some slackening in the demand, of which there is certainly no indication at present, as, while domestic buying temporarily is quiet, it is believed that a large foreign business could be done at a slight concession under refiners' asking prices. For these reasons these refining interests state that the tonnage situation will perhaps do more toward keeping prices up than the sellers themselves, as it makes it impossible for them to effect sales faster than the limited weekly tonnage permits.

Tea—The trend of prices has been

upward of late. This applies to both blacks and greens. The latter have been brought into the lime light during the week by sales of some 6,000 packages. It is a case of picking up the cheapest teas in the market for blending purposes, both Congous and Formosas having been advanced materially, beyond the level of Pirgveys. India-Ceylons are active and firm under the stimulus of the fire last week on the City of Naples which badly damaged the teas for New York, which aggregated several thousand packages. Colombo is too high for importers.

Coffee—Receipts are still small at the Brazil ports and stocks do not increase materially, despite the lack of shipments. Better weather causes more confidence in the spot trade, where it is held that the country may, at last take hold in a larger way, business having been rather hand-to-mouth of recent weeks. When all is said, however, the absence of speculation makes against any marked fluctuation in futures, the absence of bull leadership being keenly felt. Java and Mocha grades are quiet and unchanged.

Canned Fruits—Apart from the upward trend of prices on lemon cling peaches, due to the light offerings and good demand, there is nothing new in the market. California canned goods are in light request at ruling prices.

Canned Vegetables—Next to nothing is being done in spot tomatoes by the local brokers, who are not in a position to offer concessions owing to the attitude of sellers at packing centers. It is easier to buy from some jobbers who are taking profits on surplus holdings at a concession from the current quotations than it is to induce packers to consider bids of less than their asking prices. Corn and peas show no change for the week.

Canned Fish—Stocks of pink salmon continue to shrink, and, being much smaller than usual at this time of the year, both here and on the Coast, a close clean-up at an early date is expected by the best posted authorities in the trade. The trend of prices is upward. The Coast market is exceedingly strong, the supply there having been reduced by purchases during the past three months to a comparatively small quantity. Higher prices in the near future are indicated by recent advices. The movement in red Alaska is fairly free, and chinooks are getting much more attention than usual, when consumption is heaviest. This is attributable to the scarcity of sockeyes. Prices of all grades are decidedly strong, with an upward tendency. The situation in sardines presents no new features. Limited supplies restrict business, but the demand does not appear to be urgent at present, except for stock that is unobtainable from first hands.

Dried Fruits—There is nothing of fresh interest unless the further stiffening of views among holders of spot seeded raisins might be placed in that category. Nothing has come from the Coast by wire regarding the

crop outlook or market conditions, so far as can be learned, but mail advices indicate that, as usual, telegraphic reports of damage to the prune crop at least have exaggerated the effects of the late cold snap, following rains. Citron and peels continue active, with the trend of prices tending upward. Peaches, if anything, are a shade easier than they have been, although nobody can understand how they can go any lower than the prices ruling for several months. Apricots are unchanged and quiet.

Rice—There is a more confident feeling in the rice market, due to the advices from the South and it is predicted that the local trade will be taking hold actively.

Molasses—The market is firm in tone with distributors and baking interests taking grocery grades for needs. The warmer weather does not help business, the same being true of the high prices. Blackstrap is firm with a small movement at quotations.

Cheese—There is a steady normal consumptive demand for cheese and with light stocks. Under grades are particularly scarce and are selling close to the price of the best. No immediate change seems likely until after the new make begins in June.

Salt Fish—Desirable sizes of mackerel are almost out of the market. Norways are down to hard pan and are hardly worth quoting any longer. Prices are exceedingly high and buyers are only taking stock when they have to. Some shore mackerel are about, but are not very active. Codfish is reported to be almost out of market.

Provisions—After being quite firm for a considerable period, provisions have undergone a re-action as a result of speculative liquidation. The advance in lard has been largely in the undoing of spreads against short sales made some time ago, and it is now regarded as being in strong hands. Lately the cash demand has been quite active, with prices very firmly held. Hog cutting is only about half what it was a short time ago.

The Ukulean Market, organized with a paid-in capital stock of \$2,000 by fifty former residents of Galicia—Little Russia—has engaged in the grocery and meat business at 345 Bridge street. The National Grocer Co. furnished the grocery stock.

Benjamin A. Sterken recently purchased the grocery stock of F. A. Wanamaker & Son, at 619 Lyon street, subsequently selling the stock to Mrs. Henry J. Ringold, who will continue the business at the same location.

William S. Godfrey, Michigan representative for the salt department of the J. S. Stearns Salt & Lumber Co., at Ludington, says that eighteen traveling salesmen reside in Eaton Rapids, where he now makes his home.

Smith Bros. succeed J. Vanden-Bosch in the grocery business at the corner of Lafayette avenue and Highland street.

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, April 3—The Sunday papers reported that Villa had lost a leg. If the chase continues the poor fellow won't have a leg to stand on.

Last week building totals in Detroit were \$1,182,350, as compared with \$625,510 for the previous week and with \$640,705 for the similar week last year. Prospects of further increases were never better in this city.

The Detroit Savings Bank has approved contracts for the erection of a branch bank at Woodward and Milwaukee avenues.

The Russel Co. has opened a women's wear store at 250-254 Woodward avenue. The store in all its appointments is one of the most modern in the city.

V. Leskowski, dry goods and furnishing goods dealer, has added 40 feet to the rear of his store building at 2254 Jefferson west and has remodeled the interior of the entire store.

Burglars stole 5,000 cigars valued at \$160 from the drug store of E. C. Kinzel, 26 Michigan avenue, last Wednesday.

A. T., better known as "Pat" O'Connor, Secretary and Treasurer of the newly-organized Columbia Motors Co., is flitting about town these days with a most gladsome smile. Enquiry elicited the fact that his elation is the result of the appearance of the new Columbia model just about completed and ready for exhibition. Mr. O'Connor, who in a large measure was responsible for the formation of the company, is one of the pioneers of the automobile industry and his associates are William E. Metzger, W. S. Daly and J. G. Bayerline, all well known in the automobile world. Great interest is being evinced over the coming Columbia models that will be out within the next week or ten days.

W. J. Miller has disposed of his stock of dry goods and furnishing goods at 1801 Mack avenue and will retire from the business.

The Detroit Motor Car Co. has recently added 10,000 square feet additional floor space, which is added to the general paint department.

The pages of the Tradesman are usually filled with news and advice that if followed by any merchant would tend to increase the efficiency of that merchant's business, yet there appeared last week an article advising storekeepers not to emulate the example of business men of a certain faith. The humorous part of this advice is that the business men referred to are conceded the most successful in the world. Inconsistency, thou art a paste diamond!

Benjamin Sunshine has opened a women's furnishing goods store at 2967 Woodward avenue.

Fire in the factory of Harcus & Co., 774 Russell street, March 27, caused damage to the extent of approximately \$50,000.

Detroit Council will be honored with a visit from Supreme Counselor Ganiard, Grand Counselor Lawton and other dignitaries, at the next meeting, Saturday, March 15.

W. J. Hubbard, formerly of Dowagiac, has purchased the dry goods and furnishing goods business of R. J. Cowan, 2342 Woodward avenue.

F. E. Whitton, manager of the Saginaw office and sample rooms of Burnham, Stoepel & Co., was in Detroit the latter part of last week.

Old John Barleycorn is some athlete. He can throw the strongest man that tackles him.

Green & Rice, proprietors of the Boston store, at Pontiac, are installing a new front in their store and remodeling the interior. Both proprietors are Detroit boys. Mr. Rice, who has the management of the business, before going to Pontiac was a

city representative for A. Krolik & Co. Mr. Green is still connected with A. Krolik & Co. in the capacity of manager of the men's furnishing goods and underwear departments.

J. A. Cannon, formerly of the National Refining Co., Cleveland, has been appointed sales manager of the White Star Refining Co., of Detroit. Mr. Cannon filled a similar position with the Cleveland firm for a number of years.

A person can take almost anybody's dirt in Detroit and make money on it.

L. A. Rosengarten, dealer in dry goods and ladies' ready to wear, corner of Crossley and Jefferson avenues, has opened a new store at 191 Michigan avenue.

The many friends of the family of Frank Schneider, manager of the J. F. Hartz Co., will be pained to hear of the death on March 28 of the daughter, Catherine, aged 17 years. Although ill the greater part of the winter, Miss Schneider was not confined to her bed until about four weeks ago. From then on her decline was rapid. A student in her senior year in the Eastern high school, she made hosts of friends among the other scholars by her mild manners and pleasing personality. The sympathy of the Tradesman, in behalf of the friends, is extended to the bereaved family.

The Kingsley cafeteria will be opened within a few days at 878 Beaubien street.

D. C. Atkins, of Vassar, has purchased the stock of furnishing goods of Freeland & Patrick, 1305 Gratiot avenue.

Prosperity, according to a correspondent, has invaded Bay City. J. F. List, general merchant of West Bay City, has remodeled his store and has purchased an automobile, a Detroit car recently put on the market.

Les Cody, up Saginaw way, says that one of the necessary attributes to the success of a politician is to be a good mixer, "and," he soliloquizes, "that is also a necessary attribute to the success of a bartender."

The Beaubien department store will open with a general line of dry goods and furnishing goods, in the store nearing completion on Beaubien street, near Philadelphia avenue.

Owen & Co., one of the largest house furnishing goods concerns in the city, whose store is located at Brush street and Gratiot avenue, have purchased property on Clinton avenue and will erect a modern five-story warehouse, with foundations strong enough to carry several additional stories.

Thieves wrecked the windows of the stores of Grover O. Wolf, 179 Michigan avenue, and Joseph Hyman, 506 Hastings street, last week, and stole merchandise estimated at approximately \$25 to \$60.

Otto Neuman, of Neuman Bros., druggists, 2354 Jefferson avenue, East, is convalescing, following an operation performed on him nearly three weeks ago. The firm enjoys a prosperous business and the many friends of Mr. Neuman will be pleased to greet him on his return to the store to assume his former duties of manager. A branch store will be opened at the corner of Lillibridge and Jefferson avenues.

John Skinner has been appointed special notion representative for Burnham, Stoepel & Co., calling on the city trade. Mr. Skinner has been acting as house salesman for the past three years and has made many friends during that time. Before coming to Detroit he was employed in the general store of Skinner Bros., of Ortonville. John Skinner has all the attributes of a successful salesman and his friends predict a bright future for him in his new field.

The Chicago Pneumatic Tool Co. is building an addition to its factory at Second and Amsterdam avenues.

John J. Lenihan, dealer in dry goods and furnishing goods, has engaged in

the manufacture of women's aprons and house dresses under the style of the Triangle Apron Co. The manufacturing will be carried on at 320 Dix avenue. Mr. Lenihan will continue the mercantile business as before.

Real estate values in Detroit are rapidly advancing, but judging by the prices the warring nations are paying for the possession of some of the small hills and villages they are fighting for, property here is the cheapest thing in the world in comparison.

Frank Dreese, well-known business man of Gaylord, was a Detroit business visitor last week.

What promised to be a disastrous fire was narrowly averted on March 28 when a blaze was discovered in the warehouse of Summerfield & Hecht, furniture dealers. The fire was extinguished with small loss.

Last December Freddy Opp, who conducts an up-to-date and prosperous confectionery business and all the perquisites attached to such a line of trade at 2350 Jefferson avenue, East, was unceremoniously gripped in the grip of the grippe and, according to Freddy, the grippe is the peskiest and most tenacious malady extant. In spite of the fact that he has been grappling with the grippe for nigh on to four months without success, the chubby one has not lost his affable manner or pleasing smile. With his persistency we predict he will sooner or later get a good grip on the grippe.

Joseph Walker has opened a men's clothes shop in the Palmer building. The show rooms, the last word in modern store equipment, are located on the second floor.

The building at 161-165 Jefferson avenue will be reconstructed into a modern hotel of 125 rooms and baths and will be named the Hotel Jefferson.

L. J. Flint, formerly of the Chalmers Co., has been appointed manager of the King Auto Sales Co., Michigan distributor for the King Motor Car Co., at 998 Woodward avenue.

News of the death of Mrs. William Groening, wife of the clothing merchant in Ludington, was received last week. Mr. Groening has many friends among the traveling fraternity who will read the news with sadness. Mr. Groening is one of Ludington's prominent young business men and his family is well and favorably known in that city and surrounding country. A baby daughter survives.

John D. Mabley, one of the pioneer clothing merchants of Detroit, died at his home last Friday. Mr. Mabley suffered an attack of typhoid fever last August and never fully recovered. His first employment was with the J. L. Hudson Co., remaining with that firm for twelve years, resigning to engage in the men's furnishing goods business, later adding a line of clothing. The firm of John D. Mabley Co. is one of the largest retail clothing concerns in the State. Surviving are the widow, three sons who were associated with their father in the business, two daughters, a brother and a sister.

Detroit factories added 22,443 employees to their pay rolls in 1915 and the daily wage increase was \$69,399.

The W. J. Burton Co., 159 Congress street, West, manufacturer of steel ceilings, fire proof windows and doors, is erecting a factory building on the M. C. Railroad at Seavitt junction.

The Detroit Towel Supply Co. has moved into new quarters at 459 Baker street. A portion of the new building will be used for the manufacture of white coats for barbers, soda dispensers, etc.

A blaze which caused damage amounting to several thousand dollars to the plant of the Murray Manufacturing Co., 550 Clay avenue, nearly cost the lives of fifteen men who were obliged to drop from upper windows of the building.

News items of interest to traveling men and merchants are respectfully solicited. Address 202 Montclair avenue.

Weiler's bakery and lunch room, 80 Broadway, will open a new store at 69 Broadway. The company are also

candy manufacturers on a large scale. General C. R. Hawley, Bay City merchant, was in Detroit on a business trip this week.

Being neutral, we refuse to state who we believe responsible for putting ague in Hauge.

As one T. Roosevelt might say, a man who has no enemies usually has the same number of friends.

Villa by the way is a tectotaler, his thirst evidently being confined to blood.

What a swell hiding place Carranza's whiskers would be for munitions of war.

Call for M. G. Howarn and A. G. MacEachron.

Cadillac Council leads Grand Rapids Council by a ———?

The Progressives are ready to throw the Bull-Moose. James M. Goldstein.

Misuse of Childish Enthusiasm.

Monroe, April 3—Instead of exploiting the children in the raising of funds to build battleships, how much more appropriate it would be at this juncture, and how much more it would appeal to the child's humane instincts, to apply such a fund to the relief of the thousands of war victims in Europe. I think, also, that if Congress would expend \$10,000,000 in the promotion of the world-peace idea, it would confer a far greater benefit upon suffering humanity than the building of war vessels.

Our "incomparable navy" and vastly augmented army would cause the misery of the belligerents, already sufficiently acute, to be prolonged after the war in their endeavor to maintain a like military supremacy, and how long, after all, would it be ere we should find ourselves out-matched and in need of a still more "adequate defence," and so on ad infinitum.

The deplorable condition of Europe to-day proves that an indefinite continuation of the present rivalry between nations, with the entailed expansion of armaments, will eventually bring about a relapse into world barbarism. With this grim object-lesson vividly before us, what better service can true patriots give than to join, hand in hand, in the endeavor to overthrow this most gigantic of evils.

Let us begin by instilling into the minds of our 10-year-olds the truth that is slowly but surely finding its way into the consciences of men that war and provisions for war belong to a benighted past.

Fish by the Cord.

In Irkutsk, Siberia, meat and fish frozen are offered for sale piled up in stacks like cordwood, and milk, also frozen is placed on the market in square blocks and sold by weight, a string or stick being left projecting from the cake as a handle whereby dealer and buyer may carry it.

The United States Government buys many pounds of paper each year and the most expensive is the paper which is used for currency, securities and other notes. A contract for currency paper has just been awarded, the lowest bidders again being Crane & Company of Dalton, Mass., who bid 34½ cents a pound against a bid of 40 cents made by the only other bidder. It is estimated that 1,200,000 pounds will be required during the fiscal year 1917. This paper has silk threads running through it and its manufacture is guarded closely.

Due to a change in ownership of the Phelps Hotel, at Greenville, Steward Albertson, formerly manager, has been forced to retire. Mr. Albertson has a wide acquaintance among the traveling fraternity and the boys will be pleased to see him located once more behind a hotel desk.

SUCCESSFUL SALESMEN.

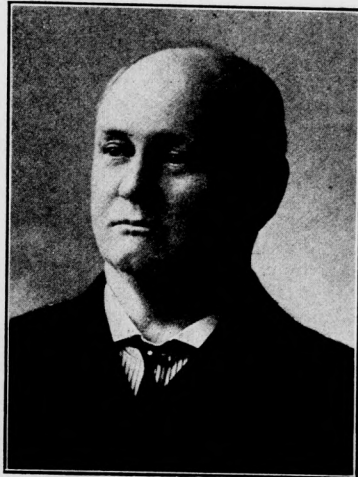
Hub Baker, Who Has Traveled Thirty-Four Years.

Alden, April 4—Genial Herbert Baker the well-known representative of the Worden Grocer Company, celebrated his 71st birthday at Alden to-day. After living the allotted three score years and ten, Hub now proposes to rip off another ten years, with good prospects of making the grade. Mr. Baker is as active and well preserved as the average man of 50, and when it comes to landing grocery orders for his house, he leads the younger salesmen a merry chase. Hub, as he is familiarly called, attributes his long and vigorous life to keeping good natured and cheerful. He is a natural optimist and the well-known Hub Baker smile is irresistible. Hub has a reputation for two things. One is that he never stuffed an order and the other is that he is the greatest story teller who travels out of Grand Rapids. His many friends on the road, as well as his many acquaintances among the retailers, wish him many more years of the best things of life. Mr. Baker first saw the light of day in the good old State of New York and came to Michigan in early life and has had a long experience as a traveling salesman. Recently he was asked, "How long have you traveled in Western Michigan?" He replied in his typical way, "Boys, it is a long, long time—so long that when I first commenced to travel in Western Michigan they had just commenced digging a hole to put Lake Michigan into." Charles H. Coy.

Biographical.

"Hub" Baker first saw the light of this world at a country house near Youngstown, N. Y., April 4, 1845. Working on the farm summers and going to district school winters constituted the greater part of his ex-

perience, until "war time," when he attended school at Wilson and Lockport, N. Y., graduating from the latter institution in 1866. Having arrived at the age of 21, he thereupon set about to see the world, his first move in this direction being to go to New York City, where he worked



Herbert Baker.

for a year in the book and stationery store of G. W. & J. Cross. Tiring of that business, he came West, settling at Glenbula, Wis., where he spent three years learning the blacksmith's trade. For eight years subsequently he tilled a farm of his own near Flint. Then he went to Milwaukee and worked in the shops of the C. M. & St. P. Railway. Next

he turned up in Grand Rapids, where he worked for a year for a Canal street clothing house. Forming a liking for the grocery business he entered the employ of John Caulfield, with whom he remained one year, covering the C. & W. M., North and South, the G. R. & I., South, and the Michigan Southern. On the advent of L. H. Randall & Co., he cast his fortunes with that house, taking the G. R. & I. and C. & W. M., both North and South. One year wound up the existence of that concern, and on May 12, 1884, Mr. Baker entered the employ of Shields, Bulkley & Lemon, with which house he remained until it was consolidated with the Worden Grocer Company. Since then he has traveled continuously for the latter house, with whom he is likely to remain for some time to come.

Mr. Baker owes his success as a salesman to indefatigable industry and persistent effort, coupled with genuine integrity, which enables him to command the confidence and respect of all with whom he comes in contact. He is one of those men who "waer well," as the expression goes, and to this fact is to be attributed the decided success he has attained to his present occupation. While he has no particular hobby, being unable to talk "horse" or "base ball" with any great degree of fluency, yet he can do what very few traveling men can—conduct a prayer meeting; and no Wednesday evening ever passes which does not find him associated with his Methodist brethren. The nickname

by which he is universally known, Hub, was given him through no personal application, and the reason for its origin is a mystery. Possessed of an agreeable exterior, a big heart and a clear mind, Mr. Baker has every reason to look back upon his long career on the road with supreme satisfaction and to view the future with calmness and complacency.

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, April 5—Creamery butter, extras, 36@37c; first, 34@34½c; common, 32@33c; dairy, common to choice 25@32c; poor 20@24c.
 Cheese—Fancy, new, 17½c; choice, 17@17¼c.
 Eggs—Choice, new laid, 21@21½c; fancy, 22@23c.
 Poultry (live)—Chicks per lb. 18@20c; cox. 12@13c; fowls, 18@20c; ducks, 18@20c.
 Poultry (dressed)—Chicks, 18@21c; fowls, 18@20c; ducks, 18@21c.
 Beans—Medium \$3.90; pea, \$3.85@3.90; Red Kidney, \$4.75@5; White Kidney, \$5; Marrow, \$4.75@5.
 Potatoes—\$1.00@1.15 per bu.
 Rea & Witzig.

Why Japs Escape Grip.

Polite Japanese never have the grip because they commit "iki wo hiki," that is drawing in their breath sharply, a salutary custom which one doctor has declared incomparable as a means of grip prevention, the idea being that Japanese are careful as to where and on whom they breathe and so keep the percentage of germ distribution at a rather respectably low figure.

The best throw one can make with dice is to throw them away.



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

Barney says—

*In the old days the jobber who could give the merchant the longest time in which to pay his bills generally got the business, but to-day it seems that the merchants want **GOOD GOODS, PROMPT SERVICE and FAIR TREATMENT.***

When the present management took hold, this policy was laid down, and I guess this is the reason why our business is six times as large as it was fifteen years ago.

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS

MICHIGAN TRADESMAN

(Unlike any other paper.)

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E. A. STOWE, Editor.

April 5, 1916.

MR. CROSBY IS MISTAKEN.

Some one once remarked that "When you call a man a liar, you should be sure you have the documentary proof in your possession."

Mr. James M. Crosby, a well meaning gentleman, who has many friends in the city in which he was born and reared and who ordinarily keeps within the bounds of courtesy and reason, has taken it upon himself—in his official capacity as President of the Local Insurance Agents Association of Michigan—to question the veracity of the Tradesman relative to the editorial statement made in this paper last week to the effect that the statute enacted by the last Legislature commonly known as the anti-discrimination law was amended during its consideration so as to exempt mutual companies from the provisions of the law.

Mr. Crosby denounces this statement as incorrect, insisting that the anti-discriminatory bill was not amended from the time it was drafted until it was enacted. He forthwith indulges in some sarcastic remarks which are entirely in keeping with his occupation as the representative of the insurance combine, but which he would not indulge in in his other capacity as a gentleman and business man.

Unfortunately for Mr. Crosby, he has not the documentary proof to sustain his assertion, because the official records of the Legislature show that the documentary evidence is on the side of the Tradesman and it clearly disproves Mr. Crosby's allegations to the contrary.

House Journal No. 1 for the session of 1915, page 919, shows that the bill was amended on motion of Mr. Rice and a paragraph added thereto especially exempting mutual insurance companies from the operations of the law.

The same record appears in Volume 2 of the House Journal on page 1859, where it is plainly stated that House Bill No. 70 was amended—exactly as stated by the Tradesman—March 31 and subsequently enacted, enrolled and approved by the Governor.

This matter is not so unimportant as appears on the surface because it plainly discloses the intent of the Local Insurance Agents Association of Michigan—of which Mr. Crosby is President—to destroy the competition of the mutual insurance companies which are carrying such a large portion of the

desirable insurance risks of the State. Under this infamous law these mutual companies are the only protection the insurers have against the grasping monopoly which—under the machinations of this unfair law—seeks to throttle competition and force the people to submit to the exactions of an irresponsible organization whose powers and limitations are not properly defined and circumscribed.

So much for the arrogant statement of Mr. Crosby that the bill was not amended, but was enacted exactly as prepared by his organization.

Mr. Crosby furthermore states that the insurance companies took no interest in the bill while it was being considered by the Legislature. The Lansing daily papers are in evidence as showing that while House Bill No. 70 and Senate Bill No. 31 were under consideration by the Legislature, numerous representatives of the insurance companies were constantly in Lansing lobbying in the interest of these bills.

An American military authority familiar with the American Civil War, has likened the battle of Verdun to that of Gettysburg. He declares the Germans have failed at the French fortress as Lee failed at Gettysburg. As the latter represented the limit of the Confederacy's effort so Verdun marks the climax of German power. Whether there is any parallel between the two, is for the future to disclose. But there is hardly a question in the minds of those following the war situation, that the Central Powers as the spring opens are facing the most trying situation for them since the war began. If more must be done during the coming operations and campaigns than has been done by the Teutonic empires, it is for Germany to do it. It is manifestly impossible for Austria-Hungary to do more than at present. She is engaged to the utmost on the Italian and Russian fronts and in Albania, and there are signs of weakening on her Russian front. With Russians attacking on the north and south; with Germans and Austrians on the Salonica front with Bulgarians either to undertake an offensive or resist an attempt by the Anglo-French forces; with Rumania threatening to enter the conflict on the side of the Entente Allies and thus divide the Bulgarian armies; with the Italians holding the attention of all available Austro-Hungarian forces, Germany is in no position to transfer from any front such overwhelming forces as are necessary to achieve decisive or striking success on the Western front. Only by superhuman efforts does it seem possible for the Teutonic powers effectually to surmount the apparent difficulties and continue to dominate the trend of military affairs as they have done.

Is the analogy drawn between the position of the blockaded South in the Civil War and the Central Powers today valid? When the European war had been in progress but two months the late Charles Francis Adams had reached the conclusion that the conflict on the west might involve, for a time, a series of tactical operations, from which nothing decisive would result, but it would then become a struggle

to be settled only by exhaustion. Already he saw it reaching the shape it assumed in Virginia in June, 1864; and in a paper read before the Massachusetts Historical Society, and reprinted in the forty-eighth volume of the proceedings, he predicted that the blockade would again be a principal factor in ending a great war. Making no pretence to statistical information, he took for illustration the question of shoes and of horses. His Civil War experience taught him that when an army was in active service, especially in wet weather, a pair of shoes per soldier each month was required. If such is the case in Europe, a consumption of millions of shoes monthly on each side must be provided for. "Whence, especially in a region limited to its own resources, is such an amount of footwear to come? The air-pump is here in pronounced operation. Will history record a repetition of Confederate experience?" As for transportation, in the Civil War an army required a horse for every three combatants, allowing for cavalry, artillery, commissariat, ammunition and hospital services; and at that time "in active operations the life of a horse averaged some six weeks. To sustain his strength, he must also be fed with the regularity of clock-work." Adams believed that the motor might supplement, but could by no means take the place of, the horse, for it is wholly dependent upon the roads. Moreover, "the increase in weight as well as number of impedimenta, including artillery and ammunition trains, has been such as to call for additional motive power, not less probably in amount than the new appliances can contribute." In this war the world's horse markets were being stripped by the Allies, as in the Boer War they were by the British; but what could the Germans do?

Deacon Ellis has finally been relegated to private life by the voters of Grand Rapids, notwithstanding the herculean efforts of the liquor interests, the insurance combine and the promoters of cheap and nasty burlesque shows to land him for a sixth time in the chair of chief executive. He has managed to retain himself in office by arraigning class against class and friend against friend, keeping one foot in the church and the other in the saloon. He has played fast and loose with every voting interest in the city and has, in turn, proved recreant to each. His retirement to the obscurity from which he should never have emerged, is a welcome omen for the future growth and prosperity of the city.

The forest service of the United States Department of Agriculture tells of two Utah ranchmen who ran their stock on National forest range under grazing permits and sold their steers on the same market on the same day. Both ranchmen used the same amount of range per head of stock and both paid the same fee, yet one received \$40 per head more for his steers than the other. The reason is that one gave close attention to the selection of his breeding cows, and the other made no attempt to improve his herd. One ranchman used his head and he is better off.

BREAKING WITH GERMANY.

There is still a possibility that conditions may so change as to modify the President's intention or postpone action, but there is great danger that we shall have to cease relations with the Teutonic empire within a short time. This action would not necessarily mean war with that power, and if there shall be a war the military and naval activities will not be great for a considerable period for obvious reasons, but it would put an end to the stage of forbearance on the part of our Government and in a qualified way would make the United States an enemy of Germany.

The effect on this country in its various interests would not be so great as if this had happened months ago, but it would place us under strong bonds to be prepared for any emergency. The most logical immediate effect would be that of strengthening our army and navy and in every way placing us in a position for defense. It would not cause a financial panic, but for a time at least it would create depression in certain lines, notably investment and speculation. In spite of the immense volume of business which has been done in this country in the past twelve months we are not in an inflated condition. We have done business on a cash basis in the main, and our manufacturers and dealers are not "spread out." We have not with us the evil of overproduction, which is the most frequent cause of financial reverse. We have had a sale for our merchandise as fast as it could be produced and we have a quantity of gold far greater than that possessed by any other country in the world.

The meaning of a severance of diplomatic relations is such, however, that much timidity would be caused among business men and there would probably be even less disposition to enter upon new enterprise than now exists. In case of actual war there would be another shock, and this country would have to raise itself from its lethargy and think of other things than the acquisition of wealth and the enjoyment of the comforts so characteristic of American life.

The situation would not be without its advantages. A conflict with another nation would unify our people as nothing else could and infuse into our citizens a spirit which has been largely lacking these many years. Moreover it would Americanize to an extent heretofore unknown many people of foreign birth. They would understand that this country stands for democracy, for personal liberty, and that it would be their duty to support it not merely because they are residents of the country, but because they are here out of a preference for democracy as against the monarchical forms and traditions of Europe. It is to be hoped that even a break with Germany will be avoided, and certainly that there will be no war, but if either of those events comes we all know what our duties will be and let us remember that so great an evil would not be without compensating benefits.

The finest woman in the world is your wife, and don't forget to tell her so. You were eloquent enough on this subject before you married her.

WHAT CLOSED SHOP MEANS.

Jefferson, the Philosopher of the Revolution, wrote into our civic scheme two affirmations without which the rights of man cannot be enjoyed and free popular government cannot exist. The first of these was, "equal rights for all, special privileges for none."

The second was in that mighty preamble to the Declaration of Independence:

"We hold these truths to be self-evident: that all men are created equal and endowed with certain inalienable rights, amongst which are life, liberty and the pursuit of happiness, and that to secure these, governments are instituted amongst men."

In these forty-eight words, Jefferson wrote the impregnable indictment of the closed shop, and lifted the open shop to the dignity of the highest expression of the rights of man.

From 1776 to 1876, one hundred years, this country enjoyed equality of rights and its citizens had a right unquestioned to life, liberty and the pursuit of happiness. In that period, we reared generations of Americans who gave to us by the Mexican War our splendid frontage on the Pacific Coast, and the territory now divided into five American states, and a generation which preserved the Union in the Civil War, and reaffirmed the civic philosophy of Jefferson. In that century, a greater percentage of American workmen went forward to financial independence than since. For every man depended upon skill and industry in his handicraft for constant employment and the best wages.

Then began a change, imperceptible at first, but gathering force, until now in the form of union labor, it denies the equal rights of men, and denies the right to life itself, unless under conditions it enforces, and not under the equal operation of economic law.

We have now reached the period of the closed shop, in which no man is permitted to live by the work of his hands, except by the consent of the walking delegate and business agent of union labor.

There is no economic argument against the organization of labor, if it be legally responsible and keep within the limitations of law.

It should mean the superior skill of its members, but it does not.

It should mean their superior industry and productivity, but it does not.

Labor unions claim the right of collective bargaining and the making of contracts, but they refuse to incorporate under the law and to assume legal responsibility for contracts and the right to sue and be sued.

They demand contracts of the employer, but whether that employer be an individual, a firm, a partnership or a corporation, each has a legal status, and may sue or be sued in case of breach of contract, or be punished for any violation of the law which holds a strong hand over them all.

So, between the two parties to such collective bargaining and contract,

there is no equality of right. The contract is not bilateral, it is unilateral, with all the responsibility upon one party, the employer.

Under this condition of irresponsibility of the union, the closed shop is entrenched in its absolute denial of the right of a non-union man to work, and therefore denial of his right to live.

The labor guilds of France grew so strong that they demanded of the King that he treat the licensing of labor as a royal prerogative, and that no man be permitted to work without the royal license. He was a greedy monarch and the guilds offered him a cash subvention if he would assume this prerogative. He referred the demand to his Minister of Finance the great Turgot, who was a friend of Jefferson. Turgot wrote the King's answer, saying that, "God, by giving to man wants, making his recourse to work necessary to supply them, has made the right to work the property of every man, and this property is the first, the most sacred, the most imprescriptible of all." What the King refused to do the labor unions do with impunity. The Government of the United States cannot forbid anyone the right to work. Backed by all its power, it cannot do that. But the labor unions, extra-legal bodies, irresponsible before the law, do it by the closed shop.

How do the unions enforce this policy? Let union men who may have a conscience and a memory study the method. It is enforced by crime, by murder, by arson, by dynamite, by thugging and by the bludgeon. The union alone, the structural iron workers, enforced it by the destructive dynamiting of \$17,000,000 of property, and by more than a hundred murders. Where is the evidence? Read it in the pleas of guilt by the McNamaras and the confessions of their co-conspirators. Read it in the murder of Governor Steunenberg and the confession of Harry Orchard. It is written in the judicial records of our courts, state and Federal, and in scores of convictions of union leaders and conspirators.

This is the price at which the closed shop has been maintained.

Now what does the open shop mean? It stands for no discrimination between union and non-union men. It denies to neither the right to work, nor the right to live. It does not even deny collective bargaining, that does not include the closed shop. It does not need dynamite, arson and murder for its maintenance. It stands for equality of right and the right of man to life, liberty and the pursuit of happiness. A press that lacks courage and politicians who want votes may be for a time longer restrained by fear, but at heart they despise the closed shop policy and the crimes which sustain it.

In order to maintain the closed shop the labor unions forbid apprenticeship of American boys to the trades and handicrafts. The result is that youths are left to fester in the vices of idleness and learn crime in the street gutter. When they are arrested and sent to the reform school

and taught trades there at the expense of the taxpayers and come out proud of their skill and capacity to support themselves, and become good citizens, the unions refuse to permit them to work or admit them to membership. So the taxpayers are building more reform schools and detention homes in which to confine the young victims of the closed shop.

In the effort to put our youth in the way of independence and good citizenship, the taxpayers are building mostly vocational schools, in which the boys learn perfect skill in the trades and handicrafts.

But when they graduate, qualified journeymen mechanics, the labor unions to enforce the closed shop deny them membership and refuse to permit them to work under the usual union penalty of being maimed or murdered.

The distinct and official avowal of union labor is that the American boy has no rights on his native soil, under his country's flag and Constitution, but he is an outlaw in the interest of the closed shop. When the American spirit awakens to the atrocity of this policy labor unions must abandon it or aroused American spirit will sweep labor unions off the face of the earth.

Fathers and mothers of American boys, think this over in the quiet of your homes. You have heard sentence pronounced upon your boys, condemning them to crime or beggary. You have cherished your sons from the cradle to their youth. You have looked upon them as the support of your old age. In the monstrous language of union leaders, all this parental dream fades away. Union labor, the new Herod, condemns them to moral death and physical degradation, in order that the closed shop may flourish by making them your sorrow who should be your joy.

DO YOU KNOW THEM?

They stand in downtown doorways—the doorways that lead to the land of smoke haze, shaded tables and wide-mouthed talk—and they watch the mothers, the sisters, the wives and the daughters of the city pass. They speak loud, one to another, of things not discussed by men. With insinuating familiarity they greet the women they chance to know and some they do not know; their conversations are filled with the crude vileness of raw viciousness. Their clothes are always of the latest pattern, and their linen is white and spotless, but on their faces the lines of evil are beginning to form.

They stretch far over green tables to thrust with weighted sticks at shining, vari-colored balls, and in the light from the green shaded electric their eyes have an unpleasant glint as they miss their shots or gloat over another's ill luck. And as they play they curse the name of the God who made them, the mothers who gave them life, the fair name of woman, and the decency of man.

They sit at other tables the long night through, and play at being men with cheap drinks, with chips and pennies and nickels and cards. And they gaze uncertainly into the feverish

eyes of their kind, clutching the spotted cards close to their bodies in white shaking hands. They lose money that is not their own; they win money that is not their own, and then they go home—to lie in loggish drunken sleep until it is night again and things of evil stir abroad.

They haunt the houses of ill fame; they pride themselves on acquaintance with the underworld of the city's life, and they imagine that they are wonderful in their sportiness. Only they are nothing of the sort. They are only silly, and vicious and weak. When they are wicked it is in a cheap way—a wickedness that profits them nothing. They do not play the big game. In their own parlance they are "pikers," "cheap skates," ordinary "would-be's."

Citizens in the making? The type of citizen who becomes a common parasite on the body politic; the citizen who makes his city a reproach with political intrigue, with ballot buying and selling, and—worse. This is the boy who may lead your daughter or your sister to the altar some day, and because of the viciousness that has burned out his manhood, because of the alcohol that has burned out the life cells of his body, breed the spawn of imbecility, of idiocy and of crime.

Would you prevent juvenile crime? Would you have the daily police court history of Grand Rapids during the last year changed for the better? Would you have your daughters, your sisters, your wives and your mothers go their ways without insult? Then care for this gang, where the germs of cheap evil, viciousness and infamy find root in fertile soil.

The gang is sick—sick with the warped morality and mentality that leads to vile disease of body and decay of soul. Cure the gang of its rottenness, of its ganginess; take away the opportunities of putrid incubation. Pick up the boys of the doorways who sneer at the virtue of the city's daughters. Make sure that these boys can assume a place in the social body. If they can, insist on it. If they cannot, the State has institutions for the retention and the remaking of such as these.

Dr. Mary Walker advises eating an onion a day to keep disease away. She points to herself as an example of what onions will do. Another health adviser says that after eating an onion one should go to bed. If every one who ate onions followed that advice how much pleasanter life would be. There would be no onion odors on street cars or other public places, for the onion eater would be in bed sleeping off the effects of the onion.

Calling a man a liar is not considered good form in the best circles of society, but telling a man that he continues to have an impediment in his veracity is a gentle hint that he is not always truthful. This gentle hint was conveyed a few days since and members of the Ananias Club are wondering if the gentleman receiving it can be classed as a new member of their organization.

INSURANCE INIQUITY.

How Michigan Insurers Are Chloroformed and Robbed.

Grand Rapids, April 3—Whatever interpretation or construction you may have put upon my letter to you of March 27, it was alone actuated by an endeavor to rectify what I construed to be an erroneous understanding on your part of the anti-discriminatory law and of many other phases of insurance in general.

After reading the editorial in your issue of March 29 under the caption of "Not from the People," I am satisfied that I accomplished nothing, for you make statements therein which are entirely incorrect and which the slightest investigation on your part would have shown you to be false.

I thought I made myself clear in my previous letter regarding the origin of the anti-discriminatory law. The companies had nothing whatever to do with this. Agents neither requested their advice, nor asked them to give any consideration to the proposed bill. If agents had asked their companies what they wanted done along that line we should have had about one hundred different plans, for companies themselves do not agree on the method of supervision of insurance rating. You evidently know little of the relations existing between agent and company in your reference to "servant and master." That statement is too absurd to comment upon.

Your statement that the original draft of the anti-discriminatory bill included mutual companies is entirely incorrect. They never were included in the draft of the bill and the anti-discriminatory bill was not altered from the time of its drafting until its passage. You have confused this with the agent's qualification bill. Mutual companies were originally included in that measure, but excluded before its passage. No one could have any objection to that exclusion if the public are getting satisfactory service from the agents of mutual companies. The enquiry now comes to me to ask you to whom you refer in those "real friends of the people" who spent months in trying to eliminate something that never was.

Your very dignified statement that you never strike below the belt is interesting if not edifying. You seem to take pride in being a hard fighter, which is in itself commendable, but when you confine yourself to the use of poisoned ammunition your method of warfare is not so inspiring. James M. Crosby.

The Naked Truth.

[The following letter is from Milo D. Campbell, who was Insurance Commissioner under Governor Luce and who did not consider himself the creature of the insurance companies.]

Coldwater, April 3—I want to thank you for a copy of the Tradesman, containing the letter of James M. Crosby, President of the Stock Fire Insurance companies agencies in Michigan and your editorial upon the same.

I desire to be more generous with Mr. Crosby than has been the Commissioner of Insurance with me during the last few weeks in his letter to Mayor Ellis copied throughout the State. He has only answered my statements of facts from reports, by saying that I am inspired solely by "ignorance and viciousness." Of course, if these qualities exist, they can be easily proven, while there are offenses against the State and the public which are more covert and difficult of proof.

I do not know how many "meetings of agents" were held before the enactment of the anti-discrimination law, but I do know that the insured of Michigan were not appraised of the same and had no part in the making of the law. I do know that the lobbies of the Legislature were full of general and special representatives of the companies while the fight was on. I do know that the

same attempt was made in at least fifteen states at the same time to secure this same abominable law. I do not just understand how far the efforts of these local agents extended beyond the boundaries of Michigan. This law proposed and fathered by the Commissioner of Insurance of Michigan failed in all but two states. In Michigan and Pennsylvania, the people were unaware of it, until too late.

Mr. Crosby says that "Insurance is a tax and that insurance companies are the tax collectors" and "that a certain amount of money must be raised each year to meet expenses and pay losses."

Mr. Crosby is right; but why not carry the illustration a little farther. In the matter of taxes our collectors and assessors do all the business, far more laborious and difficult, for less than 5 per cent. of the taxes collected. The 95 per cent. is turned over to the public and goes back to the people who pay the taxes for schools and other public benefits.

Mr. Crosby speaks fervently of fire insurance as a tax. Let us examine the cost of levying and collecting this tax.

From 1900 to 1915, inclusive, the insured of Michigan paid to the stock fire insurance companies net premiums, \$132,931,423 and the companies paid back in losses \$64,978,447. They paid back about 48 per cent. of the money received and kept about 52 per cent. of the same for expenses and profits.

Last year premiums paid in Michigan to the stock companies were \$9,405,787 and losses paid were \$4,814,035. The collectors kept the balance.

There seems to be quite a difference in the cost of levying and collecting taxes. Five per cent. and 50 per cent. do not sound alike somehow. Mr. Crosby and his friends, the Commissioner of Insurance and Mayor Ellis, have been busy telling the people that the rates have fallen under the anti-discrimination law. The Commissioner wrote to Ellis that the average rate had fallen to 95 cents per hundred last year, and Ellis gave it to his bureau and it went over the State as such.

I give you the exact figures from the report of the Commissioner, just out. The premiums paid to the stock companies in Michigan by the insured in 1915 was \$9,405,787 and the total property covered was \$898,436,641.

This gives a rate of \$1.047 per hundred. This report was false in amount, about nine hundred thousand dollars.

I may have more to say about the perfidy of that report a little later, if the people are at all interested in knowing actual conditions.

Why did the Commissioner not tell the people that the mutual companies wrote all classes of insurance in Michigan last year for less than one-half the amount charged by the stock companies?

I am wondering if the intelligent people of Grand Rapids are chloroformed with the idea that they are getting insurance at anywhere near the cost.

With the equipment they are reported to have, with the fire fighting apparatus and expensive water system, their rate should be nearly or quite cut in two.

If any one doubts this, let him enquire of the men and companies that are insured through the mutuals of the country. It will be easy to compare rates in any town in Michigan, through merchants, manufacturers and others who carry it. It is only the little fellow and the poor man who must pay the trust and cannot escape.

Mr. Crosby says the anti-discrimination law is a good one and praises its accomplishments.

Not a single case has been before the Commissioner or board looking to a betterment of conditions for the insured under that law. Not a rate has been lowered or can be under the law. Not a power or possible practical benefit is given under the law to anybody but the insurance trust.

Challenged over and over again, no one has yet pointed out a benefit to the insured. No, the fight has just begun,

and by some method the people of Michigan will get hold of the truth.

The Insurance Commissioner has back of him means of publicity which private citizens unorganized cannot control. He speaks, and the press agencies under his shadow send his words and comment broadcast over the State. The newspapers print these dispatches, as they are justified in doing, merely as matter of news; but the advantage is great and has been misleading to the public. Sooner or later, however, the public will get the facts and draw their own conclusions. The corruption that has marked the pathway of this trust, seeking to enslave the whole Nation, is easily followed through every state where the fight has been on.

Michigan is but a unit now in the Western Union of Chicago. This Bureau controls several states. The paths from Michigan all lead to the Chicago office. Not a rate can be made by the Michigan Bureau which is not satisfactory to the Chicago office. That Chicago office is a unit of the Central Combination of Companies. How long can Michigan be chloroformed and robbed? Milo D. Campbell.

Balmy Breezes Blown Over From Port Huron.

Port Huron, April 3—The Morton Salt Company announces that it has contracted for the erection of another large warehouse in connection with its plant. This is to be 100 x 240 feet and entirely fireproof. The construction of the roof will be of the trussed type, making the entire floor space free from posts or supports. This is one of the largest salt companies in the country and one of Port Huron's most active industries.

The new immigration office building at the tunnel depot is about completed and ready for occupancy. The interior is attractively finished in golden cypress. The walls are of tan shade with a green burlap wainscoting three feet wide.

Plans have been completed for the erection of an eleven family apartment house on the triangular piece of ground at the junction of Pine Grove avenue, Rawlins and Superior streets. This will be a three story structure of a triangular shape with a roof garden arranged for the convenience of all the tenants. The exterior will be of rustic oriental brick veneer with stucco window bays. Each apartment is to consist of living room, dining room, kitchen, two bedrooms and a bath and all outside rooms.

The American Hotel has erected a electric sign in the shape of the American flag on the front of its building on Military street. Mr. Connellan, manager of the hotel, says that the idea is to instill patriotism and is in accordance with the movement throughout the country to stimulate respect for our National emblem.

According to the annual report of State Labor Commissioner Cunningham, Port Huron shows an increase during 1915 of 25 per cent. in number of men and women employed in manufacturing. The increase throughout the State is 13 per cent. or about one-half of Port Huron's rate.

A joint committee from the Business Men's Association and the United Commercial Travelers entertained Paul King, receiver of the Pere Marquette, at luncheon at the Harrington Hotel Saturday evening. The object of this meeting was to discuss with Mr. King the present train facilities on the Almont and Port Austin divisions of the road. Mr. King explained that his office compelled him to observe economy in distributing service over the entire lines, but he was plainly impressed with the traveling men's statements and suggestions and assured them that an effort would be made to re-arrange the train schedule on a more satisfactory basis. After the luncheon, Port Huron Council entertained Mr. King at its club rooms on Water street. Observer.

Comparison in Favor of Regular Merchant.

Detroit, April 3—It has been stated that one mail order house annually enjoys in the State of Michigan alone a \$12,000,000 business. It has also been said that 60 per cent. of the coffee business in the United States is transacted through mail order houses and so on. Example after example may be found. If your next door competitor were pulling this business from you we imagine some strenuous action would result. You have real live men instead of catalogues to educate the retailer and consumer and thus increase your business. Will you use them?

The convenience of buying locally is a recognized fact. The benefits to townships of buying at home is also recognized, but advertising this point will be a great help. It remains for your men to educate the grocer so he may intelligently compete. Let the grocer procure the mail order catalogues, select a combination, display it, show the cost of each item by mail and beside it his price. Let the grocer take the identical lists and perhaps without reference to mail order business offer through hand bill circulation the combination at his prices. Let the grocer circularize his trade urging them to give him the privilege of figuring on all orders, giving assurance that his prices are the best. It is useless, perhaps, to make any further suggestions, for you are fully posted, but knowing the conditions, and furthermore fully realizing that your retail trade may get this business if they go after it, is it not good business to start an active campaign and follow it up?

I have made a careful comparison of the prices charged by mail order houses and grocers, as follows:

	Mail Order Merch'ts List	Retail List
19 lbs. 5 oz. Granulated Sugar	\$.50	\$.43
1 lb. Coffee (unground)	.25	.20
1 bottle Vanilla Extract	.25	.10
1 bottle Lemon Extract	.25	.10
1 can Baking Powder	.25	.10
1 pks. Baking Soda	.10	.05
1 pkg. Whole Nutmeg	.05	.05
6 cans Pork and Beans	.90	.50
1 can Hominy	.15	.10
1 pkg. Breakfast Oats	.15	.10
1 pkg. Pancake Flour	.20	.10
3 pgs. Spaghetti	.45	.25
2 pkgs. Shredded Coconut	.40	.20
4 pkgs. Caramel Pudding	.60	.35
4 pkgs. Strawberry Gelatine	.40	.35
2 pkgs. Corn Starch	.20	.10
2 jars Peanut Butter	.40	.20
2 jars Prepared Must'd	.30	.20
1 pkg. Black Pepper	.10	.19
3 pkgs. Ever-Ready Tapioca	.45	.30
5 cans Lustre Bright Scouring Powder	.50	.25
3 pkgs. Washing Pwdr.	.30	.15
1 pkg. Gloss Starch	.10	.05
1 box Medicinal Toilet Soap	.25	.15
20 bars Floating Bath Soap	1.00	.50
30 bars Family Laundry Soap	1.50	.75
Freight 67c, Money Order 10c Stamp 2c	.79	
Total	\$10.79	\$6.73

You can buy a better rocker from any local dealer for \$3.88. The premium rocker costs the mail order patron \$4.00.

I suggest that every retail grocer cut this comparison out of the Tradesman and display it in a conspicuous place in his store.

C. Francis.

And occasionally a man has money in a bank because he doesn't own an automobile.

Help Prevent a Shortage of Puffed Wheat and Rice This Spring

Look over your sales for last spring. Order now from your jobber what you sold then. Your sales will certainly not decrease.

A little later, when stocks run short, you'll be very glad you did so.

If on August 1st you find yourself overloaded because of this order, we will take the surplus stock off your hands.

We will take the risk of an over-stock.

Please don't take the risk of an under-stock at the time of the spring shortage.

The Quaker Oats Company



Character Attributes on Which Credit is Based.*

Nearly every day we have presented to us certified statements from business men, firms and corporations upon which lines of credit are expected and this leads me to talk with you this morning about credits in general and the things which are important to consider in connection with granting credit to people.

A business financial statement, if it is properly certified and is in all its details attractive, only tells a very small part of the story upon which credit should be based. The things that appeal to me most strongly do not appear in a paper of this kind. First of all, it is important to know whether the things stated there are, absolutely true, so that veracity is an important factor in connection with the granting of credit. A man may unwittingly falsify a financial statement because of his optimism. He may see things larger than they really are and again he may manipulate figures so as to have things appear very rosy, when there is a dark streak in the business if we could only see it. In granting credit we want to feel that the man with whom we deal can be trusted in his statements.

Then there is the matter of integrity. Is the man honest in his dealings or is he liable to be tricky? Is he so avaricious that he will overreach or do things in an underhanded way? The reputation of a man or a firm for absolute integrity in all dealings is a matter of vital importance in the relationship to the bank.

A man may be truthful and honest and still he may not have real good standing in the community because of certain peculiarities in his nature and character and these things may militate against his success in the prosecution of business enterprises. We must consider this in connection with any business courtesies.

A man's habits mean a good deal. If he drops into a saloon easily and is rather convivial in his nature, if he likes to play cards in business hours, if he is a constant smoker of cigarettes, if he enjoys games of chance and has a streak of gambling in his nature, these things must have a decided effect upon our judgment of his worthiness as a business partner. I put it in this way to you because when we loan money to a man or a firm in connection with his business, in a sense we are his partner. His success is our safety.

A man may be a thoroughly good

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

man and have most of the attributes that appeal to us as vital in connection with business affairs and lack courage. There are necessarily ups and downs in a business career. We know so many firms which have started out with promise and failed. Many times failures are due to a lack of genuine courage to go on under difficulties and command success even under adversity.

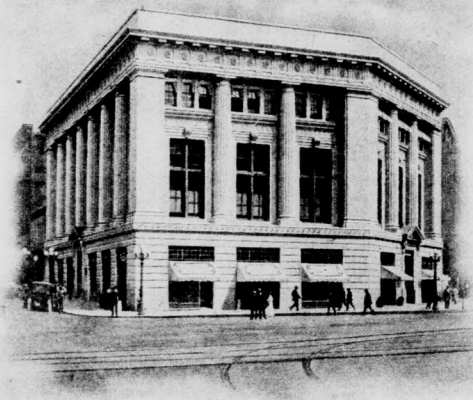
Another matter to consider is that of balance. A man who is erratic in his disposition is not the same today that he was yesterday and we have to study his disposition under its variations before deciding just how we shall take him, is not a real safe risk. We can not afford to put too much confidence in a man that loses his head occasionally and is carried away by either success or disappointment.

One of the necessary attributes of character that commands ultimate success is persistence. Sometimes in common parlance we speak of it as "stick-to-it-iveness." There are hazards in any line of business and the man who lays out a very careful plan of procedure and follows it out with an eye single of success, usually achieves it. There may be conditions over which he has no control that may defeat his plan, but usually the man of good, fair ability who has a right mind with regard to the responsibilities of a business career, if he never gives up, will wrench success out of even untoward conditions.

Among the minor attributes of character which sometimes takes a place of importance in a man's career is punctuality. This in relation to banking business we consider of grave importance in seeking and maintaining business relations with men. A man who says he will meet his obligation at a certain day and then absolutely neglects to fulfill his agreement until possibly the day after is something more than an annoyance. His habit breeds mistrust and lack of confidence. Other things being equal, the man who meets all his obligations to the minute is the man that secures our confidence and willingness to grant favors.

Another matter of consideration in connection with business enterprises and their relationship to the bank and the problem of credit is health. It is not against a man's standing in community if he hasn't good health, but it is a misfortune with which we have to deal in connection with our willingness to take a chance in granting financial assistance. A man may have other usual qualifications and he may be wonderfully successful in

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business, but if he is the largest factor in that business and there would be grave possibilities of distressing conditions if he should drop out of it, the matter of good health assumes a position of unusual importance in connection with sizing up his career and we must consider it. Having this in mind, many firms carry insurance upon their manager's life to tide over a possible contingency in case the manager should die. We often hear the expression in our banking circle with regard to a firm under splendid management that it appears one upon whom success largely depends seems to be falling into a condition of uncertain health, so that in granting credit this is a condition with which we are compelled to deal.

One other item that I think of, which we should consider and upon which in the bank we put a good deal of emphasis, is the matter of thrift. A man may have all the attributes of a successful business man and still somehow or other may not have saved much money. His ability to make is unquestioned, but he has not developed an ability to save and he swings along through life utterly regardless of laying anything by for a period or depression or misfortune. This condition often appeals to us in connection with the selection of a man to do public business and is voiced in an expression like this, "He may have made a lot of money, but has not known how to handle it and save it." Why should we think of entrusting to him important financial matters as a part of our city or state government if he is lacking in personal thrift? In politics we sometimes ignore this matter and we usually smart for it.

In giving you this category of character attributes as a basis of credit, I know that I am dealing with things which are not talked about very much when we are considering a man's value, but the banker, no matter how carefully he may go over a certified business statement, has somewhere back in his brain these things in mind in sizing up any particular situation and deciding upon the question of the line of credit.

The Unguarded Check and the Remedy.

This is the day of the check. "Enclosed find check" have been declared the most weighty words in the language of our modern marts. Except in strictly retail lines, and for payrolls and incidentals, the volume of actual currency handled by the average mercantile or industrial concern is scarcely appreciable, compared with the remittances and disbursements represented by clerks and drafts.

This brings up the enquiry: What is being done to standardize and stabilize the physical form of these items which represent the bulk of our medium of exchange to-day? Introduced in England only at the end of the eighteenth century, the use of bank checks in a little over 100 years has grown to a point where this item quite dwarfs the legal circulation on which it is supposedly based.

And yet, with the universal circulation

and acceptance of checks, no important change in their form tending to make them more secure has occurred within the memory of living bankers. The check or draft which originally passed only through the hands of the drawer and drawee and the payor bank, was comparatively secure, and no great degree of precaution in its use was considered necessary. But with the common circulation of checks from hand to hand, and frequently, bearing a motley of indorsements before final presentation, it is apparent that the amazing growth of check frauds within the past decade is a logical condition, and one that will be met satisfactorily only by taking further precautions in the physical form of checks, or in restricting their use.

Albert S. Osborn, the eminent handwriting specialist in his exhaustive work on "Questioned Documents," which is recognized by nearly all of our higher courts, makes some significant statements on this subject that will meet with the approval of almost everyone having to do with the handling of a large number of miscellaneous exchange items. For example, on page 407:

"One of the most common of frauds is the 'raised' check, draft or other commercial paper which is made to represent a larger sum than when it was signed. This is a very dangerous kind of forgery, as the signature which it carries is genuine and when a paper is presented for payment or credit special attention is naturally directed only to the signature.

Genuine documents are sometimes so carelessly drawn that the amount is increased by simply adding words before or after the smaller amount first written, and then adding ciphers to the amount written in figures or, if necessary, changing the amount in figures.

Adding ciphers of course multiplies by ten; amounts like 100 or 1,000 written only in figures, are easily changed to 400 or 4,000 by changing the one to a four simply by the addition without erasure of the first part of the four to the figure one. In the same manner the figure one may be changed to seven or nine, and threes may be changed to eights. If a document has been raised by simply adding to it a word or figure which has not required any erasure it may be impossible to show that any change has been made."

And on page 410: "Unfortunately a large proportion of modern blank forms of checks, drafts and other negotiable papers are made exactly as the forger desires in order that it may be easy to make fraudulent changes. In the first place, they are printed on rough surface, high quality bond or linen paper on which even erasures by abrasion can be made quite successfully, and chemical erasures leave almost no trace and can hardly be detected. In the second place, a large proportion of such forms are lithographed on wet paper, which process of wetting makes it impossible to discover any evidence of a subsequent wetting when a chemical erasure is made.

In addition to these conditions favorable to the forger many of the printed devices intended to prevent raising not only do not serve as a protection but

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may actually assist in making such a change appear regular and genuine.

Another almost universal practice in this country that greatly assists the forger is the printing of the word 'Dollars' at the extreme right hand side of the blank form, leaving a long space usually covered only by a single ink line. This open space is an invitation to add 'hundred' or 'thousand' to a small amount or to make any change desired after the necessary erasure with chemicals."

On page 414: "It is not generally known what an enormous amount is lost every year on forged and 'raised' documents. Bankers and business men do not even tell each other, and often a clever swindler actually leaves a trail of fraudulent paper from the Atlantic to the Pacific. If there is no clew the victim quietly charges the amount to his loss account as part of the cost of experience and does not advertise the fact that he has been swindled."

Wm. H. Kniffin, Jr., in his practical book entitled "The Practical Work of a Bank," also makes some interesting observations on the dangers surrounding our promiscuous use of checks. Thus, on page 101:

"The paying teller pays a forgery at the bank's peril. He is bound in law to know genuine signatures. He must be a handwriting expert. Checks are often drawn carelessly. Some people can never write twice alike. Checks may be signed with gloved hands, cold hands, in cramped places, etc., and while genuine are difficult to pass upon quickly, and the teller must not refuse a bona-fide check, for if he does he may invite trouble.

Second, he must know that the check has not been raised. If he pays a forged check the bank is liable. If he pays a raised check the bank is liable for all over the original amount. Therefore, he must see that it is untampered with—sometimes a most difficult feat. A check may easily be altered by erasing the amount and figures and substituting others. This may be done very skillfully with a knife or with acids. Sometimes checks are so carelessly drawn that fraud is easy, and it is a question if the fraud was invited by carelessness. It has been held that a bank depositor is liable where he draws a check carelessly and makes fraud easy. The use of safety paper—a paper with a thin coating on it which prevents any erasure without becoming noticeable—is becoming more and more common."

Again, on page 116: "The principal risk which a bank runs to-day is not that of the burglar or sneak thief, although they are operating everywhere. In 328 cases of bank frauds in a single year, all but twenty were cases of forgery, and the risk in banking to-day is that of the check forger who either passes bogus checks or raised instruments."

Many other authorities might be cited to prove that our bank checks and drafts are a source of weakness from the standpoint of alterations which make them dangerous tools in the hands of professional swindlers or weak-minded employes.

At the present time there is an interesting case in the New York courts growing out of the work of a profes-

sional forger. A check was cashed at a small city bank near Utica last October, supposedly raised from \$11 to \$380, payee changed to "Bearer," and bearing date of the day it was cashed. It had been stolen from the mail box of a New York manufacturer of artificial eyes a month previous.

The bank in this case has taken the advanced stand that there was nothing to indicate the check had been altered. The signer of the check withdrew his account and started suit to recover. The burden of proof is presumably upon the depositor, to show that this check was actually altered. Moreover, there is a fine ethical point as to whether a banker can be held chargeable for a loss which was beyond his power to prevent, since there was nothing about the check or the manner of its presentation to arouse suspicion. The bank has announced its intention to defend this suit on the ground that it exercised all due diligence required by law in examining this check carefully before honoring it, and that there is nothing except the depositor's unsupported word to indicate that any loss has, in fact, been sustained.

The moral, surely, is plain. Every medium of exchange should be stabilized so far as possible, in the same way as our currency. To have checks and drafts manufactured in even denominations of \$5, \$10, \$20, etc., would be manifestly impossible; but we can write our checks and drafts on modern sensitized paper to prevent changing the name of payee, and we can indelibly register the amount with modern check writers that force the inked characters into and through the paper. These precautions if used jointly, will make our checks and drafts as inviolate, at least, as Uncle Sam's currency.

There still remains to be guarded against, however, the "counterfeiter" who makes a spurious check or draft out of whole cloth, in the same way that the "coiner" makes bogus bills. "Artists" in this class would be comparatively harmless, however, if we could manage to safeguard the sources from which they secure our blank draft and check forms.

We know how jealously the Government guards each little banknote, from the plain paper on which it is printed, through all the intricate processes in the bureau of printing and engraving, until it is finally issued as "money." And yet we tolerate the practice of our lithographers and printers in sending out samples of our check and draft forms to every wily Tom, Dick and Harry who expresses an inclination to place an order. And the more handsome and elaborate we make our forms, the more proud is the lithographer to exhibit them to prospective customers—many of whom are known crooks taking this easy method of securing "raw material."

William J. Burns in some of his speeches has called attention to the ease with which bogus-check operators secure these specimens—sometimes in whole sheets—and even from some of the firms who make a specialty of bank work and assume to safeguard their customer's work—a supposed special service for which many banks gladly pay an extra price.

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Sagiaeaw Brick Co., Saginaw
Jackson-Lansing Brick Co., Rives Junction

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 5¾%
15 yr. Bonds, due 1931, to net 5½%

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

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.

The remedy seems plain: (1) The printing of check and draft forms to be conducted under conditions approximating those used by the Government. Special papers ("safety" designs, etc.), to be of a quality not permitting ease of erasure, these papers to be safeguarded by adopting the Government precaution that each sheet of paper be accounted for, from the paper mill to the completed check or draft—and that each scrap of the paper printed for a given bank or business house be delivered to that customer with a memorandum that the delivery included every perfect piece printed, and that all spoiled sheets had been accounted for and destroyed under supervision.

(2) In order to make the above effective, special papers would have to be restricted in their sale, making it impossible for them to be procured through the usual channels of retail trade, or by anyone except reasonable persons.

(3) The use of modern check writers to make the amount an inseparable part of the instrument, and a general understanding that such devices, to be dependable, must be kept well inked, since the protective qualities are furnished only by forcing ink through the fiber of the paper.

And while we are making comparisons, how would it appeal to the banking public if the Government in making its paper money should follow the custom of the banks and allow each individual citizen among the millions comprising our population, to demand each for his own whim a certain size and shape of bank note?

Suppose there were a hundred different sizes of one, two and five dollar bills to be counted and stacked by the tellers, and as many different shapes, and some of them were folded in the middle and across the ends, and some had the amounts designated in the upper left hand corner, and others were made with the amount written in small figures in a mass of fine print somewhere in the Southwest corner of the back side?

Would that be materially worse and more wasteful of bank labor than handling the muddled conglomeration of freak check and voucher forms that we have to thumb over in listing exchange items to-day? The depositor who insists on having his own individual whims catered to, is the stumbling block to the catered to, is the stumbling block—and a block to the wheels of progress and efficient business as will be as standard in size as a dollar bill, and to double this size in a voucher that will stack up neatly with regular checks properly folded in the middle. So how long must it be until we are driven, by constantly increasing volume of exchange, to adopt a sane and efficient method in this respect, and to require that all check and draft forms, to be acceptable for clearance, shall be the normal 3½ x 8½ inches, or an even multiple thereof?

Perry Johnson.

John Burke, popular clothing merchant of Delton, is moving into new quarters and expects to enlarge his stock with the addition of a shoe line. Mr. Burke is a progressive merchant and his increasing business forced him to seek larger quarters.

Pickings Picked Up in the Windy City.

Chicago, April 3—All Chicago stores are taking on their Easter finery. The decorations are beautiful and the cost to the merchants will run up into thousands of dollars.

The Chicago kennel show is in full swing this week. The dogs are having their day.

A good many of the dealers report business a little off during March, but expect better results this month.

David Forbes, Jr., of Grand Rapids, has been visiting in Chicago for the past week with William McClintock, of 3323 Flournoy avenue.

Flint B. Aniba, Minneapolis representative for the G. J. Johnson Cigar Co., of Grand Rapids, passed out of this life on March 27. Mr. Aniba is one who will be missed by all who had the pleasure of his acquaintance. He was a man well met—one who always looked on the bright side of everything and always had the good will of friends and those whom he transacted business with. The Johnson Co. has lost a valuable salesman. The remains of Mr. Aniba were taken from Minneapolis to Luther, where he was laid at rest Sunday, April 2.

One of Chicago's big deals was put through recently when the Great Northern Hotel was taken over by Dick Townsend. Mr. Townsend was formerly at the Randall Hotel, Ft. Wayne; Grand Hotel, Indianapolis, and the Oliver, at South Bend. He is considered a very successful hotel man who looks out for the commercial traveler at all times. His assistant will be George Wolf, who formerly was connected with the Morrison Hotel, Chicago. Mr. Wolf is considered one of the best hotel men in the Middle West. Between these two, no doubt the Great Northern will enjoy wonderful prosperity.

The Chicago Telephone Co. reports 512,709 telephones in use in this city or 40,000 more than a year ago at this time.

Taxi fares in Chicago are coming down. One can ride now in the American Taxi-cabs at 30 cents for the first one-third of a mile and 10 cents for each additional third. This applies to two passengers with an additional cost of 5 cents per mile for any one person over two, which is quiet reasonable.

Two Chicago street cars had head-on collisions last week, owing to a heavy fog and single track service. A number of people were injured.

M. Mautner, leaf tobacco salesman of Chicago, spent a few days last week in Grand Rapids.

The Charity Kermis for the benefit of war sufferers is in session at the Coliseum this week. This is a very wonderful sight and, no doubt, will bring big returns from the sales made during fair.

Wylie E. Young, manager of the new Hotel Lincoln, Cedar Rapids, Ia., was in Chicago last week, making a few purchases for his hotel, which opened April 1.

W. Holt, of Grand Rapids, was at the Sherman last week.

George W. Hartley of the Hartley Steel Crated Box Co., Saginaw, is in Chicago transacting business with the expectations of opening up an office in Chicago.

Lucky Saginaw! In Chicago the past week were the following gentlemen: Harry Oppenheimer, J. A. Cimmerer and John C. Thomson. These men were looking over different lines of furniture, trying to decide what will go in the Bancroft at Saginaw. They left Saturday night for Grand Rapids, where, no doubt, the purchase will be made. From all accounts, Mr. Thomson, the manager, will have a little Blackstone and Saginaw will have the benefit of Blackstone service when the Bancroft opens, which, it is reported, will be May 1. Nothing too good for Saginaw.

Tunis Johnson and wife, of Grand Rapids, arrived in Chicago March 31, on their return trip from Los Angeles, where they have been for the past sixty days. The return trip was made by way of Columbus, New Mexico, the town we have all heard of lately, owing to the war scare. After a two day shopping and sight seeing trip in Chicago, they left for Grand Rapids. Mr. Johnson is very anxious to get into the harness once more, manufacturing "Dutch Masters."

C. W. Reattoir.

Even Have a Substitute for the Truth.

Hot Springs, Ark., April 3—A great deal has been said and written about German efficiency in all forms of activity, not the least valuable exhibition of this quality as viewed by the popular mind, especially the German and pro-German mind, being the ability of German chemists and manufacturers to provide substitutes for any necessary article for which there might be an urgent demand and a deficient supply for the successful prosecution of the war. Was rubber needed? "Here you are—Hoch der Kaiser—a superior article." Was it gun-cotton or other explosive? "Something better than ever before." Leather? Same thing; and so on from ad libitum to ad infinitum.

In the multiplicity of these superior articles, one, perhaps one of the most important and valuable from the German point of view, seems to have been provided in unlimited quantities from official, semi-official, and extra-official sources, for consumption both at home and abroad, and to have been offered, not as a substitute, but as the real thing.

And what is this counterfeit? A substitute for the truth!

Continuously from the beginning we have had this substitute for the truth presented as a statement of facts with regard to every phase of the war. Who started the war? "Not I," says the Kaiser. "My thoughts are all of peace; and my heart overflows with good-will towards my neighbors." Is Germany short of food? "No; Germany has an abundance of food and of all other necessary things." Why does Germany conduct her submarine warfare in an inhuman and murderous fashion, destroying without warning or chance of escape the lives of non-combatant men, women, and children, neutrals and belligerents alike? "Because England is enforcing a blockade for the purpose of starving the civil population of Germany, non-combatant men, women, and children."

And thus does this substitute for the truth result, as always, in a maze of absurdities and contradictions, calling for explanations that leave the entangled prevaricator in a worse condition than before.

R. McAdam.

Mr. Flour Merchant:

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

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

Purity Patent Flour

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

GRAND RAPIDS GRAIN & MILLING CO.,
Grand Rapids, Michigan



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

GRAND RAPIDS SAVINGS BANK

Assets over Five Million Dollars
Established 1870
"The Bank Where You Feel at Home"

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

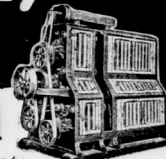
Largest State and Savings Bank in Western Michigan

....MILL RUN ENVELOPES....

Give you banded packages free from dirt
SEWELL-CLAPP ENVELOPES
G. P. GAGE

113 Widdicombe Bldg. Grand Rapids, Michigan

Make Big Money With



This Flour Mill

It's your opportunity to get into a good, money-making business on comparatively small capital. No previous milling experience necessary for you to make good steady money from the very start with this money-making

"Midget" Marvel SELF-CONTAINED FLOUR MILL

With it, you easily command the flour trade of your section, as it makes "A Better Barrel of Flour Cheaper." It's a complete roller flour mill system all condensed in one frame; requires very little capital, power or attention to run. Comes in 12½, 25 & 50 bbls. a day capacity finest roller flour. We'll put in one for you on 30 days' free trial, money-back guarantee and start you in the market

with our confidential free sales helps. Write for our free book, "The Story of a Wonderful Flour Mill," prices, plans, letters from owners telling how it is making money for them and will make money for you.

ANGLO-AMERICAN MILL COMPANY, Inc.
1640 Fourth St., OWENSBORO KY.



COST SYSTEM RESEARCH.

Vital Factor in Shaping a Successful Career.

The success of your business depends upon the welfare of your customers. If you encourage inexperienced men by means of liberal credits to enter the retail grocery business and then do not aid them to improve their methods, your future is imperiled. Your worst competitor is the inefficiency of a large number of your customers, many of whom are groping for better methods.

The retail grocery business appears simple to the uninitiated; in reality it is one of the most difficult of businesses. The problems are many and complex; the possibilities for loss are great and the margin of profit is comparatively small.

What are you going to do for your customers? Lower prices will not save them; longer credits make matters worse. The retailer must employ better methods and it is your duty to aid him. This is not a time for "watchful waiting."

How many of your customers know what it costs them to operate their stores? How many know at the end of each year how much money they have made or lost, or at just what points their expenses should be reduced? What would it mean to you, as wholesalers, if even 50 per cent. of your customers had these vital facts about their business?

These are fundamental questions upon which the Harvard Bureau of Business Research is trying to shed more light. The object of the Bureau's research is to find out the facts about business for teaching purposes in the Harvard Graduate School of Business Administration. Ours is a professional school and it is absolutely essential that we know facts as a basis for instruction.

In our study of the retail grocery business we have found it necessary to prepare a uniform accounting system as a means of securing comparable figures for profits and expenses. The introduction of the Harvard system of accounts for retail grocers, however, we consider to be only a necessary incidental; we have not set out to reform the retail grocery business. The results of our enquiries are summarized for our own use, but we are glad to share these results with business men who are interested.

Up to the present time we have obtained detailed information from over 500 retail grocery stores in all parts of the United States. About three months ago we published a preliminary statement of the results which have so far been obtained. Some of these figures are of especial interest.

The Bureau found, for example, that in the 253 stores from which it has reliable figures, gross profit varies from 14.6 per cent. of net sales to 27.9 per cent. The most common figure—that is, the figure shown by the largest number of stores—is 21 per cent. Total expense, which, of course, includes salary of proprietor and rent of owned store, but does not include interest, varies from 10.4 per cent. to 25.2 per cent.; the common figure is 16.5 per cent. The Bureau found that quite a number of grocery stores are being operated for

13 per cent. All of the stores in this latter class, in fact, most of those with a total expense of less than 16 per cent., have very good accounting systems; they know what they are doing. Net profit (or loss) varies from a loss of 3.3 per cent. of the net sales to a net profit of 11 per cent. Ordinarily net profit is from 2.5 per cent. to 5.5 per cent.

The largest single item in the expense statement is for salaries and wages of sales force, which varies from 3.5 per cent. to 10.6 per cent. The common figure for this item is 6.5 per cent., with a group of more efficient stores showing only 5 per cent. for sales force. Many a retailer does not realize that his clerks' time involves his heaviest expense, and that ordinarily the greatest possibilities for economy are in securing larger sales per clerk.

The next largest item is for delivery expense. Wages of delivery force varies from 0.6 per cent. of net sales to 3.5 per cent. centering around 1.5 per cent. Other delivery expense varies from 0.3 per cent. to 3.4 per cent., also centering around 1.5 per cent. Thus total delivery expense is commonly about 3 per cent., but numerous stores have reduced it to 2.5 per cent. Any retailer whose total delivery expense is over 3 per cent. is incurring too heavy charges for that service.

The Bureau has found many queer accounting methods. One retailer, for instance, who actually had a profit, carried his accounts in such a way that apparently his expenses were greater than his sales. In a number of instances retailers were losing money without realizing it. In other stores we have repeatedly found that the business was not profitable because the expense was excessive at some particular point. In one instance it would be sales force, in another rent and in another delivery expense. It is in furnishing standards for the various items of profit and expense that the work of the Bureau is of most value to the retailers. Hitherto they have not had any reliable guides by which to judge their own results.

In all of its work the Bureau has been very forcibly struck by the importance of the figure for annual stock-turn. In our grocery research we have found that the stock-turn in stores selling groceries varies from 3.5 to 23.5 times per year; from twice a year to twice a month. The common figure in these stores is seven times a year. The Bureau has concluded from the figures which it now has that any retail grocery store should turn its stock at least twelve times a year, or once a month.

What assistance can you as wholesalers give to your retail customers to aid them in turning their stock more rapidly? If you have not already done so, consider what this means to you. The assets of a retailer who is turning his stock once a month are worth more nearly 100 cents on the dollar than are those of a retailer doing the same volume of business by turning his stock once in three months or once in six months. Furthermore, in our experience a re-

tailer who has a high stock-turn is almost invariably successful, and your success depends upon the success of your customers.

The average annual sales per salesperson is another significant figure in our estimation. We have found that this figure varies from \$5,000 to \$20,000, and commonly it is about \$10,000. The greatest opportunity in the average retail store for economy is to obtain larger sales per salesperson. In this connection attention should be given to the subject of store arrangement. It appears as if many grocery stores are very poorly arranged from the viewpoint of selling strategy; the shelves and counters are not placed in such a way as to speed up the sales and enable the clerks to handle customers rapidly.

What is the attitude of retailers toward this research? Some have shown a keen interest, and others have not yet come to the point where they are ready to co-operate or to adopt the accounting system. In general we have found retail grocers very ready to give us such information as they could. The accounting system has been adopted even more rapidly than we had expected, and recent developments have shown that it is being used even more widely than we have previously realized. Experience has proved that the system is suited to the needs of the small retailer as well as to the big retailer.

The accounting system sometimes appears complicated to retailers who have little familiarity with book-keeping and accounting methods. As a matter of fact, however, experience has proved that with a little study and patience during the first few weeks after its introduction the system works smoothly, provided the retailer is sufficiently interested in knowing the facts about his business to keep any books at all. The real difficulty with most retailers who reject this system as too complicated is not the detail of this particular system, but their indifference to any system.

This research is still in progress. We wish to obtain a much wider use of the accounting system, in order that we may secure many more figures. We shall revise the figures already published as soon as we have returns from a large enough number of additional stores, and we shall eventually classify the stores according to their size, character of business and location.

Melvin T. Copeland,
Bureau of Business Research, Harvard University.

Always Get the Quantity Quotation First.

"You say that I ought to be able to sell a couple of dozen of these bags in a month," said the buyer of the trunk bag department of a small suburban store.

"Easily," affirmed the salesman, confidently. "From the experience of other merchants, I know what a strong demand exists. That new idea in the clasp is what moves them so fast."

"And your price on two dozen?"

"Well, we're selling these at \$1.10 in two dozen lots," was the reply.

"But I'm especially anxious to put you on our books as a new customer. I'll cut to \$1 flat or \$24 for the lot."

"Well I'll take four at \$1 a piece."

"But I can't sell you four at the same figure I'd charge for twenty-four," protested the salesman.

"If they sell well, I'll promptly purchase the balance of twenty," said the buyer. "And you just claimed that there was no question regarding the demand. What difference does it make to you, then, if I buy in two installments rather than in one?"

"But there's an extra shipping expense."

"Call it 50 cents and add it on," suggested the buyer. "That means \$4.50 for the four bags."

"I've never sold in half-dozen lots for less than \$1.30," expostulated the salesman.

"But you're selling me a two-dozen lot," reminded the buyer. "I'll take the balance if these four sell in a week. And, according to your figures, they'll sell in five days."

"Take 'em," was the reply, and the salesman jotted down the order.

"One secret of close buying," soliloquized the buyer as the salesman walked out. "Always get the quantity quotation first." H. J. Barrett.

Too Much of a Good Thing.

A Brockville man, who has a home in Scotland to which he returns in the winter, bought an expensive fur cap in this country to give to his gamekeeper. Two years ago last winter he took it over and presented it to the old man, who was delighted with it.

The cap was very serviceable, having earlaps, and would wear almost a life time. The next winter the American again returned to Scotland, and noticed to his surprise the old man did not wear the fur cap.

"What is the matter with the cap I gave you last winter?" he asked.

"I haven't worn it since the accident," replied the old gamekeeper.

The man from Brockville pondered. "You didn't write me concerning any accident," he said.

"No?" mused the gamekeeper. "A man offered me a glass of whisky and I didn't hear him."

Evolution.

Written for the Tradesman.

And in the single, soft-voiced chant of the passing
There follows the myriad voiced chorus
in spring song of the coming,
And even so in all ages.

From the dirge of old age, dying,
To the infant's cry, new born;
On and to the child's laughter, growing;
On and to the husky voiced youth,
Light hearted, care free, coming into
responsibility, activity;
On and to the sounds of grown manhood,
Active, full-functioned, creative,
And again the sounds of his creations
in their functions.

Down again into the soft-voiced, minor
keyed chant of death—disintegration
dreary—

But—
It is the birth-bed of new life.
From the sunlight, from the air,
From the earth, from the waters upon
the earth
Comes the chorus stupendous, the chorus
mysterious,
The chorus of voices innumerable,
The song of life—eternal.

David Gibson.

The Comfort Line That Sells

No. 77—Glazed Dongola. Martha Washington Blucher. Stock Tip. Spring Step. Red Plug. Rubber Heel. Medium Toe. Square Edge. Turn Sole. EE. 3-8.



FOR years the name *Martha Washington* has been associated with genuine comfort and exceptional wear in shoes. Persistent advertising, supporting this quality product, has created a valuable goodwill asset for every seller of Martha Washington Comfort Shoes.

No. 54—Glazed Dongola. 12 Button Regular Cut Martha Washington. Plain Toe. 1 1/4 inch Half Military Heel. Square Edge. Turn Sole. D-E 2 1/2-8.



Every year the sales increase, for the Martha Washington has the prestige that commands attention and the merit that makes it a steady repeater.

Mayer

Martha Washington Comfort Shoes

The line of complete satisfaction. 37 different styles---each a leader in its class---and each showing the way to bigger, better Comfort Shoe business. Place your order at once and avoid disappointments on deliveries.

Send for Catalog.

F. MAYER BOOT & SHOE COMPANY
MILWAUKEE - WISCONSIN



MAIL ORDER COMPETITION.

It Can Be Met By Efficient Service.

Business has but two main divisions—production and distribution, the making of merchandise and the buying and selling of merchandise. All other ramifications of business are but incidental to these two.

Production is composed of factors which can easily be brought under control; it can be systematized, made the creature of a scientific analysis, subjected to all the rules and precepts of the efficiency manager.

The system of distribution, however, is vastly more complicated. Here enters the human equation. Here enter the problems of overcoming doubts, of establishing confidence, of awakening the desire, of creating a market. We can predetermine the exact time necessary for John Jones to make a cuckoo clock; but who can predetermine the exact amount of money and energy which the advertiser must expend in order to create a market for that clock; how much time the retailer must devote to each customer in selling one? There is an indeterminate amount of friction to be overcome in each transaction. There are as many different problems in distribution as there are types of human nature.

Our present system of distribution through the retail merchant has been evolved during long years of fierce competition. It serves its purpose well. It is to-day more efficient, more necessary, relatively more economical, than it has ever been. A writer versed in the theories of economics, Theodore H. Price, asserts, however, that this system is too complicated—that it adds an enormous unnecessary item to our cost of living. He gives us exact figures as to the economy of buying through the mail order houses. He assumes that this source of supply could take care of the entire retail business of the Nation as efficiently as our present system and with a wonderful saving to the consumer. He assumes all this while cognizant of the fact that as yet the mail order houses are doing but an infinitesimal fraction of the retail business of the country, that they are supplying a market which has already been created by others, where the goods have already been introduced, doubts overcome, confidence established, and the desire awakened.

As we read Mr. Price's article on "The Mail Order Business" in The Outlook of January 26, we can scarcely refrain from shedding a tear for the passing middleman; and yet a little reflection convinces us that the article does not arrive at the fundamental truths of the question. The author speaks of the legendary store-keeper who "sanded the sugar and watered the molasses" in the same breath with which he refers to the philanthropic mail order magnate who "has raised shopkeeping to a new distinction and dignity." He asserts that "the business of selling by mail has immensely advanced the ethical standards of trade and the science of commercial distribution in the United

States." The author's comparison is unfair.

What are the facts? What conclusions shall we draw as to the value of the jobber, the merchant, the mail order house, in our system of distribution? We want no antiquated arguments. We want no sentimental pleas for the "home merchant." Is there a distributive system which will give the efficient service of our present system at less cost? If so, let it come. We are all looking for the truth. We are all, ultimately, working for that which will help the greatest number.

Mr. Price made some vital errors in his argument for the mail order system. In order to explain these errors I must reproduce his analysis of the selling price necessary for the retail merchant and for the mail order house:

Cost to jobber.....	\$1.00	
Net profit to jobber, 5 per cent. on cost.....	.05	
Expenses of jobber, 15 per cent. on selling price	.18	.23
Cost to retailer.....	\$1.23	
Net profit to retailer, 10 per cent. on cost.....	.12	
Expenses of retailer, 23 per cent. on selling price	.40	.52
Retailer's selling price	\$1.75	
Cost to mail order house	\$1.00	
Net profit to mail order house, 10 per cent. on cost10	
Expenses of mail order house, 20 per cent. on selling price27	.37
Mail order selling price	\$1.37	

In this analysis it is taken for granted that all the goods handled by retail merchants are bought through jobbers. As a matter of fact, in the average town and small city the retailers, excepting the grocers, buy fully two-thirds of their goods direct from the manufacturer; while in the larger cities the proportion thus bought would be still greater. For the goods thus bought, then, according to the method of figuring used in this analysis, the merchant's selling price would be \$1.42 as compared with the catalogue house price of \$1.37. When we take into consideration the goods bought through jobbers, we find that the merchant's average price would compare to the average price of the mail order house in the ratio of \$1.53 to \$1.37.

The analysis is again incorrect, however, in figuring the retailer's profit as 10 per cent. of the cost price. This would be an ideal profit, it is true, but it is far from being a real one. Let us consider the case of the merchant whose annual purchases amount to \$50,000. He undoubtedly turns his stock three times a year; therefore the average amount of his stock of goods would be \$17,000. The capital stock of a store carrying a stock of this amount certainly would not be over \$25,000. If this store's profit is 10 per cent. on the cost of the goods bought, it would mean an

annual profit of 20 per cent. on the capital stock. Does the average store make a profit of 20 per cent. on its capital stock? Far from it. When we consider the number of stores which eventually fail and the number which make little or no profit, we must assert that the profit in this hypothetical case cannot be more than 10 per cent. of the capital stock, or 5 per cent. of the cost of the goods purchased. It is true that many stores make a greater profit than this; but in most cases they make it by reducing their percentage of expense or by turning their stock of goods oftener.

When we again refigure the selling prices, after taking these facts into consideration, we find that the retailer's price compares to the catalogue house price in the ratio of \$1.48 to \$1.37. These figures are estimated, of course. They are, however, as fair and as careful estimates as it is possible to give without going into a detailed and exhaustive investigation. These figures should be enough to convince any fair-minded person that there is, after all, but a small variance between the catalogue house selling price and the merchant's selling price. It must be admitted that with a number of articles which the mail order houses use as "leaders"

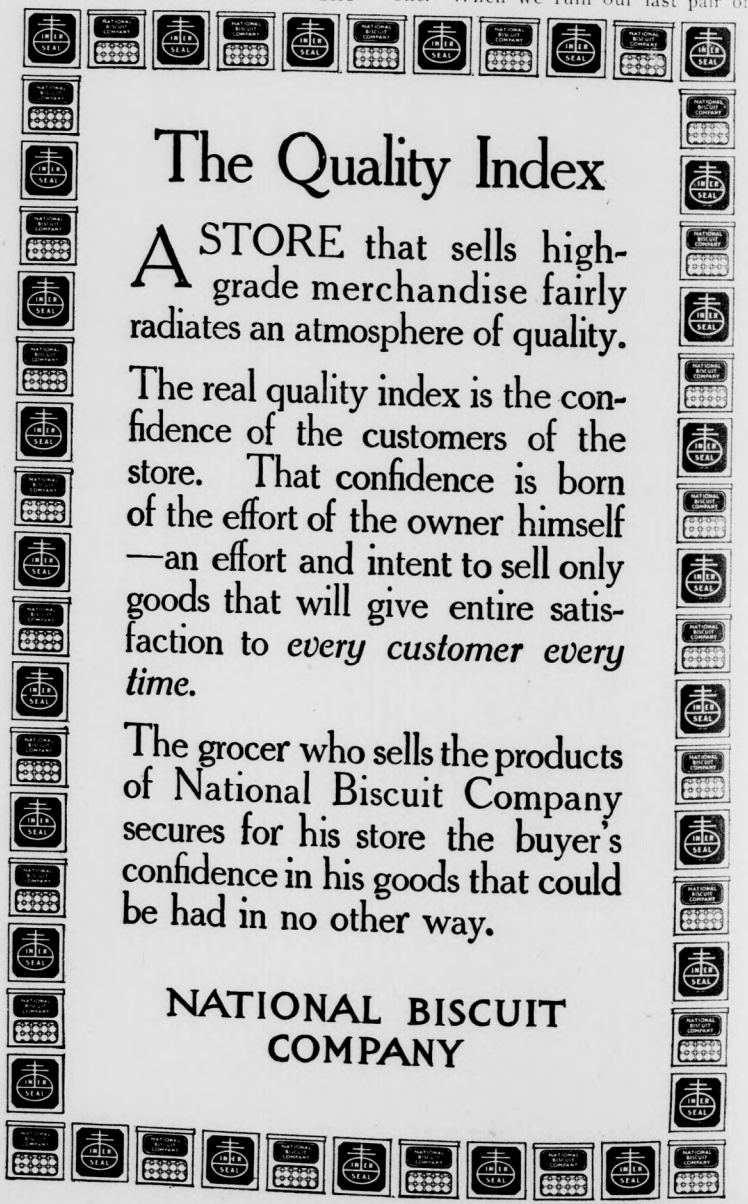
there is much more difference than this ratio shows; but the average difference is small.

"But why should there be any difference?" you ask; "why should I pay the merchant more than I would have to pay elsewhere?"

Aside from those exceptional cases where style is considered a factor in the value of goods the difference between the cost of raw materials and the final selling price of all commodities is entirely expended for labor. Therefore the extra price which you may pay to the home merchant doesn't disappear, it doesn't vanish into thin air; it simply brings you more service.

The question, then, finally resolves itself into this form: "Is the extra service which the retailer gives worth the little extra price which he necessarily must exact for such service?"

It always has been—and probably always will be—human nature for people to prefer to see the goods before they pay for them. Furthermore, they generally want the goods on the day that they happen to think of them and not a week or two or three weeks later. When our catalogue house tire blows out at a most inopportune time, it is annoying to have to send to Chicago for a new one. When we ruin our last pair of



The Quality Index

A STORE that sells high-grade merchandise fairly radiates an atmosphere of quality.

The real quality index is the confidence of the customers of the store. That confidence is born of the effort of the owner himself—an effort and intent to sell only goods that will give entire satisfaction to every customer every time.

The grocer who sells the products of National Biscuit Company secures for his store the buyer's confidence in his goods that could be had in no other way.

NATIONAL BISCUIT COMPANY

trousers on the garden fence, we would gladly pay our local dealer a few cents extra rather than wait for the mail order house to supply us with a new pair.

There are constant changes and improvements in all lines of merchandise. The retail merchant gives his extra service in introducing and demonstrating these new or improved articles. This service could not well be performed by the mail order house. The modern home would be without many of the comforts and conveniences which it now enjoys if some far-distant mail order house alone had supplied its wants. The modern farmer might still be using a cradle to harvest his grain if he had, in the past, depended on a catalogue house for his intimate knowledge of the improvements in farm machinery.

A certain young farmer needed a rifle for immediate use in butchering. He walked into a retail hardware store, selected one that suited him, then enquired of the merchant: "Will you meet X. Y. & Co.'s price on this gun?"

"Certainly we will," was the reply. "We'll meet any mail order price if we're given the opportunity."

"I'll take the rifle, then," the young man said. "Just charge it for a few weeks."

"Hold on," exclaimed the merchant. "If you buy that rifle at a mail order price, you'll buy it on mail order terms. Put it back in the case and I'll order one for you."

He then insisted that the customer should pay the price of the gun before the order was made out, and that, in addition, he should pay for a stamp, a money order, and the parcel post charges. The young man finally agreed to this, and at the end of ten days he received the rifle. He had paid almost the regular price for the gun. He should have paid the full retail price, for he received a service which the mail-order house could not grant him. He had the privilege of handling the gun and deciding from a personal inspection, before the order was sent in whether it was satisfactory.

This actual incident illustrates better than reams of theoretical arguments the relative advantages offered by the mail order system and the system of distribution through the retail merchant.

The vision of a rural population entirely dependent upon far-distant mail order houses is rather a cheerless one. It is difficult to conceive what would fill the void left by country town and city store. It is idle, however, to speculate upon such a dream, for it is as impossible of fulfillment as many another chimera evolved from a utopian fancy.

The head of a vast advertising service, one of the Nation's great authorities on merchandising, recently stated that the mail order houses would never do a larger percentage of the business of the country than they are now doing. They might continue to grow, he asserted, but they would grow only in the proportion that business as a whole expanded.

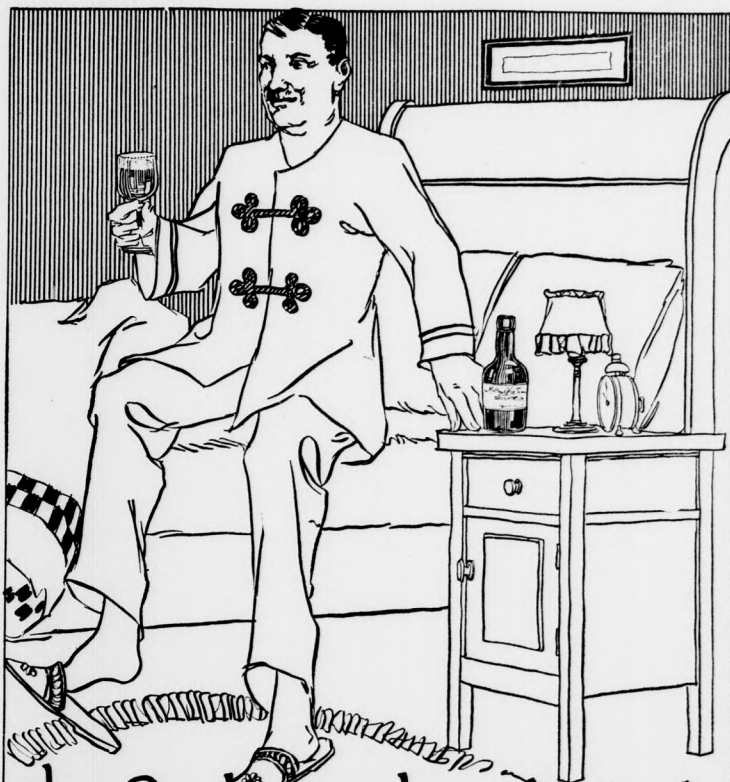
The mail order houses will always draw the trade of a certain bargain-seeking proportion of our people; and they will fill a void in the system of distribution by supplying certain outlying districts which are not supplied by retail stores. They may perform a real economic service by prodding along certain slothful merchants and awakening them to the fact that they must sell goods at a reasonable price and render the full service which should be a condition of that price.

There have been many somnolent merchants in the past, but they are awaking. If there is any line of merchandise in which they cannot successfully compete with the mail order houses, they are demanding, and are receiving, a price which will permit of such competition. The weak links in the chain of distribution are being eliminated. There are too many traveling men; their ranks will be reduced. There are too many retail stores; some will drop out of the race, while others will combine to give better service at a lesser price.

The successful merchant of to-day is wide awake during every working hour. He constantly scans the markets for improved goods and new lines of merchandise. He advertises unceasingly. He does not permit the public to pass him by. He hides no goods in dark corners. He permits no dust to gather on his wares.

The efficient merchant of to-day has laid out his business on scientific lines. He knows what each department of his business costs and what it is worth. His profits are reasonable, and there is no guesswork about what these profits should be. He constantly endeavors to give the public more and better service.

The successful merchant of to-day is in an absolutely necessary class. This class, like most others, has no room for shirkers or drones; but for the man who is willing to work and plan and keep himself fit, both physically and mentally, it offers a "place in the sun" more brilliant than it could ever have offered in the past.—T. W. McAllister in Outlook.



The food that those should take whom insomnia keeps awake

For Sale by All Wholesale Druggists

Malt and Hop Tonic
Grand Rapids
BREWING CO.



IT STANDS ALONE

PINE TREE BRAND

Timothy Seed

Extra Recleaned and Pure At Moderate Price

Write for Quotations

The Albert Dickinson Co. CHICAGO - MINNEAPOLIS



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.

Getting After the Trade in Wire Fencing.

Written for the Tradesman.

In the handling of wire fencing, the mail order concern is the hardware dealer's most serious competitor. In fact, this is one of the big mail order lines. Despite this fact, merchants who go after the trade energetically and systematically can be pretty sure of securing a reasonable share of the trade.

It is aggressiveness in advertising that makes it possible for the catalogue house to secure this business; and the retailer who wants to make good—and to make money—must match aggressiveness with still more aggressiveness.

Right at this season of the year, one fact is worth remembering. The farmer is not busy. Between the end of his fall work and the commencement of his spring work, he has more leisure than at any other season of the year.

He has more time to read mail order catalogues, for one thing.

For another, he has more time to give to fencing jobs.

Right at this season, too, the hardware dealer has more time to get after the wire fencing business. And the farmer has more time to listen to him.

An aggressive wire fencing campaign would seem to be in order. It is an experiment that can do the merchant no harm; and that is pretty sure to do him a lot of good.

The mail order houses have two great advantages in appealing to farm trade. First, they are aggressive in their methods of getting after the business. Everything that printer's ink can do to secure them orders is done. It is their only weapon, but they use it with rare skill.

The second advantage of the mail order house is a reputation—skillfully fostered and entirely undeserved—of "saving money" for the farmer.

The retail merchant, on his part, has compensating advantages. He is on the ground. He knows—or should know—his customers personally. Instead of a picture that may be misleading, he can show the goods themselves. In addition to printer's ink, which he can use quite as freely as the mail order house, he has another powerful weapon in his own personality.

Mail order competition cannot be

effectively met by abusing the catalogue houses or mourning over their inroads. It can be met by adopting their aggressiveness, and giving them one better.

One retailer who has made a pretty good success with fencing puts his policy briefly in the following words:

"I call the attention of the farmers to the line in the winter time, and make up carload orders. By doing this they get their wire out before the spring work comes on. It helps them and it helps us. This work I can do right in the store during the dull months."

The rural telephone is a great help in going after this class of business. Granted you know a lot of country customers personally, it's an easy enough matter to call them up some dull morning and discuss fencing. Don't let it go with: "Going to do any fencing this year?" "No." "Well, good morning." Instead, don't be afraid to gossip for a few minutes, passing on to the country cousin the latest war news from the morning paper, and bringing in the subject of fencing in that casual way that carries conviction with it.

Of course, all customers can't be reached by the rural telephone: it is, however, a very great help. The merchant should not disregard it.

A method quite frequently adopted is to secure mailing lists of the surrounding districts and send them to the manufacturers. The latter send literature to the farmers to get them interested in the subject. The dealer then proceeds to push his wares in the local advertising mediums, which can be relied on to reach the farmers. Often he can supplement this by a personal letter to every farmer listed. Some advance orders can be secured; and when spring opens up the results begin to make themselves

evident in an accentuated demand for fencing.

Of course, this method is not so apt to produce immediate results as personal solicitation. It is a method which pushes the merchant's personality—one of his best assets—into the background.

To secure fencing business, there is nothing so effective as a personal canvass. Of course, the merchant who can always find excuses will say, that in winter the weather is too cold; in spring the roads are too muddy; and in summer the season is too late—and in the fall, why, it's too near winter, and everybody is thinking of Thanksgiving turkey and Christmas presents. The man who is constantly seeking excuses can always find them. But the man who is

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

AGRICULTURAL LIME BUILDING LIME

Write for Prices

A. B. Knowlson Co.

203-207 Powers' Theatre Bldg., Grand Rapids, Mich.

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.

REYNOLDS

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

SHINGLES

Reduces Fire Insurance Rates

Will Not Ignite from Flying Sparks or Brands

Sold by All Lumber Dealers

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

Foster, Stevens & Co. Wholesale Hardware



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

Grand Rapids, Mich.



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

THE FIRST AND FOREMOST
 BUILDERS OF COMPUTING SCALES

GENERAL SALES OFFICE

326 W. MADISON ST. CHICAGO

ALWAYS OPEN TERRITORY TO FIRST CLASS SALESMEN

seeking business can't afford to tolerate excuses. It's up to him to go after business and get it.

Of the merchants who canvass, some leave their canvassing until the early spring, preparing the way for it by the mailing of advertising literature. Others start right out at the first of the year. This policy has its advantages. It enables the canvasser to get on the ground early, and to meet the farmer when the latter has plenty of time to discuss business. Immediate sales may not be made in every instance; but in the spring when the fencing problem confronts the farmer, he turns naturally to the one dealer with whom he is acquainted and who has already approached him on the subject and secured his promise to look at the stock.

That is an important point—if you can't get an order when you call, get a promise. Don't go away with "No" ringing in your ears. Get the customer to say that he'll drop in and look at the samples, or that he'll buy from you when he's ready to buy, or that he'll see you before he buys from someone else, or, at least, that he'll call you up and give you another chance to talk business.

The great thing, next to getting an actual order, is to get the farmer into the store. There you can show him the goods; you can demonstrate the strong points of the fence you handle; you can explain away his doubts. Often it pays a country canvasser to widen the scope of his canvass from the one line that he is pushing to a variety of lines. Many hardware dealers have their regular road men who make trips through the country and who sell everything in hardware from a tack to a tractor. It costs no more to make the trip, and there are many more chances of making sales.

"If we don't sell this man a washing machine, we sell him a new wagon box, or a binder, or stew pan, or a screw driver. If we can't get him one way, we get him another. If we can't get it in cash, we take it in hay, and feed the hay to our horses, or sell it to the commission man in town." That's the way one firm in a town of 1,200 does business through its roadmen. That firm has the best roadmen available, and does a bigger business than lots of hardware merchants in places ten and twenty times the size.

Meanwhile, there is going to be lots of wire fencing sold within the selling radius of your store this year. It's going to run up into a lot of money, and make profits for somebody. Why not for you? Direct selection, prompt delivery and local responsibility are arguments that will carry weight in your campaign against the catalogue house; and every rod of fence you sell strengthens the confidence of the farmer in local service as against long distance dealing, and helps to form in him the habit of buying at home.

William Edward Park.

Men who have a lean and hungry look are nearly always the biggest eaters.

Activities in Some Michigan Cities.
Written for the Tradesman.

The East Jordan Board of Trade has elected the following officers: President, Carl Stroebel; Vice-President, James Gidley; Directors, W. P. Porter, G. A. Bell, B. E. Waterman, W. J. Ellison, Alex. Cameron, A. E. Cross, H. W. Dicken and H. I. McMillan.

A bigger and better Bellaire will be promoted by the new Board of Trade, which has organized with the following officers: President, A. B. Large; First Vice-President, C. L. Bailey; Second Vice-President, C. C. Potter; Secretary, Wm. H. Richards; Treasurer, Wm. Hierlihy.

After service of one month, Secretary H. G. Krake, of the Benton Harbor Chamber of Commerce, has resigned to go with a Michigan corporation at increased salary.

Hillsdale will pay B. E. Smith \$1,200 for the collection and disposal of garbage this year. Mr. Smith had the contract last year.

Sault Ste. Marie will hold a combined automobile show and manufacturers' exposition in the Armory April 6 to 8.

Students in manual training at the Marquette schools have 350 bird houses under construction, being taught to use odds and ends of lumber and old boxes in this work. Students in the Pontiac schools have also made more than a hundred bird houses.

C. F. Olmstead and C. W. Perry have been re-elected Secretary and Treasurer respectively of the Ludington Board of Trade.

Saginaw has ordered pavements laid on eight streets, the work to cost \$76,000.

The Detroit Board of Commerce favors an appropriation of \$450,000 to build an addition to Cass technical high school. Dozens of men apply to this school each week for a chance to get technical training and are turned away.

The Upper Peninsula League of Municipalities was formed at a meeting held at Escanaba. Mayor Handy, of Sault Ste. Marie, was elected President and W. G. Monroe, of Iron Mountain, Secretary and Treasurer. Betterment of civic conditions in Cloverland is the main purpose in view.

The proposed interurban railroad from St. Joe and Benton Harbor to Chicago via Michigan City, has been endorsed by the St. Joseph Chamber of Commerce.

Grand Haven has let a contract for concrete pavements on Lake avenue at 83 cents a yard. This avenue carries traffic to Lake Forest cemetery, Highland park and Duncan park, and is an important improvement.

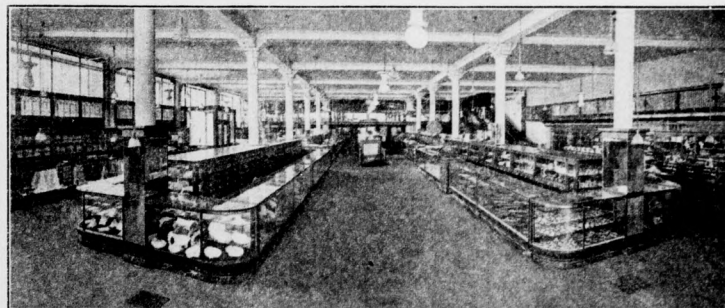
Benton Harbor has adopted a movie ordinance, authorizing the mayor to appoint three citizens, composing a board of censorship, to serve without pay, in promoting clean, desirable pictures. The penalty attached to showing a film ordered suppressed is heavy, being a fine of \$50 or thirty days in jail, or both, for first offence.

Midland is very much on the Michigan map now, largely due to the prosperity of the Dow Chemical Co., which now employes 1,225 men. Midland has shown 76 per cent. growth since the census of 1910 and is expected to show over 100 per cent. increase by fall in 1916.
Almond Griffen.

1916 IMPORTANT CHANGES TANGLEFOOT



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



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

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

Catalog—to merchants

Wilmarth Show Case Company
1542 Jefferson Avenue Grand Rapids, Mich.

Made In Grand Rapids

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



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

Fairbanks Computing Scales

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

Backed by Fairbanks Quality

FAIRBANKS, MORSE & CO. CHICAGO
2247-68A

Questionable Value of Official Organs.

Escanaba, April 3—The local Association contemplates publishing a weekly or a monthly paper for the benefit of its members. I would like to have your views on the following questions.

1. Would you make it a weekly or a monthly paper?
2. What rate would you make on your advertising space?
3. Would you attempt to charge a subscription price?
4. How many pages do you think the paper ought to contain?
5. What suggestions can you give us by way of material for discussion at monthly meetings, and what plan can you suggest for arousing an interest in these meetings?
6. Can you suggest a speaker, and would you advise having an outside speaker as an inducement to increase attendance and interest at the meetings?

Any suggestions, which you may offer along these lines will be highly appreciated.

John L. Loell.

Sec'y Delta County Retail Merchants' Association.

In reply to questions 1 to 5, the Tradesman is pleased to place itself on record as stating that it believes the publication of local association journals and official organs do much more harm than good, because such forms of activity are not within the legitimate province of an organization of retail merchants. When the grocer gives away rugs with coffee, the dry goods dealer complains, because it encroaches on his legitimate business. When the dry goods merchant sells tea, as some of them are now doing, the grocer justly complains from the same cause. In undertaking the publication of a newspaper or official organ, the retail merchant lays himself open to a charge of invading a field which legitimately belongs to others who have devoted a lifetime to perfecting themselves in the business and who ought to be heartily and cordially supported. As a matter of fact, the men who promote enterprises of this character are usually actuated by motives which do not appeal to fair minded people. If a publisher with a half hundred employes should start a supply store for the benefit of his workmen, he would be condemned by every retail merchant in his home town—and justly so. Per contra, the merchant who goes out of his way to engage in a business he does not understand and who invades a field that is alien to his experience and life work, is unfair to himself, because he is committing an act which he would condemn in others, if the situation were reversed. What is fair in one case is fair in another. Likewise, what is unfair in one case is unfair in another. The best results in this world come from men who attend to their own business and proceed on the theory of live and let live. The man who undertakes to do his own doctoring because he has read a treatise on disease and the man who thinks he is capable of being his own legal adviser because he has read a superficial book entitled "Every Man His Own Lawyer," never gets very far in this world, except to create confusion and involve himself and his friends in all kinds of trouble. The

old adage to the effect that every shoemaker should stick to his last is peculiarly applicable in this case.

Regarding discussions at association meetings, the Tradesman would suggest the following as available topics:

1. Decision in United States Supreme Court on trading stamp matter.
2. Decision of Michigan Supreme Court on trading stamp matter.
3. "Three Essentials" in Michigan Tradesman of March 29.
4. Anti-Discrimination Law enacted by last Legislature.
5. The series of twenty-six remarkable articles by Hon. Charles W. Garfield, now being published in the Michigan Tradesman.
6. The Educational Short Course presented in the Michigan Tradesman March 1, which will be exploited in Grand Rapids during Merchants' Week in June of this year. All of the topics are vital ones to the retail merchant.

Regarding speakers at meetings, the Tradesman's suggestion is that this privilege be confined to bankers, jobbers, retailers and salesman—many of whom can handle subjects germane to the retail trade in a satisfactory manner. Under no circumstances should politicians, freaks, cranks and hobby riders be permitted to take the time and absorb the attention of busy retail merchants when there are so many topics in which business men are vitally interested to discuss and take action on.

It is unfortunate that in too many cases retail associations devote altogether too much time and attention to chasing rainbows and indulging in hero worship, instead of getting down to the hard dry facts of everyday life and discussing and solving problems which confront the merchant every day in the year. This condition can be obviated by delegating the preparation of the programme for each meeting to a carefully selected committee and give it ample time to work up this feature several months in advance. As a usual rule, the members of an association are not properly notified in advance of the topics to be discussed at meetings, so they come to the meeting place illy prepared to take part in the discussion.

Worth Engaging.

Into the office of a business man rushed a bright-faced lad. For three minutes he waited, and then began to show signs of impatience.

"Excuse me, sir," he said at length, "I'm in a hurry."

"Well, what do you want?" asked the business man.

"A job!"

"But why the hurry?"

"Got to hurry," replied the lad briefly. "Left school yesterday, and haven't struck anything suitable yet. The only place where I can stay long is where they pay me for it."

"How much do you want?"

"Four dollars a week for a start."

"And when can you come?"

"Don't need to come; I'm here. I could have been at work five minutes ago if you'd only said so."

Don't Put Off Buying Fall Staples.

Written for the Tradesman.

In conversation with the buyer of a large retail shoe concern carrying a comprehensive line of footwear for everybody from little tots to men, the buyer informed the writer that he had already bought his fall and winter staples. It was a big buy, for this concern carries 65 to 70 per cent. staples, for all the splurge it cuts with its showy display of smart, extremely smart and novelty styles in the women's lines.

Last Saturday afternoon I happened to be in the shoe department of a big department store doing a fine business in children's, misses' and women's high grade shoes, and I found the shoe manager—a personal friend by the way—getting ready to make his train for the East to buy fall and winter shoes. Ordinarily he buys in July.

"Why this haste?" I enquired, knowing perfectly what his answer would be. His reply was couched in the form of an enquiry. "Hast observed the climbing price of leather?" Whereupon I said: "Johnnie, old top, you are a wise lad. Go to it."

It was to me rather a coincidence that, on the very afternoon when I was talking with these men (and some others on the same subject), I should have received the Shoe Retailer, and read on the first editorial page these words:

"Because of the skyrocketing condition not only of the sole and upper leather markets, but also by reason of the increased cost of other materials that enter into shoe manufacturing, not to mention the scarcity of wood heels, wetting, white soles, etc., our advice to shoe dealers is: buy your staples for fall when the salesmen call."

That is good advice; and it isn't putting it too strong. The man who acts upon the strength of it will not regret it.

As I have already said, these two big buyers with whom I have recently been in conversation, did not wait for the salesmen to come around. They went on to the concerns from which they buy and got their orders in far in advance of the usual time of buying.

They could see the handwriting on the wall.

Some shoe dealers as well as merchants in scores of other lines, are greatly disturbed over the anomalous condition existing in this country as well as throughout the civilized world, in consequence of the war. Ever now and then a paragraph on peace, emanating from London, Paris, Berlin, or some other European capital is sandwiched in between an account of aggressiveness in the West and aggressiveness in the East; and, during the last few weeks, these peace items seem to be increasing both in frequency and in significance. Only to-day, for instance, the morning papers carry heavy headlines reading: "Pacific Talk in Capitals." And go on to state that certain negotiations for chartering a number of vessels for the handling of lumber for the Allies have been brought to an unexpected

close upon the receipt of a cablegram from London canceling the agreement and saying that the end of the war is believed to be very near.

Now there may be something in all this peace talk, and again it may not at all signify that the war is to close in the very near future.

But the point I want to make is this: Whether the war comes to an end more quickly than many people now believe possible, or whether it drags on for another six months, twelve or even eighteen months,—the price of leather will not become cheaper, but will inevitably go higher. In little war-ridden Belgium a million and a half cattle have disappeared since the occupancy thereof by the Germans; and an equal number has disappeared from that portion of Northern France now in the grip of the Kaiser and his forces. Big armies have to be fed; and cattle make bully good feed for fighting men. Who knows how many cattle have disappeared from Galacia and Russian Poland? From Serbia, and from the steppes of immense Russia?

Is it any wonder that the price of finished leather should go skyrocketing, as the Retailer phrases it, when the sources of leather are diminishing at such an alarming rate? People must wear shoes both in times of war and in times of peace. And consider the increasing demand upon the leather markets of the world for the raw materials of other industries aside from shoemaking—the saddle and harness trades, the trunk and bag industries, and the automobile industry of this and other countries.

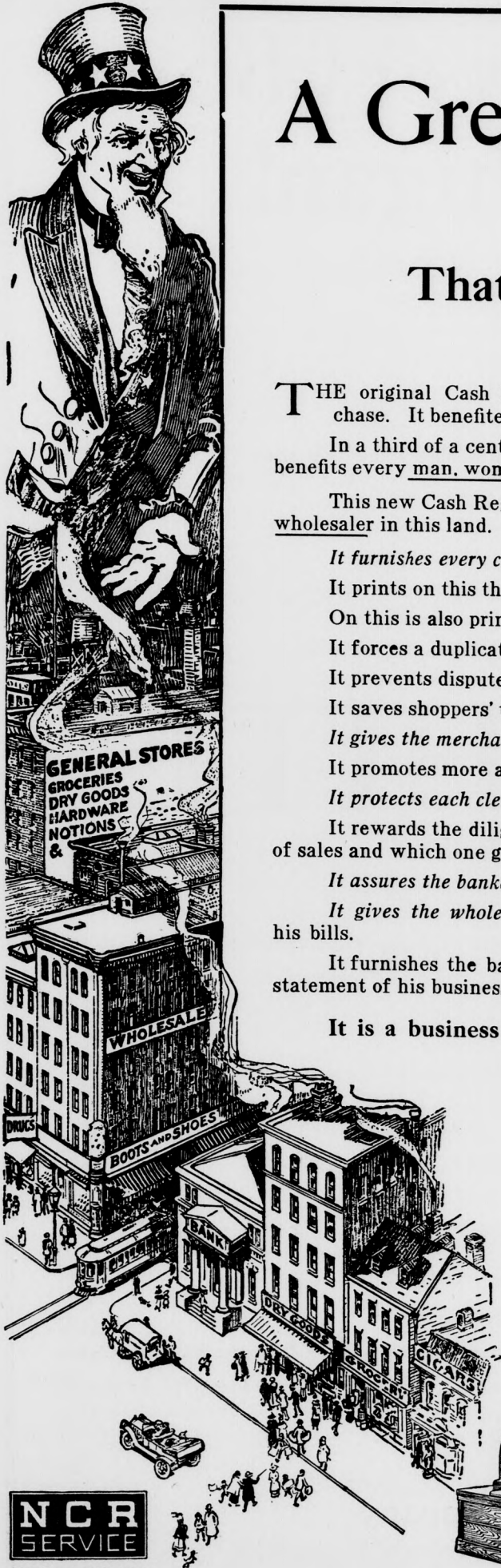
What does all this signify—what can it signify—but one thing: namely, higher prices for leather.

Of course there are certain disadvantages in buying so far ahead. But, if one understands the shoe requirements of his locality—I mean in regard to what we denominate "staple styles,"—he ought to be in a position to make a safe and sane buy at this time. And if he does—and can—he will surely get a better price than he can secure in July or some later date.

It hasn't been more than a couple of years back since I advised shoe retailers to make more use of the in stock service of shoe manufacturers; to buy in smaller quantities, and according to their more immediate requirements. But at that time prices were about as staple as styles, while money was scarce and hard to get. But conditions have changed. Now prices are anything but staple, and money is plentiful. To get in an early order for fall and winter shoes of a more conservative locally accredited sort, is to make a good investment.

Incidentally, too, the manufacturer will have more time to give your shoes the attention he should in order to make them right. He won't be hurried in filling your order and getting the goods to you on time. This will give him more time to devote to smart styles or novelties, of which you may require some later on. So it will be a good thing all around.

Cid McKay.



A Great National Public Utility

That concerns all merchants and all people

THE original Cash Register rang a bell, indicated and recorded the amount of the purchase. It benefited the merchant only.

In a third of a century this old model has developed into a Cash Register that directly benefits every man, woman and child who spends money in a store.

This new Cash Register equally concerns every merchant and clerk, every banker and wholesaler in this land.

It furnishes every customer with a receipt or sales slip.

It prints on this the amount paid or charged.

On this is also printed the date of the sale and who made it.

It forces a duplicate, printed record for the merchant.

It prevents disputes over charges and bills paid.

It saves shoppers' time.

It gives the merchant all his profits. It gives him more money for his family.

It promotes more and quicker sales.

It protects each clerk against making errors and against the mistakes of others.

It rewards the diligent clerk by telling his employer which one makes the largest number of sales and which one gets the greatest amount of business.

It assures the banker additional security for the money he loans the merchant.

It gives the wholesaler additional assurance that the merchant will have money to pay his bills.

It furnishes the banker and the wholesaler mechanical evidence that the merchant's statement of his business is correct.

It is a business necessity.

MERCHANTS!

We have new 1916 models that give this perfect service.

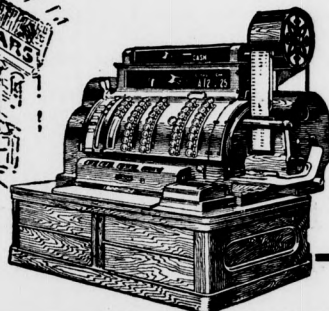
Write us today or see our agent in your city and learn how you can secure one of these public service machines.

Liberal allowances are made for old National Cash Registers that were good in their day, but do not so completely protect you or give the valuable service our 1916 Models do.

Address Dept. 30.

The National Cash Register Company

Dayton, Ohio



NCR
SERVICE

LOOK FOR THIS SIGN
IN THE WINDOW

Altogether, Everybody Boost Michigan!

When the Michigan manufacturer, jobber, wholesaler and retailer boosts and sells Michigan made goods, insofar as it is possible to do so, we will be in a much better position to urge the consumer to trade in Michigan.

Possibly it never occurred to you that it is a bit illogical to urge your customers to trade at home and at the same time offer them goods manufactured in some other state when Michigan is producing as good or better.

Nevertheless it is illogical and it is a step in the wrong direction.

Every time you sell foreign goods you are educating the consumer to trade outside of Michigan.

All of us should first practice loyalty and patriotism before attempting to preach it to the other fellow.

You can best teach your customers to buy at home by boosting Michigan goods of quality.

A boost for Michigan and Michigan products is a boost for every man, woman and child in Michigan.

Michigan flour is as good as any flour in the country.

The flavor of Michigan wheat, like that of the Michigan peach and Michigan apple is especially appetizing, and consequently everything baked from Michigan flour is favorably affected by the delicious flavor of the wheat.

As a matter of fact Michigan flour is better than most flours.

LILY WHITE

"The Flour the Best Cooks Use"

is one of the best flours made anywhere by any concern.

Lily White flour is made principally from Michigan wheat; made especially for family trade; made for the people you sell.

You have our guarantee that Lily White will make as good or better bread, biscuits, rolls, pastries, etc., as any flour produced.

We want you to tell your customers if they do not like Lily White as well or better than any flour they ever used to return it and get their money.

This guarantee is made in the open with a thorough knowledge of competitive goods and what they will do.

We can make it so strong because we know Lily White flour; we know how it is made; we know what it will do; we know why it will do it.

We know all about Lily White flour and we know it will do just what we claim it will—meet every requirement of home baking in the most satisfactory and pleasing manner and do it economically.

There are twenty-five well known, first-class quality flours sold through the retail stores of Grand Rapids. Lily White is one of them, and 65% of these sales are Lily White sales, the other 35% being divided among the twenty-four different brands.

The popularity of Lily White flour is not confined to Grand Rapids. It is very popular wherever it is known.

Every time you sell Lily White flour you are boosting a great Michigan industry.

Every time you sell Lily White flour you are boosting the Michigan farmer, the Michigan grain dealer, the Michigan railroad.

Every time you sell Lily White flour you are helping to keep Michigan money in Michigan; you are adding to the general prosperity of the State, which includes YOU.

Write us about our co-operative sales plan and advertising helps.

Valley City Milling Company

GRAND RAPIDS, MICHIGAN

You Will Profit by This Publicity

We are asking the newspapers of Michigan to run editorials similar to these in an effort to assist you to secure some of the cash-mail-order business now going elsewhere.

These articles will reach more than three million people.

Boost Michigan

Good common sense was recently practiced by both parties to a transaction in a progressive town a little ways north of Grand Rapids.

A woman walked into a general store and inquired the price of sugar. The merchant quoted the then prevailing figure of 6½¢ per pound whereupon the prospective buyer informed him she could secure 100 lbs. of the same quality from a mail-order house in another State for \$3.50 and that she would have to give the outsider the business.

A discussion followed and the merchant learned his customer had practically decided to send for a "made-up" order amounting in all to \$43.50 that she might secure 100 lbs. of sugar at \$3.50, and among other things it was necessary to buy to get the discount on the sugar were 5 lbs. of walnut meats, 5 lbs. of salted peanuts and four different kinds of flavoring extracts.

Enough walnut meats to last them more than six months, during which time the walnuts and peanuts would get wormy and the extracts lose much of their flavor.

The merchant wisely offered to fill her order on the same basis, providing she would pay him \$43.50 in cash and enough more to cover the cost of the freight she would be obliged to pay on the shipment. Furthermore, he required her to take only such a quantity of the perishable goods as could be used before they would lose any of their value.

The merchant used mighty good judgment in making the offer. The purchaser used just as good sense in accepting. She had the privilege of seeing just exactly what she was buying and immediate service was rendered. She didn't have to wait three or four days, or a week, for the goods and take chances on having them come out of condition or broken up. They both made a profitable deal and kept the money in circulation at home.

Michigan Merchants and Michigan People Get Together—Boost Michigan.

Boost Michigan

There is only so much money in Michigan and if the Michigan farmer, the Michigan lumberman, the Michigan miner, the Michigan manufacturer, the Michigan grocer, the Michigan clerk and the Michigan laborer sold all they produced in Michigan and bought everything they used outside of Michigan, Michigan would go broke.

Don't forget that. Think it over seriously.

On the other hand, if Michigan people could sell everything produced to outsiders and buy everything used in Michigan, Michigan would become immensely more prosperous.

Of course, neither proposition is practicable nor feasible, but

How about the balance of trade?

When Michigan is producing more than she is buying Michigan is prosperous and progressive, but when Michigan buys more than she produces she is on the straight road to poverty.

Everybody knows when the balance of trade is largely in favor of Europe a shortage of money and hard times prevail in America, but when America is selling Europe much more than she is buying from Europe, America is mightily prosperous.

Every citizen in Michigan understands and realizes the truth of this and the value of the principle, but a great many in every community fail to apply it to their own locality and yet grumble about their town not being progressive when as a matter of fact they are in a large measure responsible for its condition.

Keep the balance of trade in Michigan's favor and in your town's favor by spending your money in Michigan. It means greater prosperity for you.

Michigan Merchants and Michigan People Should Get Together—Boost Michigan.

Boost Michigan

When you buy goods at home you have the opportunity of seeing what you are buying and if everything is not just right the difficulty can be adjusted promptly and satisfactorily without expense or loss of time.

It is to be regretted that occasionally a merchant is shortsighted and does not appear willing to render the right kind of service to his patrons. Such a policy is inexcusable and such merchants are a disgrace to their community and a hindrance to the prosperity of their town.

But! There are also altogether too many consumers who are running bills from thirty days to one year at their dealer's expense and annoyance, often times forcing him into bankruptcy, and during that same period are sending cash hundreds of miles away without even giving the local man an opportunity to bid upon the order.

There is not a drop of red blood in such an individual's veins nor a spark of patriotism in his make-up. His community would be better off without him.

We once heard a man excuse himself for ordering goods of a mail-order house in another state by saying that the local dealer was holding him up, yet upon investigation learned this dealer was worth only a few hundred dollars while the mail-order house was worth several millions, so evidently had not held up as many as the other fellow.

We ascertained by asking a few questions that this particular person had run a bill with this dealer for over six months and yet was complaining because the merchant could not quote him as low a price on a small order on a six months' credit basis as the mail-order house would on a good sized order, cash in advance. The home merchant was a tax-payer and a part of the town that made this party's property more valuable while the mail-order house never paid a dollar's worth of taxes in Michigan, but on the other hand was drawing upon the resources of the town and the State, making them poorer instead of richer.

Shame on any person who would even listen to such an argument without making a protest. Shame on the fellow who makes it a hundred times more.

Michigan folks should get together and work hand in hand for the advancement of their own State, their own interests, their own prosperity. Common sense teaches it is the proper thing to do.

Michigan Merchants and Michigan People Give Each Other a Fair Show—Boost Michigan.

Boost Michigan

Every Michigan merchant knows that the prosperity of his town and the value of his property is enhanced a hundred-fold by a productive, progressive farming community, and he should do everything he can to further the interests of the farmer as well as the manufacturer and the laborer.

Every Michigan farmer knows a farm of one hundred acres of good land near a prosperous town is worth many times what it would be worth back twenty-five miles in the country, and yet some farmers are buying goods from mail-order houses in other states hundreds of miles away from their property instead of boosting their own town through buying goods at home and thereby creating greater prosperity in their own community and automatically enhancing the value of their own property.

Remember the balance of trade decides whether Michigan is getting richer or poorer. Every man in every community is a factor in the prosperity of Michigan. It makes a lot of difference whether you are knocking or boosting. It makes a lot of difference whether you are trading in Michigan or abroad.

The size of your town depends upon the amount of business done in it and you can't build up your town or your State by trading hundreds of miles away, besides the outsider pays no taxes in Michigan but on the other hand is coaxing all the money he can out of Michigan, drawing upon the resources of the State continuously and is making Michigan poorer instead of richer.

Whenever you have one dollar in cash, or a hundred, to pay down for merchandise of any kind, give your merchant a chance and if he doesn't at least try to meet you half way he is not made of the right kind of stuff but do not expect him to quote you as low a price on a small order to be charged and carried on the books from a month to a year, as the outsider is willing to quote you on a large order for cash in advance.

Michigan merchants and Michigan people give each other a show. Get together and buy everything possible in Michigan. Keep your money in circulation within your own range instead of sending it hundreds of miles away to help fill the coffers of those who are only interested in what they can get out of you and return nothing in particular to your town or your community.

Michigan Merchants and Michigan People Should Co-operate—Boost Michigan.

We Desire Your Co-operation

The following placard or store hanger measuring 9½ x 16 inches is being printed.

WILL YOU?

Give us a chance at your cash orders.

You must not expect us to sell you goods on a charge account, that sometimes runs six months or a year, as cheaply as a mail order house will for cash in advance.

It isn't fair to ask for credit when you are short of cash and as soon as you get the money to send it out of your town and your state to a million-dollar concern hundreds of miles away without even giving us a chance to figure with you.

We believe we can sell standard goods as cheaply as a mail order house on same terms as theirs.

Pay us cash in advance, plus the cost of freight and postage, and we will make up your \$10.00, \$15.00, \$25.00 or \$100.00 order, and give you the privilege of selecting same quality goods from OUR shelves.

We will make immediate delivery. You won't have to wait two or

If you want one of these placards, which are attractively printed on good substantial material, advise us and it will be forwarded at once.

You can surely get a large amount of this cash-mail-order business by going after it. We will give you every possible assistance.

The sooner we all begin to boost Michigan products the quicker will we be able to realize the large benefits to be derived from a thorough co-operation along this line.

Everybody Altogether—Boost Michigan!

Valley City Milling Company

Grand Rapids, Michigan

three days, or a week, for the goods, and you can see what you are buying before turning over your money.

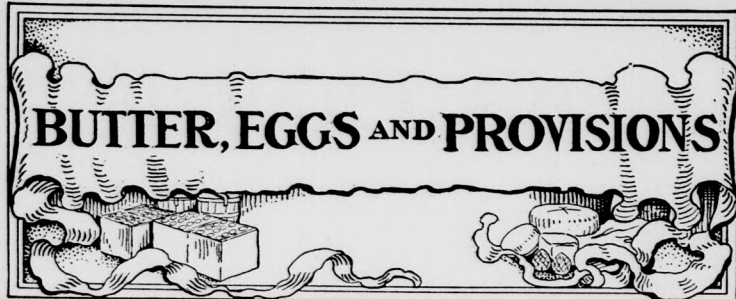
You won't have to bother writing letters or shipping back goods that are sometimes not just what you want.

ANOTHER THING! The size of this town is controlled by the amount of business done here, and the bigger our town the more valuable your property. We pay taxes here; the mail order house collects instead. It pays nothing here.

You probably never gave this subject much, if any, thought, but **YOU OUGHT TO THINK ABOUT IT** and we believe you will.

We should be patriotic; all of us. We ought to boost our own community and we can do so best by co-operation; by working together; meeting one another half way; going it hand-in-hand, so to speak. It's the sensible thing to do.

"WILL YOU?"



Michigan Poultry, Butter and Egg Association.
 President—J. W. Lyons, Jackson.
 Vice-President—Patrick Hurley, Detroit.
 Secretary and Treasurer—D. A. Bentley, Saginaw.
 Executive Committee—F. A. Johnson, Detroit; H. L. Williams, Howell; C. J. Chandler, Detroit.

STERILIZED SEALED SHELL.

Decided Step in Advance in Egg Preservation.

There is probably no subject of greater interest to the produce dealer and to the public at large than that of eggs, especially bad eggs. Any treatment, either in the care or handling of this important article of food, is of particular interest and of far-reaching economic importance.

From time immemorial, eggs have been an article of diet for the human race. For hundreds of years, egg preservatives have been used with varying success. The Chinese for centuries have preserved eggs by sealing up each individual egg with a layer of mud entirely surrounding it, thus preventing evaporation and contamination. Scores of preservatives have been used in more recent years, and to-day the housewife finds sodium silicate or water-glass somewhat practical for her own use. For the produce dealer, cold storage is of vast economic importance; and the new method of sterilizing the egg and sealing the shell doubles the value of this storage system when used in conjunction with it.

The causes of egg deterioration are generally classified under four heads: viz:

1. Deterioration due to partial development of the embryo or sex life of the egg.
2. Deterioration due to the action of bacteria in the egg content and in the shells.
3. The absorption of foreign flavors and odors.
4. Evaporation of the egg content, resulting in shrunken eggs.

The first, or the partial development of embryo may be in a measure prevented by "swating the rooster," a very laudable campaign for which was started by Dr. Pennington, thus producing an infertile egg. But, as long as eggs continue to be an article of commerce, there will be more or less of the fertile eggs. The development of the embryo may be delayed by keeping the eggs at a comparatively low temperature. However, after using all means available, there is a large commercial loss due to this cause.

The second cause, resulting from bacterial action, may be likewise somewhat controlled by producing

eggs under clean and sanitary conditions, and by keeping them at a low temperature. Nevertheless, where eggs are kept at a low temperature, just above the point of freezing the egg content, bacteria do in time become active, breaking down bacterial albumen and marked deterioration with great economic loss takes place.

The third and fourth causes of deterioration, absorption of odors and evaporation, deserve much consideration from a commercial standpoint. These causes must be overcome if material deterioration is to be prevented. Some methods of preservation combat one or possibly more of these losses to the produce man, but for the purpose of preventing deterioration from each of these causes, the sterilized sealed egg has solved the problem and the new process of preserving by sterilization is the result.

Sterilizing eggs is a simple, inexpensive, scientific treatment.

The success of the sterilized sealed shell eggs depends upon the successful subjecting the egg for an exceedingly brief period of time to a temperature considerably above that of boiling water, varying according to the quality and condition of the egg.

The medium of applying this high degree of heat is a clear transparent oil, which of necessity, must be neutral, odorless, tasteless and of a high boiling point.

Immediately upon immersion of the egg in the heated oil, the following changes take place.

1. Opening and enlarging of the pores of the shell, permitting the air and gas in the egg to escape, thus creating a partial vacuum. By actual observation at this time numerous bubbles of air can be seen escaping, being thrown off through the oil. In creating the vacuum, the expansion is so great that even badly dented checks are restored to their original symmetrical form and are repaired.

2. The heat action solidifies the two porous membranes just inside the shell, vulcanizes them together and cements them to the shell. A partial illustration of this is the tough, leathery condition of the membrane in a hard boiled egg. The toughness of this membrane is evident and is in sharp contrast with the tender por-

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

ous membrane in an uncooked egg. This same effect is produced in the sterilized egg, only in a greater degree.

3. The shell itself is further hermetically sealed by the absorption of oil. As the egg is withdrawn from the heated oil, the air pressure from without completely fills every pore of the shell with the oil. The egg is thus hermetically sealed both from within and without. The result of this is that while the solidification of the membranes within protect the egg content, the sealing of the shell with oil forms a double protection, absolutely prohibiting contact with foreign impurities, either gas or liquid.

4. The shell thus sealed prevents evaporation or shrinkage of the egg content. The great economic importance of this can hardly be estimated. It means the difference between the egg that seems old and is old and the sterilized sealed shell egg that not only seems fresh, but is as fresh as the day the old hen crackled. It also means the difference between an egg whose deteriorated condition vastly depreciates its value, if it does not lose trade, and an egg that does not depreciate, is a business getter and a fitting cornerstone for a reputation.

5. This method of sterilizing and sealing also prevents bacteria or germ life reaching the egg content. At the same time, it makes the egg impervious to odors and flavors. It is claimed, you might safely fill one end of a case with eggs and the other with onions, garlic or bewhiskered

limburger with no danger of the eggs absorbing the flavor.

6. The heat as applied checks and destroys the embryo development and at the same time destroys all active bacterial life on and in the shell of the egg. Again the importance of this point can hardly be over-estimated.

When cream or milk is sterilized by heating to a temperature of 140 deg., not all the bacteria are destroyed. The number is simply greatly reduced. In sterilizing eggs, the bacteria are to all practical purposes effectively and entirely destroyed. Those in and on the shell by the action of the heat. Those in the egg content by action of the bactericidal albumen provided by nature. This occurs after the egg has been treated. In other words, the egg sterilizes itself, as no more bacteria enter.

In this process of sterilization and sealing, the egg is as securely canned in vacuum as though it were in a glass or metal container. It is sealed within itself, thoroughly sterilized, hygienic both within and without, thus forming an ideal package for preserving the egg indefinitely.

The fundamental and all-important feature is the treating of the egg membrane by a peculiar and particular application of a high degree of heat for the proper length of time, as determined by conditions. This, if properly done, does not injure the egg content, e. g., you can touch a red hot stove with your hand, and by quickly removing it receive no injury—likewise with the egg content.

This treatment of eggs is not an experiment. It has been in use in an experimental way for ten years and in a commercial way for five years in California.

In the operation of the machine which has been especially designed for this work, the human hands at no time come in contact with the egg, and in every operation of the machine, particular stress has been laid upon the sanitary features.

Practical experience has demonstrated that the sterilized sealed shell egg will keep under ordinary refrigeration in a perfect state of preservation without change for any reasonable length of time. They may be treated or used the same as fresh eggs. They will be found to be as full, sound, sweet and retain the freshness that they possessed at the time of treatment.

The process does not result in any chemical change in the egg content. The solution used in connection with the treatment being of non-changing and edible character.

Sterilizing and treating eggs in connection with the present methods of handling co-operate with the best and most sanitary ways now in use and hand in hand with the modern cold storage system preserves for the consumer the entire food value contained in the egg at the time of sterilizing and sealing.

The whole method is simple, yet effective. It is the practical application of the principles of the modern canning factory, which have been scientifically and carefully adapted

for the preserving of eggs. From a sanitary and hygienic standpoint it is highly commendable. It increases the price of eggs to the producer, it increases the profits of the dealer and at the same time lessens his troubles due to deterioration, and it enables the consumer to get a better and more wholesome product and at the same time a better value. For the egg industry, it must prove a boon by largely increasing the consumption. It will do away with the popular prejudice against the storage egg and produce the proper psychological effect by replacing the word "storage" with "sterilized." In a word, the perfected process of sterilizing eggs is a decided step in advance and one of those achievements which marks economic progress, turning science to the benefit of commerce and giving trade a legitimate source of profit and the consumer full benefit. O. C. Kimball.

Many a man's worth is not discovered until his will is read.

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

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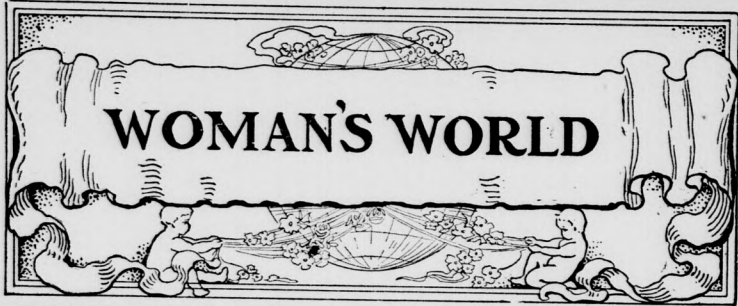
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WOMAN'S WORLD

Story With a Lesson for Timid Souls.
Written for the Tradesman.

If you want a thing—something entirely innocent and harmless of course, perhaps useful and even necessary—if you want something of this kind and have wanted it a long time and have the ready money to buy it and can perfectly well afford the outlay, why not just have it? This line of reasoning seems flawless and very convincing. But don't you know persons—you may be one of them yourself—to whom all these conditions apply, who want something dreadfully and keep right on wanting it?

Have you noticed that in most families spending is in ruts? It is taken as a matter of course that money will be used in certain accustomed ways. The outgo is not all for necessities. Very likely a large part of the total expenditure is for genuine luxuries, but luxuries to which some or all of the members of the household are habituated. So long as the usual income continues, no one dreams of retrenching in these wonted directions. But there is a strong feeling of "Can't afford it" regarding any new sort of outlay. Or if there is such affluence that the "Can't afford it" objection would be an absurdity, there are still great prejudice and inertia to be overcome before even a small amount of money can be spent in any but the old ways.

Have you noticed too how easily some can sweep aside this prejudice and inertia and swiftly obtain their heart's desires? And how others find it almost impossible to pluck up courage even to voice their wishes? Those who are bold, aggressive and outspoken get what they want. It is the timid and shrinking who wait long and often fail entirely to obtain what "is coming to them."

Mrs. Hadley, while not absolutely lacking in self-assertion, hasn't enough of it for her own good. Particularly when you consider that Mr. Hadley and the son and daughter all clearly have an overplus. So it usually has been mother who kept still and waited, while the rest, insofar as accessible revenues would permit, had what they wished. When last fall she turned the tables on them and showed them she could spend a little money just as she pleased, their astonishment at mother's unexpectedness bordered on consternation.

Last summer, to oblige a friend of Mr. Hadley's who wished to stay in the town for three months, she took him as a boarder. The gentleman was highly pleased with the homelike accommodations and dainty cooking,

and paid her liberally. When he had gone she quietly announced that she was going to use her money, or most of it, to have what she called a laundry closet built. It took a lot of courage for the diffident little woman to do this, for she knew there would be opposition.

The house where the Hadleys live and which they have owned for a dozen years, while still very good, is not strictly modern. It was built without a laundry. While the family washing always has been done at home, there never has been any convenient place for keeping a washing-machine and wringer, clothes baskets, ironing board and soiled clothes. Long ago Mrs. Hadley decided the lack could be remedied by building a small addition (since there isn't space for a larger one), making a room 5x6 feet opening into the kitchen. In this the laundry utensils could be stored while not in use. Three or four times in years past, in her timid way she had mentioned that she thought a little more built on there would be "awfully nice." But her mild suggestions were without effect.

When, last autumn she fully determined to have the laundry closet built and had the money in the bank to pay for it, even then she didn't find it all easy sailing. There were the prejudice and inertia hitherto spoken of to overcome. With the Hadleys, as with other families, the spending is in ruts, and it happens that making any changes in the house isn't one of their customary ways of laying out money.

Mr. Hadley is one of the people who have a great dread of having a carpenter about, and so it had become a sort of unwritten law that the house was completed when it was built, and that nothing but necessary repairing possibly could be done to it. Of course he did not fail to point out to her that a little bit of an addition like the one she proposed "costs so like fury in proportion to its size." He further gravely told her that in case they should want to sell, the property wouldn't bring a cent more for having it—so there could be just so much money thrown away.

Now Mr. Hadley is a good man and means to be very kind and considerate of his wife in every way. About the laundry closet he didn't behave badly considering that he always has had the "say" in money matters. One trouble with being too meek and submissive is that if ever you do try taking your own head for things, others actually are afraid to let you do it.



Sugar Points NUMBER
"Convenience" 2

FRANKLIN CARTON SUGAR is not only the most convenient to sell because it is packed in sealed, ready-weighed cartons, but the weight per container has also been arranged with thought for the grocer's buying requirements. We pack Franklin Fine Granulated in 2-pound cartons and 5-pound cartons, 60 pounds and 120 pounds to the container; Franklin Dainty Lumps (small cubes) in 1 pound and 2-pound cartons, 48 pounds to the container; Franklin Powdered and Franklin XXXX (Confectioners' Lozenges) in 1 pound cartons, 24 pounds to the container. Therefore Franklin Carton Sugar is easy for you to buy in accordance with the exact needs of your trade.

Made from Sugar Cane—Full Weight Guaranteed

THE FRANKLIN SUGAR REFINING CO.
Philadelphia

WHITE HOUSE
DWINELL-WRIGHT CO.
BOSTON—Principal Coffee Roasters—CHICAGO
COFFEE

Fragrant—Delicious
Satisfactory



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

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TELL YOUR CUSTOMERS THAT—

"There's little comfort and no benefit in drinking coffee you do not enjoy. "WHITE HOUSE" is a brand of real coffee that is both enjoyable and beneficial. It is of the very highest and most perfect quality; and has a flavor that delights every user of it. YOU REALLY NEED IT."

Distributed at Wholesale by

JUDSON GROCER CO.
GRAND RAPIDS, MICH.

Not unnaturally the son and the daughter each objected to spending good money in so unheard-of a way. No house on their street had a laundry closet they were sure. Why not instead have a fireplace and a handsome mantel, suggested Laura. Claude favored running the front porch out over the automobile driveway.

But strengthened by the thought that the money was her own, mother stood firm and had her laundry closet. Now that she has used it five months and found what a help it is to have all those washing utensils out of the way and always in order, she is more and more delighted with it every day. Mr. Hadley, man fashion, when friends are visiting the home, points out the convenience of the tiny addition with such pride that one would think he originated the idea. Mrs. Hadley's only regret is that she didn't have the laundry closet ten years ago.

Why shouldn't she have had it ten years ago? It was needless for her to wait until she had some money that she happened to call her own. Nothing but purely psychological barriers prevented her making the expenditure before. To think of the hundreds and even thousands of dollars that the Hadleys have spent during that time, for purposes far less useful and necessary. Two automobiles among other things, and not cheap cars either. And all this while mother was wanting the little addition she finally has built. By the way, what other kind of investment is there that yields such dividends in solid comfort, as a little money judiciously used in fixing a house so it will be convenient?

And how is one to account for the ruts of spending that prevail in so many families? Why should it be all but impossible to make any but customary outlay, when expenditure in some other way is really needed, or at least would bring great pleasure and happiness?

And why is it that timid, shrinking, diffident souls are so long in learning—alas, many of them never learn!—that it would make for justice and a square deal all around if they would cultivate a reasonable degree of self-assertion? Particularly when those of their own households have so much of this quality that it really needs a little kindly repression. Quillo.

He Had the Earmarks.

The visitor to a farm was being shown round the premises by his host. They inspected the hennery, the piggery, the cowery, the horsery, and all the other "eries," and the city man was interested.

As they walked along the side of a field he touched his companion's arm.

"There!" he exclaimed quickly. "Is that a scarecrow?"

"Where?" asked the farmer.

"That shabby thing in the middle of the field? It must be a scarecrow. It hasn't moved all the time I've been watching."

"That's no scarecrow," replied the farmer sadly. "That's a union man I got from the city. He's working by the day."

Probating Wills Before Death.

Judge Kinkade, of Columbus, proposes that wills be probated before death. That is he believes it would be well to allow men to go into court and show their competency to make a will, so that, after death, the will cannot be successfully contested. It is the most sensible proposition that has been made since the invention of wills.

At this time it is practically impossible for a will to be so drawn that it cannot be defeated in its aims. The most prevalent method of defeating wills is to allege "undue influence" or mental incompetency. After a man has been dead for a year or so, interested parties have little trouble showing that he was mentally unbalanced. In fact, almost any man can be shown to be mentally deficient after he is dead, especially where it will pay somebody to make the showing. So it happens that the courts are clogged with contests, with the chances in favor of overthrowing the intentions of the dead man or woman.

If Judge Kinkade's idea were worked out, it would be possible for a man to make a will and go into court and have it attested. Then it would be impossible to defeat it; in fact, the courts would not entertain a motion to overthrow it, after they had already passed upon it during the life of the testator. So it is to be hoped there will be such discussion of the judge's proposition that laws will be passed to abate the constantly increasing nuisance of not only defeating the aims of testators, but of tarnishing the memory of the dead.—Dayton News.

Oldest Traveling Salesman.

The dean of traveling men in America is James Fenlon of Des Moines, Ia. He has held down his job for seventy years, and to-day the 89 year veteran continues to look after his trade with all of the energy and all of the success that has characterized his work in his younger days.

Mr. Fenlon gained his title several years ago in a contest conducted by an Eastern publication desirous of locating the country's oldest traveling man. For a time it seemed as though some of the seventy year veterans would carry off the honor, but the aged Iowan finally was convinced that he ought to throw his hat into the ring.

When he started on the road seventy-two years ago, there was no such profession as that of a traveling salesman. People rode on horseback and sold goods.

His trade is the envy of every traveling man who carries a similar line, and the mass of correspondence he takes care of would tax the resources of the ordinary business man. Half an hour after receiving a call he will be on his way to the station to travel half way across the State to get an order and turn it over to his local representative.

He has been on the road since 1845 has served in three wars and has sold 57,000 windmills.—American Magazine.

Piles Cured WITHOUT the Knife



The Largest Institution in the World for the Treatment of Piles, Fistula and all other Diseases of the Rectum (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.

THE MEAT MARKET

Leaks Through Which Profit Flows Away.

When there is a leak anywhere in the pipes that bring water to your home, you immediately get in communication with a plumber, for leaking water means a higher water bill and a greater expense. But when there is a leak in the system under which you are running your market too often you allow it to exist, although your profit flows away as waste, and the results for which you are in business grow less and less.

In the average market there is leak after leak of this kind. They exist and continue to exist, simply because they are not immediately apparent to the eye of the butcher, as the water leak is; it requires a little digging beneath the surface and a little thought and hard work to get rid of them. Yet never does thought and hard work bring better results than when it is used in this direction.

Take the way so many butchers figure their profits. For example, one says that he did \$50,000 worth of business during the past year, and it cost him \$10,000 to do it. Therefore he figures his cost of doing business at 20 per cent., which is all right. But he figures he wants to make a 10 per cent. net profit. So he takes his cost and adds 30 per cent. to it, and believes that he is getting what he wants to get. But what is the result? Simply this: He has figured his expense on the basis of his sales, and his net on the basis of his costs. Instead of the 30 per cent. which he thinks that he is getting, he is really not getting much more than 20 per cent., or, in other words, he just about covers his expense of doing business and has very little left for himself.

The only way in which to figure profit is to figure it from the same basis for both net and expense. If you figure your expense on your sales, figure your net profit on your sales. If you figure your net profit on your cost, figure your expense as well upon your cost.

The proper way is to figure them both on your selling prices, for it is the easiest and most simple and gives the best results.

The weekly balance is the great detector of the leaks that exist in the market. Few butchers make it, most of them contenting themselves with a monthly balance and letting it go at that. I have known of butchers who have never made any balances at all; but fortunately for the trade in general the number is growing fewer and fewer every year. A butcher should know at least what profit he makes for every day in the year. If

profit decreases without a consequent decrease in volume then he knows that there is something wrong. If volume decreases he knows that he must get busy and work hard to hold the trade which he is doing, and try to draw new trade as well. What a thermometer is to the temperature, the weekly balance is to the business.

Another leak that exists in very many markets is the different systems of trimming that are allowed to exist in the same market. I have been in markets where there were three clerks and the boss butcher, and there were four different systems of trimming the meat for the customers going along beside each other. Some clerks trimmed very little, others performed an artistic job every time that they sold a steak. As a result, the scrap box was getting a good deal of meat that should have been going over the blocks, and the butcher, no doubt, was wondering why his profit happened to be so small. What this butcher should have done was to make his men trim uniformly, and at about the same percentage in each case.

I have mentioned this fact to several butchers, and they claim that it is impossible of accomplishment. Like a lot of other things that men claim are impossible because they have never attempted intelligently to do them, this is being done every day in the week. In those chain markets which do not sell their meat as it falls, uniform trimming is the rule, and the clerk who does not conform to his instructions along these lines soon has to find another job. Simply another case of the efficiency of those men who look upon running a meat market as simply a business proposition.

There are leaks galore in the average delivery system of the market that employs more than two or three wagons. There are hundreds of markets of this type which never route their deliveries; as a result, their men are constantly duplicating the work of the other men. In one case I have knowledge of, intelligent routing served as a means of reducing the delivery by two horses, wagons and men, and the smaller force did better work thereafter than the bigger force had ever been able to do.

In a short article such as this no more can be done than to glance briefly at some of the more widespread leaks that exist in the average market. But one thing can be said with certainty; these leaks are always the result of one cause, and one cause only. They come into being because the master butcher is running his

G. B. READER

Successor to MAAS BROS.

Wholesale Fish Dealer



SEA FOODS AND LAKE FISH
OF ALL KINDS

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

W. P. Granger

Wholesale
Fresh and Salt Meats

Poultry, Eggs and Oysters

Shipments of Hogs, Veal and Poultry
Solicited

Daily Remittances

Telephone 61,073

112 Louis St. Grand Rapids

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



Registered,
U. S. Pat. Off.

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

This means for the grocer a steady and increasing demand from satisfied customers, in the long run by far the most profitable trade.

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

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

Standard Computing Scales

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

Accuracy and Durability

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

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

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

business without form or policy, going ahead in a haphazard fashion, and being guided entirely by what each day brings forth. Thus these leaks grow up gradually and unperceived, but cause great havoc in the business unless they are remedied as soon as it is humanly possible for the butcher to remedy them.—J. L. Brander in Butchers' Advocate.

Putting Up Pigs' Feet.

The following method is the one that is used by the packers in putting this product upon the market: In preparing pigs' feet only the fore feet are usually used, as it is a better-shaped foot, and, besides, the hind feet are more or less disfigured through hanging the hog on the gam stick. Some packers use the hind feet for preparing a low grade of glue.

The method of preparing is as follows: The feet are first scalded, after which they are shaved and cleaned. They are then placed in a plain salt pickle, 90 deg. on the salometer, and to this pickle add six ounces of saltpeter to each 100 pounds of feet. The feet should be left in the pickle from six to eight days, or until they show a bright red appearance when cooked. They should not be left in the pickle any longer than is necessary to cure them, for when they are too heavily salted before cooking it has the effect of making them break up in the cooking water. After the feet are properly cured they should be cooked in a wooden vat (an iron vat discolors them) which is provided with a false bottom about six inches above the true bottom, so that the direct heat from the steam pipe does not come in direct contact with the feet. The water should be brought up to a temperature of 200 deg. F. and held at this temperature until the feet are sufficiently cooked. The water should never be brought to a boiling point, as the feet will become badly broken, a condition which injures their appearance and their sales value. After they are cooked they should be cut through the center, either by machine or by hand, depending on the quantity which you turn out.

The feet are then put in a white wine vinegar pickle 45 deg. strong, it being preferable to pack the feet which are to be used at once in an open vat in a refrigerated room at a temperature of from 38 to 40 deg. F. When the feet are to be held for some months it is advisable to put them in barrels or tierces with vinegar of 45 deg. strength. The packages should be stored at a temperature of 45 to 50 deg. F.

Limiting His Field.

The head of a certain well-known family was recently approached by his son, just nearing his majority.

"Father," said he, "I want to have a talk with you concerning my future. I have decided to become an artist. Have you any objections?"

The old man scratched his head, reflectively, and replied: "Well, no, my son—provided, of course, you don't draw on me."

Why the Retailer is an "Easy Mark."

In the average retail grocery store some customers get more than they pay for; others less. The customer who is easy to please, and who carries her purchases home, helps even up the expense bill of the exacting customer, who demands much service and requires the best cuts at an average price. A retailer who has had considerable experience along this line, says that "no customers are profitable until they are trained. If they are to run things to suit themselves they are of as little account as profit producers as the horse is for work who would both pull and drive the wagon." The punishment should be made to fit the crime.

No trade or no class of men has received the condemnation at the hands of the public that the retail dealer in foodstuffs has. This attitude, on the part of the public is due largely to the lack of business principles in selling on the part of the retailers. Topsy said she "spected she jest grew." The average retailer is in much the same predicament when asked as to where his profits come from. About all he knows is that he just sells. While other trades are talking about eight-hour days, with extra pay for overtime, the retail dealer keeps on working from twelve to sixteen, or even eighteen hours, at the pay a carpenter or bricklayer receives.

Is it any wonder we are picked out for easy marks, and lambasted in the newspapers?—Philadelphia "Grocers' Review."

Shrinkage of Hams in Boiling.

The boned and tied ham will shrink about 16 to 18 per cent. while cooking for the trade. This is figured on four to five hours' cooking at a temperature of 180 to 160 deg. F. The first two hours the temperature would be the former and the last two hours the latter. If your shrinkage varies considerably there must be something wrong. In the absence of more detailed data it may be any of the following reasons: The hams may not be properly averaged, causing the lighter hams to be overcooked, therefore naturally showing a heavier shrinkage than the heavier ones. The handler may not be giving the proper attention to his temperatures, therefore allowing them to fluctuate. Then, too, the hogs from which the hams are coming may have been fed in various ways, causing the shrinkage to fluctuate.

Hog Dressed Calves.

To hog dress a calf, cut it's head off, cut it's legs off at the knees and gambrel joints, rip open the abdomen as in dressing hogs, and take out all the internal organs. Let the carcass hang until cool and then sew up the opening in the abdomen. This is to keep away any dust in the transportation. Place the liver, heart and pancreas or sweetbreads in a small box and ship with the carcass. There is no stated weight or age for hog dressed calves to suit the market. The weight of the carcass may be 125 pounds, but the calf must be young so that the flesh will be veal and not part way between beef and veal. Above all else, the carcass is required to be well fattened.



Away With Old-Style Counters

Who wants an old-style counter that doesn't earn its salt? —a gathering place of rubbish? Who wants to hide goods away in barrels and boxes where they gather dust and dirt and can't be seen? Away with your old-style counter!

SHERER PURE FOOD COUNTER

puts dollars into your pockets just as surely as if you picked the money off its shiny top.

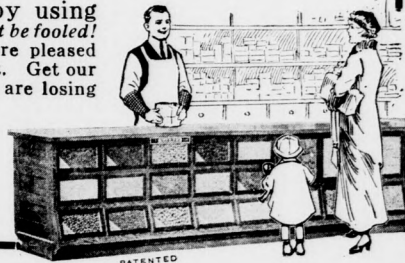
It stores 30 lines in space now wasted by the old-style counter. It displays each line behind a clean glass window. The "Sherer" saves steps and time—increases sales by putting the goods where they can be seen. Eliminates waste by keeping out dirt and dust and flies and mice and "samplers"—which means real money saved.

40,000 Grocers Say:

"Get the Sherer Counter" by using it themselves. 40,000 grocers can't be fooled! They Shererized their stores and are pleased with the results. Find out about it. Get our free booklet E. It shows how you are losing money—and how you can pay us as the "Sherer" pays you.

Write today.

SHERER-GILLETT CO.
1707 S. Clark St. 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

SOME TRADE JOURNALS.

How They Look From Three Different Viewpoints.

Written for the Tradesman.

It won't be necessary for me to give the name of the journal described in this article. Its own editor will recognize it and so will its readers. I won't even tell where it is located, nor the district and section of the country it covers. The important part of my story is what it does to create a closer relation with its readers.

This trade journal is published weekly, but despite the frequency of its issue and the difficulty of filling it up with news fresh each week, its editor manages to have at least three or four full pages of interesting business stories of success. I was surprised when I first began to notice its characteristics, because I knew the journal didn't have more than ten thousand subscribers. But when I came to know the editor, it was easy to see how he achieved his success.

I am going to call this man Smith, for the sake of economy. Smith makes a business of keeping his ear to the ground. He knows his subscribers as a retailer should know his customers. Smith is continually in the field, watching his subscribers at work, studying their methods of business, analyzing their successes and failures and when he sizes up a National problem, he does so with a clear understanding of its meaning to his followers.

Every year Smith spends some time behind the counter of a typical store. Every year Smith spends much time traveling around in the guise of a drummer.

I don't mean to say he is on the road continually, but in the State where his paper is published, he knows every trail and cow path which leads to the store of a subscriber.

Since his paper is confined largely to one State, it is not difficult for him to rush out in the morning and be back again at night, crammed with material to fill two or three issues. Smith is neither unusually brainy nor unusually stupid; he simply has the sense to see that a trade journal to be successful must be edited by a man who is interested in the people that read his journal.

As I said before, Smith keeps his ear on the ground and he gets out one of the best trade journals published in the United States.

If you'd like to know the name of it, I'll give it on request.

Second Viewpoint.

About one hundred and fifty trade journals come to my desk every week and my work requires that I give them a most careful reading. It is necessary for me to clip out of them every item that would interest me or any of my associates and for this reason, I say with all modesty, that I know a little bit about trade journals.

A hundred and fifty trade journals come to my desk and I go through the entire pile each week. But I do not read them all; I do not have to. Some of them I always read, others

I never read. The editorials, so-called, of the last mentioned journals are extremely interesting, but, unfortunately, they are not the work of the editor whose name tops the editorial page.

After I pay my good money for a subscription to trade journal I consider that I get my money back only if the editor of my journal is a person who makes it a business to size up affairs for me and then give me, in hammered down form, the meaning of each movement.

When I pay for a year's subscription to a trade journal I expect to have a chance to read editorials which give me information that helps promote my business.

As a storekeeper I am perfectly capable of judging affairs that occur in my district. No trade journal edi-



Anderson Pace.

tor would be allowed to do my brain work for me in such matters as these; but as a storekeeper, a careful study of things that occur in my own district qualify me to consider and estimate general tendencies. I must depend upon my trade journal editor to do my scouting for me.

I must be in touch with new ideas and my editor should watch the places where new movements start and should keep me in touch with everything that affects business as a whole and the retailer in particular.

In reality I expect the editor of my trade journal to be a sort of critic of my business. My intimacy with it and my nearness to it prevent my going away and looking at it from the outside, as he can and should do for me.

As a subscriber to a trade journal, I don't demand that the editorial page be devoted to fancy dressed English Editorials should tell their story in the simplest possible form. Brevity is the soul of trade journal editorials and I can truthfully say that the best one I ever saw was given a two inch space and ended as follows:

"We cannot drive this point home better if we used the entire page."

The editorial stopped here but it told its story so clearly that no merchant would possibly misunderstand it.

That is the plan that all trade journal editorials should be built upon.

And while I am talking about brev-

ity, I might practice what I preach and stop.

Third Viewpoint.

I have before me as I write two trade journals which come regularly to my desk. One of them contains fourteen pages of advertising and the other one twelve pages, and while this is small compared to the advertising carried by National magazines, it is probably sufficient to give the proprietors of these two journals satisfactory income.

It certainly ought to give them a satisfactory income if they get their advertising as easily and inexpensively as they secure their editorial matter. In the magazine of fourteen pages of advertising, there are twenty pages devoted exclusively to reading matter—enough, certainly, if the reading matter is the right kind.

I'll let the reader of this article judge this latter question for himself.

Four of the pages of the twenty, carry news of business changes, well padded out so as to give bulk to the publication and add full pages to the so-called reading matter.

As a subscriber to this journal, I would consider these four pages absolutely useless and a frank admission on the part of the publisher that he hadn't the ability to fill his journal with reading matter and hasn't the courage to drop these four useless pages for fear of making his magazine too small.

Eleven pages are devoted to news items which haven't a grain of interest in them for me or anybody else and the jokes, stories and the like copied from various other trade journals and National magazines. This leaves five pages to be accounted for.

One of them contains an excellent article on store problems by a prominent business man. Another is devoted to news and commercial clubs. Two of the remaining contain editorials of a fairly admirable character and the last one is a retailer's story of success. To sum up out of the total of forty-four pages, we have four or one-eleventh containing matter of actual interest and helpfulness to the retailer reader. A magazine which cannot bring me more than that proportion of helpfulness doesn't deserve my respect and yet I am free to admit that this magazine is ten times as well edited as some others that I might have chosen.

The other magazine contains twelve pages of reading matter of which eight have been turned over to wholesale market quotations that do no one any good, not even the wholesaler who furnishes them. Think of that! A trade journal of twenty-four pages, half of it devoted to advertising and one-third to a wholesale grocery price-list. How much, pray tell, must the readers of this journal get from perusing its most interesting pages and yet the advertising solicitors that go out from this journal's offices, use as their principal plea, the interesting nature of the contents of the magazine.

Of the remaining pages, one is devoted to a somewhat flippant article

on store problems and another is a somewhat tiresome resume of market conditions. One other is devoted to business changes and the last is filled with quotations.

And there you have it.

This journal, too, is better than many I see since I prefer not to go as deeply into the mire as I might.

I believe I said at the beginning of the series that the business of a trade journal is first of all to serve the retailer, and here are two, the publishers of which are reliable men who are willing to devote a very small proportion of their journals to matter that is of general value to the retailer. What are you going to do about it? Anderson Pace.

Midland Magnate Honorary Guest of Business Men.

Bay City, March 28—H. H. Dow, President of the Dow Chemical Co., at Midland, was an honorary guest at a dinner at the Hotel Wenonah last evening. The dinner was tendered by a number of Bay City men with whom Mr. Dow has been associated in a business manner since the establishment of his plant at Midland. The event was entirely informal.

Mr. Dow, in a brief address at the conclusion of the dinner, presented many interesting features in connection with his concern which had never before been revealed to local residents who have not been possessed of an opportunity recently of visiting and inspecting the plant. The progress and growth of the business since the beginning of the European war was especially emphasized.

When Europe was thrown into the present bellicose condition, the Dow Chemical Co. had just completed extensive improvements to its plant. Its capacity had been increased several fold and efforts were being made to acquire a considerable increase in business which the improvements and enlargement to the plant made it possible to handle.

Simultaneously with the declaration of war, the supply of chemicals from Europe which was the source of the larger amount of that commodity utilized in the United States, ceased. The Dow Chemical Co., grasping the opportunity afforded to all chemical institutions for a mammoth increase in business, forged to the front in the output and sale of its manufacture. Since that time the company's products have been in constant demand and it has arisen to a commanding position in its line of business.

In replying to a question advanced last night, the President stated that the plant would soon be producing fifty-seven varieties of chemicals and that the prospects for a large manufacture were good. He told of the vast amount of research work which has been done and explained there were varieties of chemicals which could now be manufactured with a profit that could not be advantageously handled previous to the beginning of the war.

The Dow Chemical Co. has thrown considerable business toward Bay City and the local business men have been anxious for some time to meet Mr. Dow. The evening was greatly enjoyed and resulted in a closer relationship between the Midland concern and Bay City's business men.

Noticed the Similarity.

"My dear, did you make this pie out of the cook book I gave you?"

"Yes, love."

"Well, I thought the crust tasted like one of the covers."

It's easy to find money—in a dictionary.

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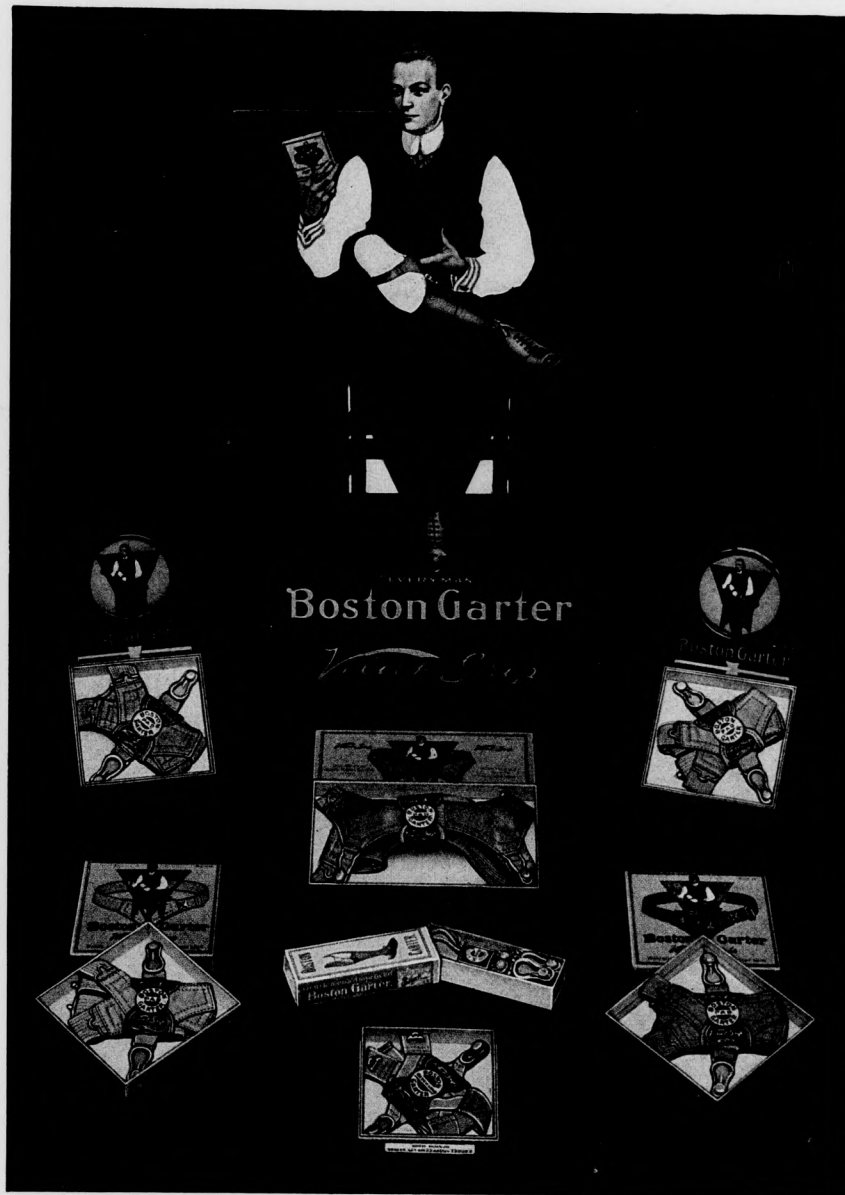
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Boston Garter

WINDOW DISPLAY—FREE TO RETAILERS



The materials shown in the above illustration will make a Boston Garter Window Trim two feet square and if used in connection with other merchandise will make a very handsome *general* window display, or, with the addition of garters and cartons from the dealer's stock would make an attractive *exclusive* Boston Garter Window Trim. The cut-out which stands twenty inches high and is twelve inches wide at base is a reproduction (reduced size) of a One Thousand Dollar Painting by Charles Coles-Phillips.

The display consists of:

- SEVEN PAIRS BOSTON GARTERS
- ONE COLES-PHILLIPS EASEL CUT-OUT
- TWO NUMBER TWELVE EASELS

and is free to all retailers of Boston Garters. Requests should be made on the dealer's business paper.

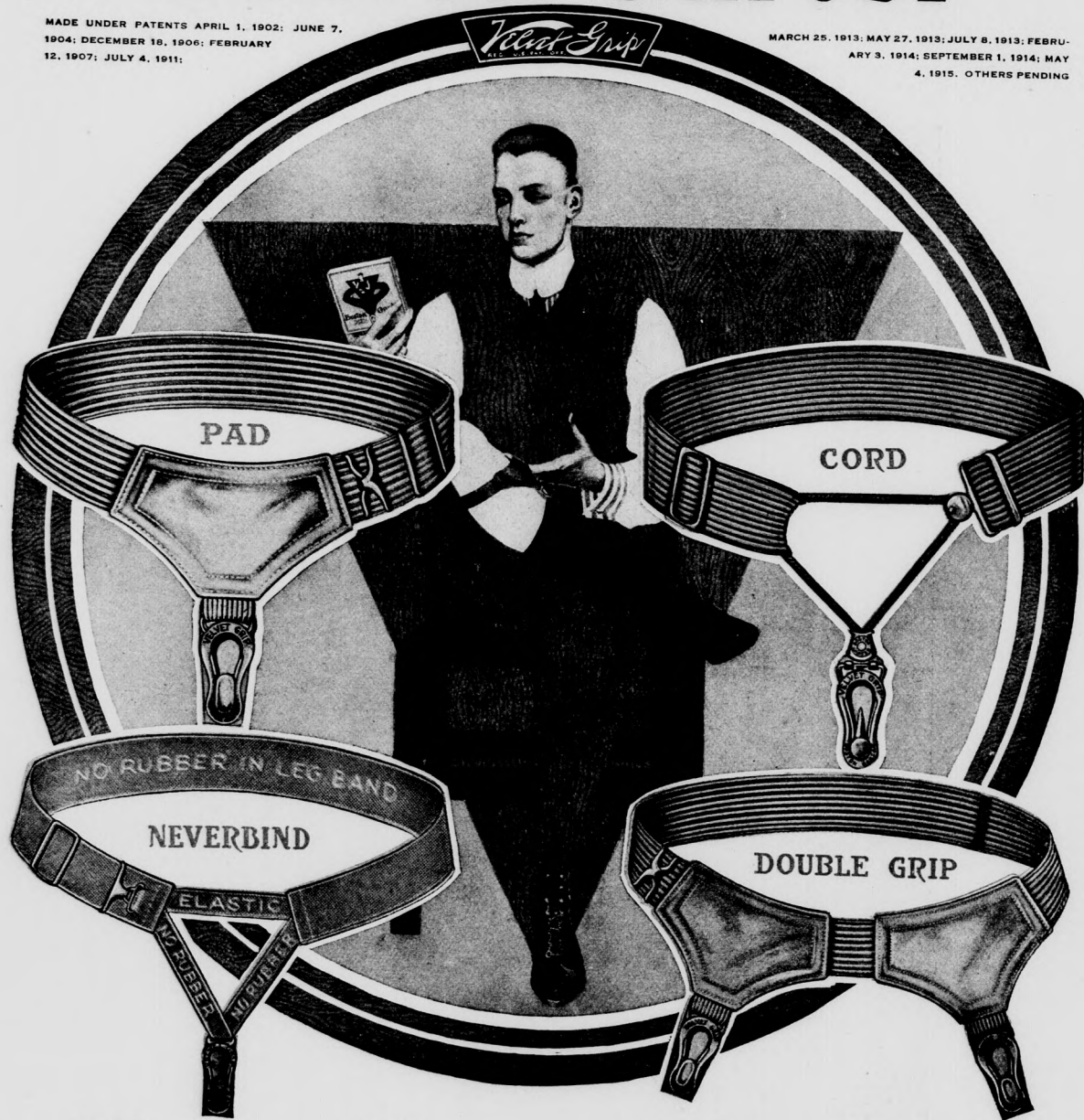
Please use this form when writing for it:

{ "GEORGE FROST COMPANY, P.O. Box 1604, Boston, Mass.
 "Please send me, carriage paid, Boston Garter Window
 Display as advertised, which I agree to exhibit in my show window."

Boston Garter

MADE UNDER PATENTS APRIL 1, 1902; JUNE 7, 1904; DECEMBER 18, 1906; FEBRUARY 12, 1907; JULY 4, 1911;

MARCH 25, 1913; MAY 27, 1913; JULY 8, 1913; FEBRUARY 3, 1914; SEPTEMBER 1, 1914; MAY 4, 1915. OTHERS PENDING



PAD	
	Per doz.
Style 150. Satin Pad. 3/8-inch REAL Silk Cable Web.....	\$3.75
Style 125. Satin Pad. 3/8-inch Mercerized Elco Web.....	1.95
Style 325. Moreen Pad. 3/8-inch Cable Web.....	1.85
Style 425. Satin Pad. 3/8-inch Lisle Web.....	1.95
Style 625. Satin Pad. 3/8-inch Mercerized Cable Web.....	2.05
Style 725. Moreen Pad. 3/8-inch Mercerized Cable Web.....	1.95

PAD DOUBLE GRIP	
	Per doz.
Style 250. Satin Pads. 3/8-inch REAL Silk Cable Web.....	\$4.13
Style 525. Mercerized Pads. 3/8-inch Lisle Web.....	2.05
Style 825. Mercerized Pads. 3/8-inch Cotton Cable Web.....	2.08

HOLDS YOUR SOCK SMOOTH AS YOUR SKIN

CORD	
	Per doz.
SEA ISLAND 3/8-inch Sea Island Web	\$1.68
SILCOTT 3/8-inch Sea Island Web	1.85
WIDELYLE 1-inch Lisle Web	1.95
NO. 50 3/8-inch Mercerized Cable Web	1.95
NO. 35 New Elco	2.08
SILK 3/8-inch Silk Elastic	3.90
WYDESILK 1-inch Silk Web	4.00
SILK CABLE 1-inch Silk Cable Web	4.00

NEVERBIND	
	Per doz.
Style 925. Mercerized	\$1.85
Style 935. Mercerized Double Grip.....	2.05
Style 950. Silk, Gold-plated trimmings.....	3.84

Non-elastic leg band. Top piece of triangle is elastic, with enough tension to insure maximum of comfort.

NEEDRAW	
	Per doz.
1-inch Tubular Knit Leg Band. Sea Island elastic pendant.....	\$1.95
Gold plated trimmings Silk elastic pendant..	3.84

Owing to the situation growing out of the European War prices are subject to change without notice.

Middleman Is Not Yet Indispensable.

The efforts of the Federal Government at Washington to improve marketing conditions and improve efficiency of bringing food products from the producer to the consumer, have apparently proved pretty conclusively that the "middleman" is really more essential than is commonly admitted by critics.

O. W. Schloussner of the Department of Agriculture investigating staff, recently brought out clearly some of the causes for high cost of feeding the people, or the low return furnished the producer for his goods, as follows:

"There is a widespread notion that middlemen of all classes are largely useless parasites which could be eliminated by a sweeping reform in marketing methods.

"The word middleman is often used in a very loose sense, and quite often the user has but a hazy idea of what he means by 'middleman.' Actually, every person or corporation concerned in the transfer of foodstuffs, from the producer to the ultimate consumer, is a middleman. Railroads, express companies, truckmen and teamsters, wholesalers, commission men, jobbers and retailers are all middlemen. We believe, therefore, that the condemnation of middlemen as a class is not justified, and for an indefinite future period many of them will be found indispensable to our civilization.

"The general public does not see the items which enter into the difference in price between the farm and the table and jumps to the conclusion that the difference is chiefly profit, forgetful of the excessive amount of service rendered. The ultimate consumer buys not only the produce, but the produce plus the service.

"The wholesaler or commission man is generally the object of the severest condemnation from the public in general and the producer in particular. There are several reasons for this. Probably the most important is the fact that it is from the commission man that the farmer receives his returns, and when such returns are unsatisfactory he blames the person with whom his direct transaction has occurred.

"Prices fluctuate considerably, sometimes fluctuating widely over night. When such sudden drops occur the producer, who is far from his markets, is likely to feel that he has been robbed. Finally the commission business presents such an unusual opportunity for dishonest practices that the average man is likely to assume that dishonesty is prevalent. We should not condemn the commission men as a class.

"It must not be inferred that there is no room for improvement in the handling of food products; on the contrary, there is vast need for improvement. But such need exists not with any one class of handlers of foodstuffs, but in every single step along the way. There is a great deal of unnecessary waste, which must be eliminated, and there are many inefficient methods which must be improved.

"The waste of which I speak begins with the farmer himself, who does not give sufficient attention to supplying the consuming public with what that public wants. Many farmers seem to have

the idea that anything will do to ship. Our investigators have met farmers who admitted frankly that they themselves would not eat the products they were sending to market.

"One of the leading features of the work of our office is that which deals with market grades and standards. During the past year investigations regarding the existing grades and standards and methods of harvesting, handling, picking, grading and packing of peaches, canteloupes, tomatoes, apples and potatoes were carried on over the entire United States. It is hoped in due time that practical grades and standards may be established as a result.

"Waste is brought about by the farmer raising and packing produce the consumer does not want, and often the produce is not properly shipped.

"Waste, too, is found in the lack of commonsense business methods, shippers not having sufficient knowledge of transportation and marketing to handle, control and release their goods safely or route them most advantageously.

"Although wholesalers are an absolutely essential link in the chain of distribution, they are not all pursuing the best and most efficient business methods. We believe that dealers would be benefited by the introduction of better systems of accounting. We are now working on an accounting system suitable to the needs of the wholesale fruit and commission business.

"Retailers also frequently show marked inefficiency. While many manage their business most creditably, there are others who do not. Retailing is the most complex feature of the marketing problem.

"The last link in the marketing chain is the consumer himself. The consumer can blame himself to a large extent for the high cost of living. The consumer is as much in need of education as anyone."

Took the Tip.

A lively-looking porter stood on the rear platform of a sleeping car at the union station when a fussy and choleric old man clambered up the steps. He stopped at the door, puffed for a moment, and then turned to the young man in uniform.

"Porter," he said. "I'm going to St. Louis. I want to be well taken care of. I pay for it. Do you understand?"

"Yes, sir, but—"

"Never mind any 'buts.' You listen to what I say. Keep the train boys away from one. Dust me off whenever I want you to. Give me an extra blanket, and if there is anyone in the berth over me slide him into another. I want you to—"

"But, say, boss, I—"

"Young man, when I'm giving instructions I prefer to do the talking myself. You do as I say. Here is a \$2 bill. I want to get the good of it. Not a word, sir."

The train was starting. The porter pocketed the bill with a grin and swung himself to the ground.

"All right, boss!" he shouted. "You can do the talking if you want to. I'm powerful sorry you wouldn't let me tell you—but I ain't going on that train."



IT is possible for any hotel to be only just about so good in the actual service it renders its patronizing public. Beyond that point only difference in inanimate surroundings can be obtained.

Hotel men of course understand this condition and when we say that in point of materials used in our kitchens, entertainment features in our cafe and pleasant surroundings in all parts of the hotel to which guests are familiar, no hotel man familiar with us would attempt to deny our statement that we have a big value here for the traveling public and for the local "diner-out."

We have amusement accommodations; food for Grand Rapids and her visitors that is of first class character throughout. In many details we may even be said to excel. Your patronage is earnestly solicited with the assurance that it will be appreciated and what is more interesting to you—it will be merited.

Management

Frank W. Brandt

Joseph E. Bureau

Bell System



The Modern Wonder Worker

The telephone is the wonder-worker of modern business. It summons trade from remote markets, it brings quickly goods that are needed for immediate demands, it affords a medium for halting errors that have crept into letters entrusted to the mails, it brings men who seldom see one another into daily telephone contact.

Bell lines reach everywhere. The service is available at all times. Are you getting the full value of it?

Michigan State Telephone Company



Five Efficiency Points of Shoe Retailing.

Third Paper.

Written for the Tradesman.

In previous installments of this series we have had somewhat to say concerning, The Wish for Larger Things and The Personal Feature in modern shoe retailing; and I take it for granted that the reader agrees with me in regarding these as first-class efficiency points. In the following article we take up the third point; namely, The Right Attitude Towards the Public.

Some weeks ago an expert on sales efficiency was brought on from the East and given charge of a bunch of green shoe clerks taken on by a big retail shoe concern of the Middle West just a day or two before a big special sales event. They turned the little sales expert loose on this bunch of raw material and told her to go to it and see what she could do to make the selling ideas shoot. One of the first questions she put to them was this: "What is your attitude towards a prospective customer?" Clearly it was evident that a good many of them didn't know precisely just what their attitude was supposed to be towards a prospective customer. Some of them acted as if they thought they might be just a little bit suspicious; but most of them evidently hadn't the remotest idea.

And when she went on to explain to them in the simplest terms—for they required plain-dealing and direct talk—that people who passed the threshold were "guests of the store," and therefore entitled to the usual courtesies and amenities accorded to guests by people of refinement.

And she showed them how to approach their prospective customer, what to say and how to say it—all the while emphasizing the importance of their maintaining the right sort of attitude towards everybody, whether they actually wanted to buy something or manifestly came merely to look about and become a part of the scenery.

And that little girl had the right idea. There's a whole lot in a dealer's attitude towards the people who enter his store. You will notice I say, the dealer's attitude. I take it for granted that the dealer's attitude will also be the attitude of his sales-force. If he is a forceful personality he will see to it that his policy is carried out by his subordinates. They will take the cue from him. They will imbibe his spirit and pass it on.

Four things the customer has a right to expect—and moreover he stands upon his rights as a customer:

namely, courtesy, prompt attention, interested service, and fairplay. Your attitude towards your customer isn't right if it doesn't fairly meet all of these demands. These demands are reasonable in themselves, and they inhere in the relationship that exists between you, as dealer, on the one hand; and your customer, as the guest of your store, on the other hand. Think them over and see if you do not agree with me that they are fair and reasonable. And then watch yourself and your salespeople and see if all four of these tests are frankly and faithfully met in the salesmanship that goes on in your store. If not there's a defect somewhere in your attitude towards your customer. You aren't giving him all he is entitled to, and you are according to him less than he quite naturally demands. If that is true, then you need especially to brush up on this, our third efficiency point.

Selling shoes is a queer business in some ways—when you come to consider certain phases of it that lie down beneath the surface. And isn't it a fact that the personal equation of the dealer (or his help) plays an important part in it? When you sell shoes, what do you sell? Just shoes? Not by a jug full! You sell all manner of intangible things. Maybe "things" isn't just the right word; but this is a practical, straight-from-the-shoulder talk, not a piece of high-brow composition in which precise terms must be carefully selected and used with fine discrimination. You get my point doubtless: in selling shoes, you sell more than shoes. And personality cuts a big figure in the sale. And the attitude you have towards the fellow that is looking with a view to buying has a lot to do with the consummation (or loss) of the sale.

Suppose we take up these four items as I have enumerated them—things that the customer has a right to expect in the attitude of his host, the shoe dealer.

First of all, courtesy. It's a fine word, and withal expressive. Suggests to the mind the finer amenities—all those delicate and sensitive little attentions that cost so little but make us all feel so good. Courtesy must proceed from the heart outward. It must be first of all on the inside of one, or it cannot radiate outwards into his actions. Make-believe courtesy, like other make-believe things, fails to get over right. It doesn't ring true.

A bright teacher who understands the nature of a teen age boy, one day showed a class of boys two dollars. Both coins were bright and new, and, to the eyes of one not accustomed to detecting

We have in stock about ten of the latest snappy styles of Women's 6½ inch and 7½ inch Boots in Button and Lace, Patent Leather and Kids, at prices ranging from \$2.25 to \$2.60 in McKays and Welts. If you want something "right," drop us a card and we will send samples, transportation charges prepaid, subject to return of samples, upon examination.

Get into the "game," now is the time.

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

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.

counterfeits, just alike. He told the boys one of the new, bright dollars was absolutely worthless: in other words a counterfeit. "Which one is the counterfeit, boys?" he asked. The boys took the coins and examined them carefully; some guessed one, some another; but they were all guesses. "Wait a minute," said the teacher, and he dropped first one coin then another on the top of a table. The truth was out now. Every boy in the class unhesitatingly picked the spurious coin. It was a difference of ring. "What does this one say, boys?" he asked, as he dropped the counterfeit; and one little fellow says: "It says punk!" "That's right," replied the teacher. "Now how does this one ring?" And another little fellow says: "It rings true!" And the teacher proceeded to drive home the point he had in mind. Be sure the courtesy you put on in your store "rings true."

Second, prompt attention. Did you ever get the feeling that you were not getting somebody's attention as promptly as you might reasonably expect? Isn't a comfortable feeling, is it? Doesn't put one in a buying frame of mind, does it? Of course there are rush times when somebody has to wait, but even those who wait can be approached, comfortably seated, and otherwise made to feel that they haven't been overlooked or slighted in any way. And in going back and forth as one attends the customer in hand there are opportunities for saying a brief word, making a cheerful "aside" or casting a glance that seems to say: "I'm awfully sorry to keep you waiting, but you see there's some one ahead of you; but it won't be long."

Customers are generally fairly reasonable: they don't habitually expect the impossible—even from shoe dealers. They'll ordinarily wait patiently enough, if they are first of all made comfortable, and assured of the fact that somebody has observed that they figure in the landscape. And it isn't so much this rush-hour business that I am hitting at; but rather that unspeakable listlessness—that blase, nauseating and contemptible thing one occasionally encounters in a store among people who are supposed to be salesfolk. What d'you call it—sheer laziness, superciliousness? Oh bother the name! You know what I mean. Well, that's the thing that needs to be avoided. Your customer expects you to be prompt; and if you are his host you ought not to disappoint his expectations.

In discussing this matter of promptness, I find I have unwittingly included pretty much all I had to say under the third point listed above: to-wit, interested service. Much has been written upon shoe store service.

And, last of all, but by no means least of all, fair play. Shoe dealers must tell the truth about the shoes they sell. And they can afford to do it. The truth never killed any legitimate business—and the shoe business is certainly legitimate. If they aren't water-proof (and the chances are they aren't) don't say they are water-proof. If you want to enjoy the benefits of mouth-to-mouth advertising—the best medium in the world—you must practice fair play.

Cid McKay.

Early Closing in Country Towns.

Elsie, April 3—In your next issue, kindly give us an idea of what you think best regarding early closing in small towns where we depend entirely on the farming community. There is some agitation here regarding closing from 6 to 8 p. m. Some of the farmers strenuously object, as they claim they cannot get to town before 8:30 p. m. and they say they will order their goods from the mail order houses. This is a town of 700. There are two smaller towns within driving distance from Elsie that do not close early. They, of course, would accommodate some of the people who would otherwise come here. We would like your opinion on this subject.

Of course, Saturday night would be an exception here for the crowd always stays then until 11 or 11:30 p. m. This is a fine farming community and I would not like to see any restrictions adopted which would prove detrimental to the merchants.

The mail order houses are very well supported from this territory, sorry to say. Would early closing help (?) this condition?

Curtis Drug Store.

Forty-five years ago the editor of the Tradesman was a clerk in a retail store in Reed City—the general store of Bryce & McClellan. He went to work at 6 o'clock in the morning and never left the store until 10 o'clock at night, remaining until 11 or 11:30 Saturday evenings. Most of the evening patronage in those days was from store loafers who could just as well have made their purchases and gone home at 8 o'clock as to stay later. Many farmers insisted on trading evenings in those days. There was some excuse for their insistence on this point, because few farmers owned horses, most of the traveling being done by ox teams over wretched roads. Nowadays the sons and grandsons of these same farmers travel over good roads by automobiles and fords. The merchants in Reed City no longer find it necessary to keep open half the night, in addition to giving day service.

The threat the farmer holds over the head of the merchant to transfer his trade to the mail order house is a menace only to those who are susceptible to such argument—or lack of argument; but the Tradesman's advice is to eliminate all possibility of opposition or resentment on the part of the farmer by reaching an agreement satisfactory to both parties. This has been accomplished in many localities by means of joint meetings of the merchants and farmers, in which the subject of earlier closing has been fully and frankly discussed, without warmth on either side. It has frequently resulted in the adoption of an agreement to close the stores early three evenings a week—Mondays, Wednesday and Friday. The plan worked so well that the next year both parties to the arrangement have frequently gotten together and agreed to the early closing four nights a week. In many localities this arrangement has been again narrowed down to keeping open Saturday evening only. An essential factor of such meetings is that no alien speakers or spokesmen be introduced on either side—that the matter be discussed quietly and calmly by those vitally interested, without the interference of outsiders who might be inclined to pull the parties farther apart, instead of getting them together.

The Tradesman is pleased to commend this plan to the merchants of Elsie and in the meantime would be pleased to hear from merchants anywhere who have been instrumental in bringing about the adoption of earlier closing.

The egotist naturally leads a lonely life.

Serviceable Outing Shoes

Now is the Time to Size Up Your Stock of This Popular Style of Summer Footwear.



R. K. L. Outings Are Carried in Stock for Men and Boys in Both Black and Tan with Chrome and Hemlock Soles.



Send in That Order To-day and be Prepared for Spring Business

Rindge, Kalmbach, Logie Company

Grand Rapids, Mich.

Wolverine Leather

"Well Put Together"

This describes our Rouge Rex Shoes Made for the man who works



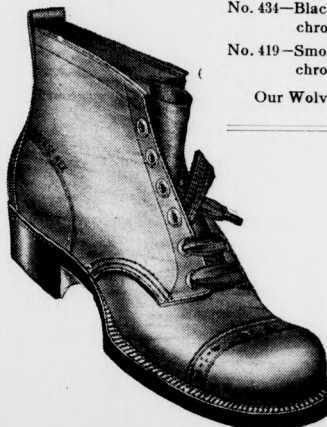
Wolverine leather is our own product.

The special tannage of both upper and sole leather makes this stock superior in service giving qualities, resulting in a constant demand for these shoes among working men who know.

Here are two trade winners, now in stock at your call:

- No. 434—Black Wolverine Kip Blucher, double sole, chrome outsole, nailed bottom..... \$2.75
- No. 419—Smoked Wolverine Kip Blucher, double sole, chrome outsole, nailed bottom..... 2.75

Our Wolverine Kip stock is the pride of our tannery.



Hirth-Krause Company

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



Dye Stuff Famine in a Few Months.

Enquiry among the large silk dyeing establishments and other interests involved in the dyestuff situation has developed the fact that, unless additional supplies of colors are obtained from Germany or some other source, the shortage about which so much has been written and said will become a real famine within a few months. Estimates of the amount of dyes now obtainable in American markets vary from a few thousand pounds to a few tons, but without exception these colors are so diluted and adulterated that they have become virtually useless, it is said. A large part of these colors have been bought in China, where even in normal times only diluted dyes are sold, while the remainder have been adulterated by the speculators into whose hands they have fallen. Besides being of poor quality, and for that reason undesirable, these dyes are held at prices ranging about \$5 a pound, which is prohibitive.

Mills and dye houses have sufficient stocks on hand to last for two, three, four, perhaps five months, in the case of the more fortunately situated, provided the dyes are used most sparingly. The variety of colors represented in these holdings is extremely limited and consequently the wide range of shades to which the domestic consumers have grown accustomed cannot even now be supplied. To enable the mills to store their small remaining stocks as long as possible, the dark colors will be avoided, emphasis being placed upon materials of white and the lighter shades.

In spite of the optimistic report of Dr. Norton, the Federal investigator, trade factors assert that little assistance will be forthcoming from domestic production. The American manufacturers who produced a great number of different colors before the war are now concentrating upon blacks and the more fundamental dyes owing to their inability to obtain the intermediates which they formerly imported from Germany. As a result they cannot take the place of the German dye manufacturers now and will be unable to supply even a small proportion of the varied colors needed until such time as the necessary intermediates have been developed here. The present rate of production of dyes in the United States is estimated by Dr. Norton at 15,000 tons a year. Practical men in the industry and depending upon it say that 7,000 tons would be an exaggerated figure. In view of the fact that American requirements are in excess of 30,000 tons annually, it is stated that the

dyes produced in this country will not materially relieve the situation.

"Certainly, American dyes will not prevent the development of a famine," was the way one silk dyer expressed it. "The sulphur black which, I understand, is being produced here in small quantities, will help the cotton manufacturers, while logwood dyes are furnishing black for the silk trade. But nothing has so far been done which would indicate that domestic producers will be able to meet the demand for colors nor any part of it. China and other sources are exhausted, and unless we can get dyes from Germany a famine is inevitable. It is even a possibility that German dyes will not be obtainable in sufficient amount to prevent the development of the crisis which all in the trade expect but cannot guard against."

Up to the present, the public has been little affected. The goods which the customer gets now are dyed with the colors remaining in stock, and in large part before the shortage developed to serious proportions. Manufacturers state that the full consequences of the shortage will be realized for the first time by the consumers next summer, not only in the absence of many colors, but in higher prices to offset the increased prices of dyestuffs, which, in some cases, have advanced more than 1,000 per cent. The quality of the dyes will also be poorer, it is said, and their fastness doubtful. The clothiers have already announced that they will not guarantee the fastness of colors from now on.

Just when the shortage will become a famine is a point which nobody is able to decide. Each mill knows what its own stock is and when it will be forced to close down in the absence of additional supplies. The total of stocks now held by the different mills is a fact which cannot be learned, owing to the general disinclination to make public these amounts. "Within the next six months," was the way several factors expressed it.—Dry Goods.

Proper Function of the Jobbing Salesman.

In discussing this subject I am forced to the conclusion that any thought on the subject should contemplate three distinct phases, as follows:

The attitude of the salesman toward his house.

The attitude of a salesman toward the goods he is selling.

The attitude of a salesman toward his customer.

The attitude of a salesman toward his house should be loyal, enthusi-

astic and honest, earnest in his endeavor to conserve its interest, uphold its reputation and maintain for it the respect and dignity it has established by years of faithful, honest service.

He must be enthusiastic, but not to the degree of overestimation of his employer's ability and a belittling opinion of his competitor. His enthusiasm should be an acknowledgment of the fact that he has back of him the mental and financial aid so blend-

Are Your Net Profits Satisfactory?

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

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

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

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas

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

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 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

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

April Showers create a demand for umbrellas. We bought a good supply before the advance in prices and therefore are able to give you splendid values ranging in price from \$4.50 up to \$24.00 per dozen.

Ask to see Asst. No. 161. Made of fast color American taffeta, assorted handles, packed nine ladies' and three men's in case at \$9.00 per dozen. Good steel display rack **GRATIS.**

Paul Steketee & Sons
Wholesale Dry Goods
Grand Rapids, Mich.

High Class FURNITURE

For High Class People and an Honest Deal

Klingman's

The Largest Furniture Store in America

Entrance Opposite Morton House

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

ed as to place him in a position of real value to the trade.

He must be honest, and have a gentlemanly bearing, for only by his actions can he create an atmosphere of confidence. Someone has said, "Your name is your greatest asset, and your personality is your trademark," and the salesman who possesses these qualities has won half of the battle, provided he has a clear knowledge of the line he is selling.

The salesman's attitude toward his goods should be enthusiastic, born of confidence that he has the quality and the price, the two essentials necessary to make him a factor in the trade.

He should know his line and be able to advise his customer as to its selling value, profit-bearing and trade-winning qualities. His thought should be the good he can do for the grocer with his brands. I know the goods under my label are superior, for I have seen the peas, string beans, corn and tomatoes open; I have seen them ready for serving and I know there will be a favorable opinion as to their character when eaten.

A salesman knowing the quality of his own goods should also have knowledge of his competitor's brands if he wants to talk intelligently. When he enters a store a glance at the surroundings will tell him who is his competitor, and a knowledge of these goods will be a wonderful help.

I know Kelso tomatoes and Monco peas and Mistletoe corn and Servis beans are good goods, for I have sampled them. I know the worth of Sunlite rice and Tartan coffee, for I have tried them, and I also know that the firms who place these goods on the market are reputable houses, and I would not speak deprecatingly of their goods, but my brand is the Bellevue brand, and, while I do not claim that the buyer of my house has supernatural powers, I do feel that he is a connoisseur in the art of judging quality and is able to place at my disposal the kind of goods that will make me a real value to the trade.

With this confidence I am filled with enthusiasm that my brand of canned goods, my teas and coffee are just the kind a grocer should have if he desires a reputation in his neighborhood for selling the best goods. This should be the attitude of every salesman.

The attitude toward his customer should be one of personal interest. He should endeavor to create an atmosphere of confidence that the customer's interest and welfare is his aim and ambition, ever keeping before him the thought that his treatment of the customer is a reflection of the attitude of the house he represents and will often plant the seed of future preference.

His sincerity and advice will often counteract the unpleasant atmosphere created for him by an unscrupulous representative. He should remember that every person possesses a certain amount of egotism and feels he uses the rarest of judgment in the price he pays and the quality he selects. Continual reference to his com-

petitor's goods is nauseating. If he believes in his house, if he believes in his goods, it is business to talk his own merchandise.

I once asked a grocer what was his idea of a salesman and his answer was, "A man who was clean-shaven and forgot he had a competitor." This is in a measure true, for it is an admission that his competitor's brands must have some redeeming features if it is necessary to continually refer to them in selling his own.

Advising a customer to substitute an inferior grade because it shows him a better profit is an abuse of confidence which the tradesman has in the salesman's advice. Recently I asked a very prosperous grocer why he bought his goods from the same houses for so many years and his answer was, "My confidence in the advice of its salesmen, and only once have I wandered from the straight and narrow path and that was when I accepted the advice of an experienced coffee salesman and purchased what I supposed was a good drinking coffee to sell as my best grade because it showed me a better profit and the damage he did I will never be able to tell."

I might add word upon word about salesmanship, but after all the whole fabric of my subject resolves itself about the word "Confidence"—the salesman's confidence in his house and in the goods he is selling and the confidence he creates in the mind of his customers. Years ago his ability was measured from the standpoint of how much he could "do" his customer, but the salesman of to-day must play the game squarely. His business is that of creating and catering to imaginary wants and his worth to his house depends upon how much business he secures from the merchants he can bring under his hypnotic influence.

While confidence and quality count, price is likewise a big factor. The salesman to be successful must have the hearty co-operation of his firm. To produce results he must have the ammunition. Preparedness is the first principle of self-preservation and immediate advice on the change of markets is essential to secure business. He stands between two pillars, the merchant on one side and his employer on the other and is the medium of exchange, for the success of both means prosperity for him.

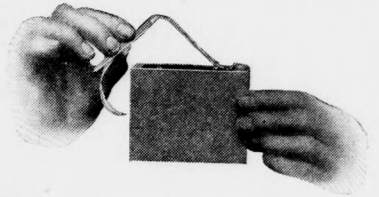
Thomas M. Rice.

Pouring Oil on Troubled Waters.

The case was reached on the trail docket, and just as the judge took his seat one of the lawyers walked up to the opposing counsel and said to him: "You agreed to 'so and so.'" The latter replied: "I did not." Thereupon the first lawyer angrily asserted in audible tones that his opponent was "a d—n liar," and the latter shook his fist in the face of his accuser and said that he was "a d—n scoundrel." Here the court intervened and blandly said: "Now, gentlemen, since you have thoroughly identified each other to the court, you will please proceed with the case," and the case ran on thereafter like a ribbon.—Case and Comment.

Self Threading Bodkin, Lingerie Braid

Each package of 5 yards silk ribbon or 10 yards mercerized braid is supplied with a gilt self threading bodkin.



Each carton contains 36 pieces—either 5 or 10 yards—assorted, 15 white, 12 blue, 9 pink at \$2.25 per carton, and for fill-in purposes these colors are also packed solid dozens at 75 cents per dozen.

This is an exceptionally good selling item and ought to be in every well assorted notion stock.

Have our salesman include a carton of each with your next order.

Grand Rapids Dry Goods Co.

20-22 Commerce Ave.

Exclusively Wholesale

Grand Rapids, Mich.

GOLD DUST

sells the year 'round



The big thing about Gold Dust, from your viewpoint, is that it sells every day in the year. The housewife has many uses for it Summer and Winter—and even more uses in the Spring and Fall.

Gold Dust is a steady profit-maker for the merchant. Our extensive advertising of practically every kind and nature, is constantly creating new buyers—and once used, Gold Dust is never replaced.

Satisfied customers are the life of your business. Gold Dust makes them.

THE N.K. FAIRBANK COMPANY
MAKERS

"Let the GOLD DUST TWINS do your work"

AUTOMOBILES AND ACCESSORIES

Motor Car Dealer Is Now a Merchant.

In writing the history of the automobile business, the transformation of the dealer into a merchant deserves an important chapter. For this change has been a notable epoch.

Whether it is in selling goods over the counter or selling automobiles, good will as well as goods must be sold. In other words, the goods must be kept sold, which is another way of saying that good will must be established. And that is where the dealer of cars who is also a merchant comes in. He appreciates the importance not only of making a sale, but of keeping customers satisfied, of having them work for him by boosting his product to their friends.

People who buy motor cars are, more and more, favoring those dealers in whom they have confidence, just as they prefer to patronize stores and shops of other kinds because they have confidence in these institutions.

The automobile industry is a thing of permanency. The motor car is entering our lives to a degree never before known. It is becoming a greater necessity than ever before. More people are becoming directly or indirectly dependent upon the motor car business than in any previous year.

Motor car buyers are showing their preferences for those dealers who, appreciating the great present and future possibilities of the automobile industry, are developing and stabilizing their own business accordingly.

The extreme competition of the past season has driven the dealer to adopt methods that are in line with good merchandising. And incidentally, competition has been largely furnished by the fact that merchants from other lines of business have seen in the automobile industry a great opportunity to display their merchandising ability, and have entered this motor car industry.

The situation is different from what it was five or six years ago, and here is the difference: the problem then was one of manufacturing; the problem now is largely one of merchandising. Five or six years ago, automobile factories found that they could not build anywhere near enough cars to take care of the obvious demand, and cars were sold without much effort on the part of the dealer.

To-day motor car purchasers form their opinions of a car to a considerable extent by the type of dealer who handles it. They appreciate do-

ing business, for instance, with a dealer who has a bright, neat showroom, keeps his product well displayed, and evidences a spirit of courtesy and co-operation. It is a fact that a large proportion of people buy cars upon the recommendations of their friends, just the same as they trade at this store or that one because of what their friends say. The best salesmen a dealer can have are often the owners themselves, if these owners are pluggers.

The service that owners get from dealers is quite as important and means quite as much to them as the service they get from the cars. Cheerfulness, courtesy and a willingness to go more than half way at times are invaluable, because they make an indelible impression upon customers, serve as an aid to building up and broadening out a dealer's business, and bring more trade to him.

We have instituted a service plan which is entirely original with Studebaker and which, in my opinion, is bound to be adopted in time universally in the automobile business.

The idea in mind is that of making it a service of prevention, not of cure. All of our branches, most of our large dealers and many of our smaller dealers have instituted our official plan of definite service, providing for regular, systematic inspections of a thorough nature, twice during the first month, and every month thereafter for the first six months.

Another plan we have adopted with the end in view of making real merchants of all Studebaker dealers is to institute a school of instruction at the factory. Here our dealers are welcome to attend or send representatives, with the end in view of becoming thoroughly acquainted not only with the Studebaker product, but also with the Studebaker idea in merchandising.

With the growth of the automobile business to its present huge proportions, the dealer who is also a merchant had to come. The voices of those who used to call the motor car a fad are heard no more. The "fly-by-night" automobile company has long since passed.

The motor car industry, including both manufacturer and dealer, has profited from its early mistakes, with the result that the automobile business has been rebuilt, and now stands upon a solid, permanent foundation. And the greatest rewards of all are for those dealers who see this great fact, and build their own business with this idea of permanency in mind.

R. T. Hodgkins.

Branded

UNITED TRUCKS are branded in every individual unit with a name and reputation for the highest degree of efficiency in the service for which that part is made. Nothing is left to your imagination or for you to infer. *You know.*

The names under which these units are made are jealous and careful of their reputations. They cannot afford to have their pledges of satisfactory service impaired by association with other parts of inferior or uncertain worth.

United Trucks offer big opportunities for dealers who mean business, for they will build up a business on the solid foundation of unusual service rendered, and there is no better basis than that one.



United Motor Truck Co.

682 North St.

Grand Rapids, Michigan

A Complete Line of 1½ to 6 ton Trucks all Worm Drive

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

Nokarbo Motor Oil

It is the one oil that can be used successfully on all automobiles operated by gasoline or electricity. It will not char or carbonize.

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

The Great Western Oil Co.
Grand Rapids, Michigan

Gabby Gleanings From Grand Rapids.

Grand Rapids, April 3—The April meeting of Grand Rapids Council was held Saturday evening, the new officers occupying the various stations. Outside of a little stage fright shown at various times, everything went along with precision and dispatch. Two of the new officers for the ensuing year were duly installed and took up their duties. Dr. G. W. Ferguson was installed as Sentinel and William Bosman as a member of the executive committee. L. V. Pilkington was appointed to occupy the Chaplain's station for the ensuing year. Now that all offices are filled, everyone is expected to get up and dig. Our Senior Counselor says: "Rituals first, loafing second." The following committees were appointed:

Floral—A. F. Rockwell, J. H. Mann, O. W. Stark.

Transportation and Baggage—Fred De Coux, Roy Clark.

Legislative—F. E. Beardslee and W. K. Wilson.

Harry Hardwood, chairman of the transportation committee for the U. C. T. convention to be held in June at Traverse City, reported that all arrangements were completed for the handling of the various councils who wish to go from Grand Rapids with Grand Rapids Council; a special train with a dining car attached would leave Traverse City Sunday, June 4, at 11 a. m. and would be for the accommodation of U. C. T.'s and their parties only. This arrangement will give almost an entire day at Traverse City after the convention is over and will give every one a chance to rest up before leaving for their various places of abode. John D. Martin and C. C. Perkins, who are supervising the hotel accommodations, report that fifty rooms have been reserved and that those who desire a room had better make their reservation early, as there will probably be an overflow at the hotels upon this occasion. The committee on parade and uniforms reported that those who desire to look over the uniforms to be worn will find them at the store of Grombacher & Major. The dance and banquet committees made their reports, were given a rising vote of thanks and discharged. Remember that the May meeting will be the last one held before the convention. It will be well for everyone who can to attend, as further details will be given out in regard to the convention.

Joe Vandermeer, the newly-appointed drill master, wants an early turn-out at our next meeting, as there will be several to be initiated and he wants to give the degree team a little practice in "foot" work.

Senior Counselor Borden has agreed to give a party for the delegates and alternates to the Grand Council meeting at his home for the purpose of studying the new amendments to the by-laws. Art may think that his house will be sufficient, but a dollar to a doughnut he will have to use his garage and, perhaps, his neighbor's also.

H. B. Wilcox reports that he followed a string of flat cars loaded with autos covered with canvas for half a mile at Sunfield the other day, thinking it was a circus train. Harry says he wasn't the only kid hankering for a sight of the elephant.

Guy W. Rouse, of the Worden Grocer Company, has been stung by the love bug and expects to leave for California Saturday to wed Mrs. Howard Thornton, formerly of Grand Rapids. They expect to spend their honeymoon in travel through the Western states. Mr. Rouse's many friends extend their heartiest congratulations.

Frank Starkey, says working hard all day, coming in on late trains, staying up the remainder of the night and trying to catch up with sleep doubled up in a car seat, is the high cost of loving.

William E. Sawyer is wearing a broad smile of satisfaction. He sold a nice stock of groceries to Levinus Slotman, of Hamilton, last Saturday.

A. E. Johnson, member of Grand Rapids Council and Absal Guild, has

resigned his position with the F. S. Webster Co. and has bought an interest in the Acorn Press, at Jackson. He will move his family at once. We are glad to have Mr. Johnson better himself, but we regret that he is leaving the city, as he is a fine citizen and a hard worker in our fraternal organizations. The best wishes of Grand Rapids Council go with him to his new home.

W. C. Cotes, hardware merchant of Whitehall, has purchased the Linderman block, on the corner of Mears avenue and Colby street, and will move into his new quarters about June 1. This is one of the most desirable corners in Whitehall and shows Mr. Cotes has the faculty of farsightedness in the purchase of this very desirable site.

Colby & Spitzer, hardware merchants of Hart, are remodeling the interior of their store and adding a new office. This office not only adds appearance, but facilitates in the handling of their big volume of business.

The Gilmore Bros., owners of a department store at Kalamazoo, have their entire fifth floor devoted to children's goods and a space has been partitioned off into a play room for the children. This room is equipped with the various amusements seen in city play grounds such as swings, toboggans and merry-go-rounds. It is here the mothers may leave their little ones while shopping in the various departments of the big store.

The Farmers & Merchants Bank of St. Johns will soon be in its new quarters in the Steele Hotel block. It will occupy one corner and front on the main street.

H. R. McDonald, representing the Fuller-Morrison Co., of Chicago, has purchased a new gas buggy.

R. J. Ellwanger is spending all his spare moments on Bemis street superintending the erection of his new home. The foundation is in and he expects to be able to move in by June.

Grand Counselor Lawton will visit Kalamazoo Council next Saturday, April 8.

G. W. Hall, of Lansing, visited Grand Rapids Saturday and is planning on moving back to the Valley City. Mr. Hall is a member of Grand Rapids Council and his many friends will be pleased to have him in our midst again.

Don't forget the Bagmen meeting April 22.

R. A. Waite, the star item dispenser, spent Sunday up North at one of the summer resorts. A little early, but paris green and arsenic are in demand.

There'll be no more cider and doughnuts at the M. E. socials. Everybody wanted to talk at once after the refreshments Thursday night. Some got got to crying and a certain individual tried to spread some butter on a hunk of jelly.

The Four Leaf Clover Club met with Mrs. J. A. Burr, 1135 Thomas street, last Thursday afternoon. Mrs. Harry Hydorn and Mrs. H. L. Benjamin received first and second prizes and Mrs. Eugene Scott the consolation prize. We can't help but notice that the ladies put up three prizes, while the men are usually treated to two. It takes more to satisfy the whims of a female woman.

Mrs. Gillett, of Reed City, who has been visiting her daughter, Mrs. J. A. Burr, returned home April 1.

Golf is said to be a cure for insanity, but what will cure golf?

Many of the boys will regret to learn of the death of Mrs. Kerns, mother of Mrs. Gertrude Ross, proprietor of the Crystal Inn, at Beulah. Mrs. Kerns was of a kind and loving disposition and was well liked and respected by all who knew her. The cause of her death is unknown to the writer.

E. W. Smith, of 705 Watkins street, is improving slowly after a two weeks' siege of illness.

J. J. Berg and Walter Shantz are both on the mend.

Mrs. Brown, wife of Frank Brown, of the Brown & Sehler Co., is reported

seriously ill. They are at present in Florida, where they usually spend the winter.

Bert Gustin, proprietor of the Steele Hotel, at St. Johns, is removing, re-decorating and preparing to give the boys a first-class place to stop. He is willing at all times to listen to any complaints the boys may wish to register, as he wants to make everything suitable for the comfort of the traveling fraternity.

Due to the beautiful Sunday several of the more prosperous peddlers were out in their gas wagons and the others on foot or street car, so news is scarce. However, with the sorrow of scarcity of news there is a happiness to know that this issue lets yours truly drop from the ranks of literary stars and retire to private life. Our new scribe, E. R. Haight, large in stature and mind, will guide the facile pen for Grand Rapids Council for the coming year, starting on his literary career with the next issue. It is my advise to Editor Stowe to be careful or else get a troop of soldiers for guards, as this new scribe is "some" boy. It is my sincere wish that he may be afforded all the assistance possible in preparing his weekly letter. I thank those who have assisted me and extend my sympathies to those who read my peregrinations.

Frank H. Starkey, traveling representative for Parrotte, McIntyre & Co., of Chicago, was married April 1 to Miss Kate Volkens. After an extended wedding trip the happy couple will be at home to their friends at the family residence, 529 South Fuller avenue.

J. Hobart Babcock, who was engaged in the retail drug business at Kalamazoo for over twenty years, but who has covered Western Michigan the past year for the Wells-Abbott-Niman Co., of Schuyler, Nebr., manufacturer of Puritan flour, will hereafter cover the same territory for the Northwestern Consolidated Milling Co., of Minneapolis, manufacturer of Ceresota.

L. V. Pilkington.

Every Owner of an Auto

should know that we have the most complete stock of

Brass Fittings and Copper Tubing

in the city

The Weatherly Company

Corner Pearl and Campau

GRAND RAPIDS OIL CO.

Jobber of

Illuminating and Lubricating Oils and Gasoline

GRAND RAPIDS, MICHIGAN

EVEREADY FLASHLIGHTS

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

The reason for this phenomenal showing is the quality and reasonable price of the goods backed up by extensive national advertising. EVEREADY sales come easy. Are you getting your share? We are EVEREADY Headquarters: drop us a postal for full information.



C. J. LITSCHER ELECTRIC COMPANY
Wholesale Distributors

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

The Tradesman's Sworn Statement Made Under New Postal Law

Statement of the ownership, management, circulation, etc., of THE MICHIGAN TRADESMAN, published weekly at Grand Rapids, Michigan, required by the Act of Aug. 24, 1912.

NOTE—This statement is to be made in duplicate, both copies to be delivered by the publisher to the Postmaster, who will send one copy to the Third Assistant Postmaster General (Division of Classification), Washington, D. C., and retain the other in the files of the postoffice.

Editor—E. A. Stowe, Grand Rapids.
Managing Editor—E. A. Stowe, Grand Rapids.
Business Manager—E. A. Stowe, Grand Rapids.
Publisher—Tradesman Company, Grand Rapids.

Owners: (If a corporation, give names and addresses of stockholders holding 1 per cent. or more of total amount of stock.)

- E. A. Stowe, Grand Rapids.
- W. N. Fuller, Grand Rapids.
- S. A. Sears, Grand Rapids.
- S. F. Stevens, Grand Rapids.
- Henry Idema, Grand Rapids.
- F. E. Stowe, Grand Rapids.
- John DeBoer, Grand Rapids.
- Fred Pettinga, Grand Rapids.
- E. L. Fox, Grand Rapids.

Known bondholders, mortgagees, and other security holders, holding 1 per cent. or more of total amount of bonds, mortgages or other securities:

There are no bonds, mortgages or other securities outstanding against the Tradesman Company.

In regard to section 2 of the law, the Tradesman does not accept payment for any editorial or other reading matter printed as news.

E. A. Stowe, Business Manager.

Sworn to and subscribed before me this 3d day of April, 1916.

(SEAL)

Florence E. Stowe,

Notary Public in and for Kent Co., Mich.

(My commission expires Jan. 9, 1919.)



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

Wafted Down From Grand Traverse Bay.

Traverse City, April 3—Dell Squires, who for the past twenty-six years has been one of the leading barbers of the city, has sold his business to John Hicky, of Copemish. Mr. Squires has acquired a competence and will now retire from business.

Mrs. C. A. Cressy and daughter, Dorothy, leave Tuesday for Rockford, Ill., where they will join Mr. Cressy who is in business for the Singer Sewing Machine Co. at that place. Mrs. Cressy has been an active worker in the U. C. T. and her many friends are sorry to see her leave.

Traverse City Council will hold memorial services at the Central M. E. church Sunday morning April 9, at 10:30 o'clock. All members and their wives and visiting members are welcome. Meet at the hall at 10 o'clock and march to the church in a body.

Several traveling men of Traverse City will make use of the absent voters law Monday.

The convention committee report all of the main work of arranging for the convention completed. All of the supplies, such as souvenirs, have been ordered and most of them are now in the hands of the committee. Ample hotel accommodations have been secured and everything points to a glorious time.

W. F. Murphy's family are enjoying the beautiful spring mornings by staying in the house and nursing a bad case of the mumps. It is needless to say that Bill is home no more than is absolutely necessary.

William L. Wilson, mail carrier at Kingsley, nearly lost one of his horses by drowning Friday morning. He was making his usual trip with the mail when his horse punched through the soft snow in the road and got down in the water which was about three feet deep. By hard work and through the assistance of one of the patrons on the route, he managed to save the horse from drowning.

Mrs. Clara Kerns, mother of Mrs. Gertrude Ross, proprietress of the Crystal Lake Inn, of Beulah, was suddenly stricken ill with acute indigestion March 22 and died in a few hours. Her remains were taken to her old home near Boyne City for burial. Dr. Kerns, was among the pioneers of Northern Michigan. Dr. Kerns dying several years ago while a practicing physician at Charlevoix. Besides her daughter, Mrs. Ross, she leaves

a son, W. J. Kerns, a druggist in Detroit. Mrs. Kerns had a very wide circle of friends and her jolly disposition will long be remembered by all who knew her. She was familiarly called Mother by the traveling men, as she really seemed to be a mother to all. It was always a pleasure to her to find out just what a traveling man wanted to eat and then fix up a special dinner just to his liking. She had lived with her daughter for a great many years, helping her through the trials of running a hotel in a small town, and will be sadly missed by all who knew her as well as the bereaved daughter and son.

A few weeks ago Mr. McClellan and Mr. VanRiper, both members of Traverse City Council, were coming home on the Ann Arbor R. R., expecting to make connections at Thompsonville. However, the P. M. pulled out just as the Ann Arbor pulled in. Both men were somewhat angry and both immediately wrote the P. M. passenger agent explaining the situation. As evidence that the P. M. likes to accommodate the traveling public, they immediately wrote each of the gentlemen that they had issued orders that hereafter the P. M. would wait fifteen minutes at Thompsonville for the Ann Arbor, providing the Ann Arbor would notify that they had passengers for the North.
 F. W. Wilson.

Mr. Borden Is Ready to Join.

Grand Rapids, April 3—In the Grand Rapids Press of March 29, I noticed an item which reads that a salesmanship club will be formed or held at the rooms of the Association of Commerce for the benefit of the salesmanship class of the Junior High School and all local salesmen, and that our city has no club of this kind except the U. C. T. and that this organization is for travelers or salesmen of two or more years' experience.

As Senior Counselor of the local Council of the U. C. T., I beg to inform you that I am sure that all local salesmen or the members of the U. C. T. would be only too glad to join with the students of the high school in a club of this kind if they were invited, and I am sure that the results would be a benefit to all concerned.

I write this for fear the Press is wrongly advised as to the purposes and objects of the U. C. T.; we are a fraternal, insurance organization and are organized with subordinate, grand and supreme bodies, and insure against accident and are the only fraternal body of traveling salesmen in the world.

Any white, male person over 16 and under 60 years of age who is mentally and physically sound and who has sold merchandise at wholesale from sample or catalogue or who is a merchandise broker or city salesman is eligible to membership in our order, if his character is vouched for by the proper number of members.

We have no clubs, nor do we teach or discuss matters pertaining to salesmanship. We endeavor to do all within our power to advance the interests of the commercial travelers and all others who are forced to use railroads, hotels and other conveniences of this nature.

We are a secret fraternal body, just

the same as any other secret organization in the city and not a club.

Arthur N. Borden,
 Senior Counselor.

To the Delegates to the Grand Council.

Traverse City, April 3—We wish to call your attention to the fact that Traverse City Council has a candidate for member of the Grand Executive Committee. Traverse City Council would appreciate the support of every delegate in the Grand Council of Michigan for its candidate, Brother F. W. Wilson. There are things we could say about Brother Wilson, but being near neighbors and members of the same Council, we are too modest and will refrain from saying them. Ray Thacker, Past Counselor. W. F. Murphy, Past Counselor. Harry Hurley, Past Counselor.

A divorcee is one who has graduated from the co-respondence school of experience.

Hotel Hermitage

John Moran, Mgr.

EUROPEAN PLAN
 Grand Rapids, Mich.

Rates without bath 50, 75 and \$1.00

Rates with bath \$1.00 and \$1.50
 per day

CAFE IN CONNECTION

Snyder's Restaurant

41 North Ionia Ave.

4 Doors North of Tradesman

Special Dinners and Suppers 25c

The New Winter Inn GREENVILLE, MICH.

W. H. MILLS, Proprietor

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

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

GRAND RAPIDS

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

Union
 Station



75 Steps East

Fire Proof

THE WHITING HOTEL

Traverse City, Mich.

J. P. OBERLIN, Proprietor

Telephone, Hot and Cold Water All Rooms
 AMERICAN

Rates \$2.00 With Bath \$2.50

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. JOHNCOX

Hotel Charlevoix

Detroit

EUROPEAN PLAN

Absolutely Fire Proof

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

Grinnell Realty Co., Props.

H. M. Kellogg, Manager

HOTEL CODY

EUROPEAN

GRAND RAPIDS, MICH.

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

Park Place Hotel

Traverse City, Mich.

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

All outside Rooms.

America plan.

W. O. HOLDEN, Mgr.

The Hotel Geib

Eaton Rapids, Mich.

L. F. GEIB, Propr.

AMERICAN PLAN

Artesian Water Steam Heat

\$2 Per Day

Sample Room in Connection



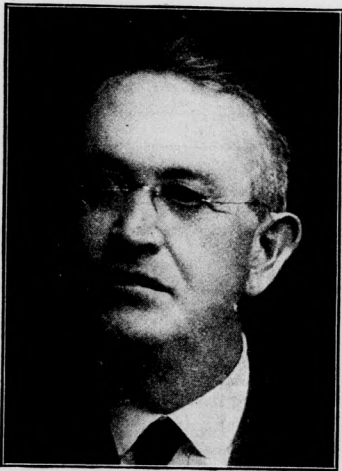
MEN OF MARK.

Charles F. Brown, President Alma Board of Trade.

One of the most well-known and esteemed men of Gratiot county is Charles F. Brown, present editor of the Alma Record and President of the Alma Board of Trade.

Charles Brown was born in Leslie, Ingham county, Sept. 13, 1862. He worked as a farmer boy, attended the common schools until 14 years of age, when he entered the printing office of the Williamston Enterprise for the purpose of learning the printer's trade.

At the end of four years he was engaged as a traveling salesman for a Detroit paper house, remaining in the business two years. He then bought the Sheridan News, publishing that pa-



per about a year, and then became connected with the Alma Record as business manager. Soon after—in April 1886—he became owner of that paper by purchase. He continued the publication of this paper until 1903, when he sold it and retired from newspaper work.

Mr. Brown has always taken an active interest in the local affairs of his home town and county and has been prominent and influential in all projects calculated to advance the wellbeing of the community. He has served as a member of the Common Council, and as Village Clerk before the incorporation of Alma as a city. He is an ardent supporter of the Republican party, and has been a leader in its councils in Gratiot county for many years, serving about twenty years as a member of the county committee. He was its Secretary four years.

In 1898 Mr. Brown received his first appointment as Postmaster of Alma by President McKinley and was re-appointed by following Presidents for four consecutive terms, leaving the chair in May, 1914, having served sixteen years.

He was active, with others, in the organization of the Alma Board of Trade. On March 7, 1915, he was re-elected President of that organization for the fifth year, during which time Alma has doubled in population, has several substantial factories, miles of excellent paved streets, boulevard lights and in numerous other ways has made a long stride toward making Alma a modern city.

From the time Mr. Brown left the postoffice, May, 1914, until March, 1915, he was actively engaged in the promo-

tion of the Gratiot County Gas Co., the first gas plant to be established in the county. Acting as manager of this company for one year and establishing it on a paying basis, Mr. Brown retired and again ventured into the newspaper business, purchasing his former paper, the Alma Record.

During this last year, under Mr. Brown's editorship, the publication has increased substantially in circulation, has started a great city boosting movement and is considered one of the liveliest and most progressive publications in Central Michigan.

Mr. Brown enjoys to a high degree the respect and regard of his business associates and acquaintances as well as their sincere admiration, for he has attained his present prominent position in the business life of Alma through sheer force of character and the ability to do well all things he has undertaken. As is characteristic of most men who have gained success through earnest endeavor and close attention to duty, Mr. Brown is retiring and is anything but a seeker of publicity. If he has one besetting fault it is that of too great modesty. He believes that "to live and let live" is the duty of every American citizen worthy of the name, and he has followed this preachment consistently in his daily life.

Starting at the very bottom of the business ladder Mr. Brown has worked up step by step, and although still a comparatively young man he can look back over a long career of successful service with no small degree of justified satisfaction.

Sparks From the Electric City.

Muskegon, April 3.—We got by with our column last week better than we really expected. This week we are indebted to Milton Steindler for some of the items which appear here.

Charles Sheffer, of Sheffer Bros., Fennville, has a very attractive as well as ingenious display of Heinz products in his show window. He has arranged a pyramid, over which is stretched colored paper, into which the jars and glasses are inserted. Inside by the use of an old graphophone engine and an electric light, he causes different colored lights to flash. On top of this pyramid he has placed a globe of gold fish through which red and blue lights flash alternately. Charlie is full of good ideas which are constantly showing in his window displays and in the arrangement of the store in general. He is very ably assisted by Mr. and Mrs. Maurice Sheffer.

Herman ("Swede") Anderson has a new Henry Ford peace ship, Oscar 1,434,643, which he is going to make his trips with this summer. Herman is a regular Bob Burman. We know, because we rode with him.

A. Larsen has opened a branch meat market at Palmer and Greely streets.

The Steindler Paper Co. has broken ground for a new home at the corner of Third and Morris streets. This will be a modern structure in every particular and will have about 8,000 square feet of floor space when completed.

The Muskegon Times and Chronicle have consolidated and we will have but one daily paper, which will continue under the name of the Chronicle, with A. W. Boswell as editor. Charles A. French, who retires as editor of the Chronicle, has accepted a position with the Wilbur F. Burns Soap Co. as traveling representative, we are informed. We hope he will be as good a soap peddler as he was an editor. Who will

be first to send him a U. C. T. application?

E. Post & Son have purchased the grocery stock of B. Nykerk, Holland. Charles I. Atwater, clothing merchant of Shelby, was a Muskegon visitor last week.

The committee appointed to look after the candidacy of A. W. Stevenson for Grand Sentinel is sending letters to all councils soliciting support at the convention in June. We want to boost Steve, not only because this Council is entitled to representation in the Grand body, but because Steve is a man and a mighty good one who has the interest of U. C. Tism at heart and takes great pride in it. He is a worker and a thinker. He will give a mighty good account of himself in any company. Everybody boost.

F. W. Perrin, Sr., has opened a new store at Harrisburg. F. W. Spyke, of the Hume Grocer Co., sold him part of his stock.

The Steindler Paper Co. had the misfortune to lose one of its delivery wagons last week through collision with a Grand Trunk freight train. Fortunately, no one was injured.

Bert Waalkes, of the Walker Candy Co., drove his new lizzie into the barn, but thought he was still driving the butcher cart and yelled "Whoa." When they dug Bert out of the debris, and sent him to the cleaners, they found he had demolished a perfectly good stove and several lengths of pipe which had been in storage. Lizzie escaped uninjured.

Some time we are going to try and write an article entitled "The double seat hog." It doesn't cost much to be thoughtful and courteous and it adds a great deal to one's happiness and self esteem. J. E. Lyon.

Huge Sums Spent For Chewing Gum.

The chewing gum habit has cost the American people for chicle alone nearly \$35,000,000 in the last ten years, or almost five times as much as we paid Russia for Alaska, according to figures furnished by the Bureau of Foreign and Domestic Commerce of the Department of Commerce. Normally our annual imports of chicle amount to 7,000,000 pounds, for which we pay about \$2,500,000 in the countries of origin and to which must be added customs duties in our own ports at about \$750,000.

Imports of chicle gum during the fiscal year 1915 were as follows: From Mexico, 2,197,000 pounds; from Canada, 2,181,000 pounds; from British Honduras, 1,139,000 pounds; from Venezuela, 952,000 pounds; from the Central American republics, 26,000 pounds; from all other countries, 5,000 pounds. Chicle is not produced in Canada, but large quantities from other British possessions are handled through the Dominion. In 1913 the total imports of the gum amounted to 13,759,000 pounds, and that is the record importation for any one year. In 1915 the total was 6,500,000 pounds.

Chicle is the dried milky juice of the sapodilla tree, which is one of a large family of tropical trees known as bully trees. Some of the gum is used as a substitute for gutta percha, but the bulk of it is used in the manufacture of chewing gum.

Tell a man what he ought and ought not to do, and ten to one he'll go and do just the opposite. Let him catch you doing those very things, and before night he will be patterning after you. Queer, isn't it?

What the Good Hotel Sells.

The proprietor of a chain of large hotels has a code of instructions to his employes that ought to interest the general business man. After all, selling temporary living quarters isn't much different from selling groceries, clothes or lumber. He says:

"New customers are just as valuable to us as old customers, for each new customer is an old customer in the making.

"Snap judgments of men are oftentimes faulty. A man may wear a red necktie, a green vest and tan shoes, and still be a gentleman. The unpretentious man with the soft voice may possess the wealth of Croesus. A stranger in cowhide boots, broad brim, and rusty black suit, may be president of a railroad or a senator from over the ridge.

"No employe of this hotel is allowed the privilege of arguing any point with a guest. He must adjust the matter at once to the guest's satisfaction, or call his superior to adjust it.

"A hotel has just one thing to sell: service.

"A doorman can swing the door in a manner to assure the new guest that he is in his hotel, or he can sling a door in a way that sticks in the guest's 'crop' and make him expect to find at the desk a scratchy, sputtery pen, sticking in a potato.

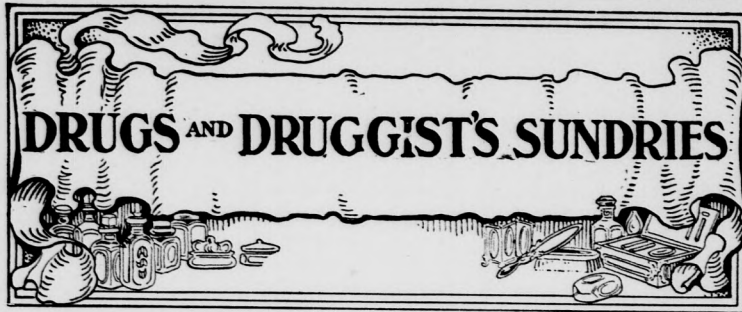
"When the clerk says 'Front, show Mr. Robinson to room 1252,' instead of 'Show the gentleman to room 1252,' the guest immediately gets a warm feeling of being welcome. This adds dollars to the income of the house, and dollars to the salary of the clerk.

"A waiter who can say 'Pell Mell' when the guest says 'Pell Mell,' and 'Paul Maul' when the guest says 'Paul Maul,' can make the guest think himself right—and make us think the waiter is all right.

"Now and then a server is found—a waiter, bootblack, barber or bellboy—who adds a bit of his own personality to his services. Such a one shows a bit more intelligence, initiative, perspicacity, than his fellows. The patron finds his smaller wants anticipated, and is pleased. He feels that the servant has given him something extra and unexpected—and he wants to pay something extra for it. He tips.—But please do not tip unless you feel like it; but if you do tip, let your tipping be the yielding to a genuine desire, not the conforming to an outrageous custom."

Here, then, is a pretty good code for a store—except the reference to tips. Yet that last paragraph with the tips left out, is a whole code of salesmanship in itself. "Life is service," this same hotel keeper says: "The one who progresses is the one who gives his fellow beings a little more—a little better service."

S Broeksma	Stuart M. Wells
Broeksma & Wells	
TAILORS	
15 Division Avenue, So.	
5 doors south of Cody Hotel Grand Rapids, Mich.	



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

Other Members—Leonard A. Seltzer, Detroit; Edwin T. Boden, Bay City.
 Next Meetings—Grand Rapids, March 21, 22 and 23; Detroit, June 27, 28 and 29.

Michigan State Pharmaceutical Association.

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

Michigan Pharmaceutical Travelers' Association.

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

PLAN BIG CONVENTION.

Arrangements Completed for the Detroit Meeting.

The Executive Committee of the Michigan State Pharmaceutical Association held a meeting in Detroit, Wednesday, March 29, at which were present members of the Michigan Pharmaceutical Travelers' Association and members of the Detroit Retail Druggists' Association, where the arrangements formulated by the Travelers Auxillary for the biggest convention ever held by the Michigan State Pharmaceutical Association were fully considered and endorsed. There will be many distinguished guests present prominent in the drug world.

Following are the committees to have charge of the various details:

Finance—W. H. Martin, G. H. Halpin, W. S. Lawton.

Arrangements—F. W. Kerr, A. H. Ludwig, Butler Treat, Henry Reinhold, H. T. Carver.

Membership—R. L. Shannon, H. B. Wilcox, J. G. Hackney, E. G. Hamel, M. B. Holly.

Reception and Ball—Roy H. Smith, R. L. Shannon, G. B. Miller.

Entertainment—John J. Dooley, H. L. Byers, J. J. Dykema, Walter E. Gray, W. C. Gladding, Paul H. Hirth, E. C. Ecclestone, Harry T. Bump, W. E. Besancon, Wm. J. Deveraux, W. F. Griffith, M. B. Holly, D. D. McDonough, Charles C. Bronaugh.

Joint Committee of M. P. T. A., D. R. D. A. and M. S. P. A.—J. H. Webster, F. W. Griffiths, W. H. Martin, Grant Stevens, Gordon Leacock, Oscar Gorenflo, Charles F. Mann, W. S. Lawton.

Registration—W. S. Lawton, A. J. Foster, H. A. Gish, E. G. Hamel, J. G. Hackney.

Ladies Entertainment—C. E. Knight, M. A. Jones, F. E. Wicks, D. W. Laughlin, H. T. Carver.

Automobile—H. T. Bump, A. H. Ludwig, H. C. Reinhold.

Detailed Programme.

Headquarters at Tuller Hotel.

Tuesday, June 20.

10 a. m. Reception of delegates and opening of registration headquarters.

1:30 p. m. First business session.

2 p. m. Ladies will tour shopping districts.

8 p. m. Grand ball.

Wednesday, June 21.

9:30 a. m. Business session.

1:30 to 5:30. Parke, Davis & Co. will give a boat ride for all.

5:30 p. m. Farrand, Williams & Clark will meet boat at dock and will give all visiting ladies an automobile tour of the city, followed by a luncheon at the Detroit Athletic Club.

8 p. m. Business session.

Thursday, June 22.

9:30 a. m. Closing business session.

2 p. m. Ball game, Cleveland vs. Detroit, American league, guests of Nelson Baker & Co.

6 p. m. The Michigan Drug Co. will give a dinner for visiting ladies, followed by a theater party.

8 p. m. Frederick Stearns & Co. will give a smoker at the Tuller roof gardens, followed by a full ceremonial session of the Laughing Order of Hyenas.

Officers of Association.

The arrangements will be entirely in charge of the Michigan Pharmaceutical Travelers Association, the officers of which are as follows:

President—W. H. Martin, with Eli Lily & Co., Indianapolis.

First Vice-President—F. E. Wicks, with Parke, Davis & Co., Detroit.

Second Vice-President—Paul H. Hirth, with Mellins Food Co., Boston.

Third Vice-President—F. L. Raymond, with Hazeltine & Perkins Drug Co., Grand Rapids.

Secretary-Treasurer—W. S. Lawton, with Dr. Miles Medical Co., Elkhart.

Council—F. B. Kramer, with John Wyeth & Bros., Philadelphia; R. L. Shannon, with A. P. W. Paper Co., Albany; George H. Halpin, with DePree Chemical Co., Holland; M. A. Jones, drug inspector, Ypsilanti; John J. Dooley with Pepsin Syrup Co., Monticello, Ill.; W. F. Griffith, with Farrand, Williams & Clark, Detroit; F. W. Kern, merchandise broker, Detroit; H. B. Thayer, with Welch Grape Juice Co., Westfield, N. Y.

The officers of the Michigan State Pharmaceutical Association are as follows:

President—C. H. Jongejan, Grand Rapids.

First Vice-President—W. H. Fox, Coldwater.

Second Vice-President—Roy Collins, Frankfort.

Secretary—Dallas D. Alton, Fremont.

Treasurer—John G. Steketee, Grand Rapids.

Executive Committee—J. H. Webster, Detroit; Peter Vellama, Grand Rapids; E. W. Austin, Midland; Henry Riechel, Grand Rapids; A. J. Huizenga, Holland; J. H. Robinson, Lansing; Grant Stevens, Detroit.

Activities in Michigan Cities.

Written for the Tradesman.

The Board of Trade of Muskegon Heights is asking the City Council to purchase a motor fire truck. The city is growing and the need of a building code and an official inspector is also being felt.

The Commercial Club of Saugatuck has induced the Chicago Motor Boat Co. and the Chicago Power Squadron to make Saugatuck their headquarters during their summer outing this year. The former organization comprises about 80 per cent. of the power boats of Chicago, which gives an idea of the business that Saugatuck will secure because of this decision.

The agricultural committee of the Traverse City Chamber of Commerce is locating marl beds in Grand Traverse county. The proper use of this valuable fertilizer for alfalfa and other crops is expected to have a marked effect in developing the resources of that county.

The Constantine Commercial Club added forty-seven new members at the recent annual meeting, making a total enrollment of 105. A number of prominent farmers in that section have joined the Club. It is planned to open a community and municipal home, with a rest room for the use of women and a reading room for all.

Retail merchants of Traverse City are planning on special trains for shoppers, starting the middle of April and continuing until the winter holidays. Each railroad will have its day of the week set apart, so that no two lines will run specials on the same day.

Over thirty business concerns at Otsego have joined in a Buy at Home campaign.

The Manistee Chamber of Commerce is assisting in the movement to establish a city market there and a number of leading farmers have promised to cooperate.

Hillsdale will form an Association of Commerce.

A rest room project and good roads are receiving most attention just now by the Mt. Pleasant Board of Trade. Standing committees have been appointed, the one on retail merchants being composed of R. O. Doughty, George Foland, J. J. Theisen, John Kane, Jr., and Frank Keenan.

Almond Griffen.

Let Us Hope.

A nation whose men are devoted to money-making, to baseball, to tobacco and pinocle; who buy Sunday newspapers for their children on account of the comic supplements, with their crude, inartistic and vulgar pictures, being too careless or ignorant to know of the great harm they are

doing; who deny to their children the God given right to work by accepting the closed shop propaganda of the labor unions; whose men go to the polls and vote just as the bosses order; whose political campaigns are financed by whisky and beer men; whose women devote much of their time to poodle dogs, bridge whist, cigarettes and neighborhood gossip; whose daughters are devoted to love stories of the slushy kind; whose boys spend all their cash at uncensored movies and do not know a gun from a fishing-rod—such a nation is on the down grade is violating the speed laws, and in the end will land in the ditch for a smash-up. A nation so constituted is not prepared for anything better. Let us hope that none of this applies to our Nation in part or in any respect whatever.

And much of the charity that begins at home is too feeble to cross the street.

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

Malt and Hop Tonic

"When mothers once take it
They never forsake it."



Grand Rapids
BREWING CO.
For Sale by all Wholesale Druggists

UNIVERSAL CLEANER

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

ORDER FROM YOUR JOBBER

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.

Table with columns: ADVANCED, DECLINED. Items include Common Salt, Cream Tartar, Molasses, Shrimp, Rolled Oats, Jelly.

Index to Markets By Columns

Large index table with columns 1 and 2. Lists various goods like Ammonia, Axle Grease, Baked Beans, Bath Brick, Bluing, Breakfast Foods, Broom, Brushes, Butter Color, Candles, Carbon Oils, Catsup, Cheese, Chicory, Chocolate, Clothes Lines, Cocoa, Coconut, Coffee, Confections, Cracked Wheat, Crackers, Cream Tartar, Dried Fruits, Evaporated Milk, Farinaceous Goods, Fishing Tackle, Flavoring Extracts, Flour and Feed, Fruit Jars, Gelatine, Grain Bags, Herbs, Hides and Pelts, Horse Radish, Ice Cream, Jelly, Jelly Glasses, Macaroni, Mapleine, Meats, Canned, Mince Meat, Molasses, Mustard, Nuts, Olives, Petroleum Products, Pickles, Pipes, Playing Cards, Potash, Provisions, Rice, Rolled Oats, Salad Dressing, Saleratus, Sal Soda, Salt, Salt Fish, Seeds, Shoe Blacking, Snuff, Soda, Spices, Starch, Syrups, Table Sauces, Tea, Tobacco, Twine, Vinegar, Wicking, Woodenware, Wrapping Paper, Yeast Cake.

CHEWING GUM

Table listing chewing gum items: Adams Black Jack, Adams Sappota, Beeman's Pepsin, Beechnut, Chiclets, Colgan Violet Chips, Colgan Mint Chips, Dentyne, Doublemint, Flag Spruce, Juley Fruit, Red Robin, Sterling Gum Pep., Sterling 7-Point, Spearmint, Wrigleys, Spearmint, 5 box jars, Spearmint, 6 box jars, Trunk Spruce, Yucatan, Zeno.

CHOCOLATE

Table listing chocolate items: Walter Baker & Co., German's Sweet, Premium, Caracac, Walter M. Lowney Co., Premium, 1/2s, Premium, 1/4s.

CLOTHES LINE

Table listing clothes line items: 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. 72 Jute, No. 60 Sisal, Galvanized Wire.

COCOANUT

Table listing coconut items: Baker's, Cleveland, Colonial, Colonial, Epps, Hershey's, Hershey's, Huyler, Lowney, Lowney, Lowney, Van Houten, Van Houten, Van Houten, Wan-Eta, Webb, Wilbar, Wilbar.

COFFEES ROASTED

Table listing coffee items: Common, Fair, Choice, Fancy, Peaberry, Santos, Fair, Choice, Peaberry, Maracaibo, Fair, Choice, Mexican, Fair, Choice, Guatemala, Fair, Fancy, Private Growth, Mandling, Aukola, Mocha, Short Bean, Long Bean, H. L. O. G., Bogota, Fair, Fancy, Exchange Market, 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

Table listing extracts: Holland, Felix, Hummel's foil, Hummel's tin.

CONFECTIONERY

Table listing confectionery items: Stick Candy, Horehound, Standard, Standard, Twist, small, Jumbo, Jumbo, small, Big Stick, Boston Sugar Stick.

Mixed Candy

Table listing mixed candy items: Broken, Cut Loaf, French Cream, Fancy, Grocers, Kindergarten, Leader, Majestic, Monarch, Novelty, Paris Creams, Premio Creams, Royal, Special, Valley Creams, X L O.

Specialties

Table listing specialties items: Auto Kisses, Bonnie Butter Bites, Butter Cream Corn, Caramel Bon Bons, Caramel Dice, Caramel Croquettes, Coconut Waffles, Coffy Toffy, National Mints, Empire Fudge, Fudge, Pineapple, Fudge, Walnut, Fudge, Walnut, 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, Licorice, Pep., Licorice, Pink, Manichus, Molasses Kisses, Nut Butter Puffs, Star Patties, 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

Table listing pop corn goods: Cracker Jack, Oh My 100s, Cracker Jack, with Prize, Hurrah, 100s, Hurrah, 50s, Hurrah, 24s.

Cough Drops

Table listing cough drops: Putnam Menthol, Smith Bros.

NUTS-Whole

Table listing nuts: Almonds, Tarragona, Almonds, California, soft shell Drake, Brazils, Filberts, Cal. No. 1 S. S., Walnuts, Naples, Walnuts, Grenoble, Table nuts, Pecans, Large, Pecans, Ex. Large, Shelled, No. 1 Spanish Shelled, Peanuts, Ex. Lg. Va. Shelled, Peanuts, Pecan Halves, Walnut Halves, Filbert Halves, Almonds, Jordan Almonds.

Peanuts

Table listing peanuts: Fancy H P Suns, Raw, Roasted, H. P. Jumbo, Raw, Roasted.

CRACKERS

Table listing crackers: National Biscuit Company Brands, In-er-Seal Trade Mark Package Goods, Baronet Biscuit, Flake Wafers, Cameo Biscuit, Cheese Sandwich, Chocolate Wafers, Fig Newton, Five O'Clock Tea Bct, Gingers Crackers, Lemon Snaps, M. M. Dainties, Oysterettes, Pretzelenos, Royal Toast, Social Tea Biscuit, Saltine Biscuit, Saratoga Flakes, Soda Crackers, N.B.C. 100, Soda Crackers Prem. 100, Tokens, Uneda Biscuit, Uneda Ginger Wafer, Vanilla Wafers, Water Thin Biscuit, Zu Zu Ginger Snaps, Zwieback.

Other Package Goods

Table listing other package goods: Barnum's Animals, Soda Crackers NBC, Fruit Cake.

Bulk Goods

Table listing bulk goods: Animals, Atlantics, Ass'd, Avena Fruit Cakes, Bonnie Doon Cookies, Bonnie Lassies, Bo Peeps, or M., Bouquet Wafers, Cameo Biscuit, Cecelia Biscuit, Cheese Tid Bits, Chocolate Bar (cans), Chocolate Drops, Chocolate Puff Cake, Choc. Honey Fingers, Circle Cookies, Cracknels, Cocoonut Taffy Bar, Cocoonut Drops, Cocoonut Macaroons, Cocoonut Molasses, Cocoonut Honey Fingers, Cocoonut Honey Jumbles, Coffee Cakes Iced, Crumpets, Dinner Pail Mixed, Extra Wine Biscuit, Family Cookies, Fandango Fingers, Fig Cakes Ass'd, Fireside Peanut Jumbo, Fluted Cocoonut Bar, Frosted Creams, Frosted Raisin Cook., Frosted Raisin Squ., Fruited Ovals, Fruited Ovals, Iced, Full Moon, Ginger Drops, Ginger Gems Plain, Ginger Gems Iced, Graham Crackers, Graham Snaps Family, Hippodrome Bar, Honey Fingers Ass't, Honey Jumbles, Household Cookies, Iced, Humpty Dumpty, H or M, Imperials, Jubilee Mixed, Kaiser Jumbles, Lady Fingers Sponge, Leap Year Jumbles, Lemon Biscuit Square, Lemon Cakes, Lemon Wafers, Lemona, Lorna Doon, Lace Cakes, Macaroni Jumbles, Mary Ann, Mandalay, Marshmallow Pecans, Mol. Frt. Cookie, Iced, NBC Honey Cakes, Oatmeal Crackers, Orange Gems, Oreo Biscuit, Penny Assorted, Penic Mixed, Pineapple Rolls, Priscilla Cake, Raisin Cookies, Raisin Gems, See Saw, S. or M., Reverses Ass'd, Rittenhouse Biscuit, Snaparoons, Spiced Cookie, Stated Jumbles, Iced.

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.

Crispette Machine—Complete outfit at bargain. It's a money maker; also two auto trucks 1/2 and 1 1/2 tons. John S. Duffenbaugh, Monmouth, Illinois. 992

For Sale—Plumbing and tin shop equipped with squat shears, cornice brake, light hand machines and \$800 stock, located 2 1/2 miles from Chicago. Address H. T. Mitchell, Lemont, Illinois. 993

Wanted—A harness repair man to open a harness repair shop and shoe shop in Vicksburg, Mich. This village of 1,800 people is well equipped with a harness sales room, but has no harness repair man whatever. Address J. F. Follmer, Vicksburg, Michigan. 994

Grocery Stock For Sale—Old established trade. Good location in growing town of 600. Invoice about \$4,000. Can reduce \$1,000 or \$1,500 in 10 days if desired. Address E. M. F., care Tradesman. 995

For Sale—Latest improved McCaskey Register. Will hold 400 accounts. Very reasonable. Also special printed sales books at a guaranteed saving. Address Embry Sales Book Co., Louisville, Kentucky. 996

Step in old established prosperous store. On account retiring **Tyrolers Emporium**, St. Louis, Michigan, will be for sale after April 10. Small capital will secure this rare opportunity. Investigate. 997

Millinery Store For Sale—Fresh stock. Exclusive sale Gossard corsets. Royal society fancy work, art embroidery. Established trade. Fine location. Enquire G. B. Wright, Eaton Rapids, Mich. 998

Garage For Rent or Sale—Will rent modern garage, town of 2,000; excellent farming community; best location; good trade. Will sell accessory stock. Other business requires our personal attention. Address Kuempel Bros., Guttenberg, Ia. 999

To Trade—Splendid stock and grain farm near Lansing for stock of merchandise. Address Lee Thomas, Wentworth Hotel, Lansing, Michigan. 1

Exchanges of Stocks of merchandise a specialty. H. A. Stauffer, Real Estate & Merchandise Agent, Jackson, Michigan. 2

For Sale—Drug stock, fixtures and real estate in small but prosperous town in best farming and dairying section in Central Michigan. One side line alone paying \$1,000 per year. Best of reasons for selling. A snap for a live druggist. \$3,500 cash, balance easy. Address G., care Tradesman. 3

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

Wanted—To hear from owner of good business for sale. State cash price and particulars. D. F. Bush, Minneapolis, Minnesota. 898

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

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, Battle Creek, Kalamazoo or Grand Rapids. Easy terms on balance. Address O. M. McLaughlin, Nashville, Michigan. 980

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—A good paying drug stock and fixtures of approximately \$3,000 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

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—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—Owing to a dissolution of partnership we offer our \$3,500 stock of hardware in one of the most progressive new railroad towns in the Thumb district. This is an exceptional opportunity. Grimes & Waterman, Peck, Mich. 894

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

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

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

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 shoemaker and repair shop at Dorr, Michigan. Address Dorr Business Men's Association. 971

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—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

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

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. Krusenga, 44-54 Ellsworth Ave., Grand Rapids, Michigan. 870

Merchants Please Take Notice! We have clients of grocery stocks, general stocks, dry goods stocks, hardware stocks, drug stocks. We have on our list also a few good farms to exchange for such stocks. Also city property. If you wish to sell or exchange your business write us. G. R. Business Exchange, 540 Houseman Bldg., Grand Rapids, Mich. 859

Auctioneer: Merchandise and real estate auctioneering is my specialty. Magnus Wanger, 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

POSITION WANTED.

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

MODERN AWNINGS—ALL STYLES




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

GRAND RAPIDS SAFE CO.
Agent for the Celebrated YORK MANGANESE BANK SAFE
Taking an insurance rate of 50c per \$1,000 per year. What is your rate?
Particulars mailed. Safe experts.
TRADESMAN BUILDING GRAND RAPIDS, MICHIGAN

Economic Coupon Books

They save time and expense
They prevent disputes
They put credit transactions on cash basis
Free samples on application



Tradesman Company
Grand Rapids, Mich.

EDUCATIONAL COURSE.

Strong Commendation by Leading Country Merchant.

Alden, April 3—I am much pleased to learn that the Wholesale Dealers Association of your city is planning to inaugurate an Educational Short Course in place of the old time Merchants Week formerly held in June each year for the past several years.

Merchants, like all individuals, differ in tastes and in the choice of their amusements and it has been, no doubt, a matter of some difficulty with the Association to provide amusements in the past that would appeal to and interest all alike, but all live, progressive merchants would surely be equally interested in the educational course you outline.

The up-to-date farmer to-day attends the county farm institutes, which vary in length from two or three days to a week. In these institutes it is his privilege to listen to some of the best farm experts, especially trained in their various subjects who outline practical solutions of his problems for him and inspire him to better methods of farming. Many farmers attend the State Institute Round Ups at Lansing and some avail themselves of the special week course for farmers at the Agricultural College each winter. Through these advantages our farmers are being uplifted and broadened and the scientific, business farmer of to-day is making dollars and prospering, where the farmer of the old regime barely made a living, to say nothing of his betterment in a social way.

What advantages has the country merchant and the merchants in smaller towns to compare with the privileges our farmers enjoy in their particular field? There is practically nothing for them. There are no institutes or short courses for the merchant whereby he may obtain enlightenment on the solution of his many business problems.

It is becoming more and more the custom with large manufacturing corporations like the National Cash Register Co., Heinz Pickle Co., Chicago-Kenosha Hosiery Co. and many others which could be mentioned to maintain schools of instruction for their salesmen in which they are taught the merits of their particular products and instructions given regarding the problems which arise in their sale. Attendance on these short courses is compulsory. I have talked with some of the "boys" after attending these schools and they were regular dynamos of energy and enthusiasm, thoroughly posted on the merits of the articles they were selling and with selling arguments that were almost unanswerable.

I fear that many of us retailers sadly need a drilling along these lines and instructions which will promote better methods of business.

In the proposed Educational Short Course I hope to see instructions given in some of the following affairs of retailing, matters that are of vital interest to every merchant:

1. Advertising. You have in your city, a live wire Advertising Club. Good practical talks from some of its members as how to prepare copy. The use of cuts. The store paper. The value of circulars. The best methods for advertising in the average store. Methods of advertising that "will get the bacon" would be greatly appreciated.

2. Window Trimming. In the retail stores of Grand Rapids are some of the best window trimmers in Michigan. Instructions from some of them as to how to build simple window fixtures and backgrounds. How to select colors which will harmonize in trimming. How to drape fabrics. In general, how to build simple window trims in the average retail store which will be trade com-

elling. Talks along these lines would be of great value to the merchants attending the course.

3. Salesmanship. Good, meaty, practical talks on salesmanship would be beneficial. Especially instructions as to instilling better ideas of salesmanship in our employes and the conversion of order takers into salesmen.

4. Retail Credits. This, no doubt, is the toughest problem in retailing to-day and one on which we all need enlightenment. Talks from some of the members of your Credit Men's Association—men who have made a life study of the subject of credits—I am sure would be eagerly listened to by the merchants attending the course and would result in benefits, mutually beneficial to retailer and wholesaler alike.

5. Fire Insurance. There is a lamentable amount of ignorance among merchants generally regarding the subject of fire insurance. A talk from a well-posted fire insurance specialist would make this important subject more plain.

6. Laws Applied to Retail Business. The retail trade to-day stand in need of a better knowledge of laws applied to the business of retailing in Michigan along the lines of weights and measures, pure food laws, retailing of gasoline, employers' liability laws, sales in bulk laws, trading stamps, etc. An explanation of the laws that most vitally affect retail merchants would be welcomed.

It may be presumptuous on my part to offer these suggestions, but I am simply outlining some of the features I hope to see incorporated in the course.

In conclusion, allow me to state that I frankly believe the Educational Short Course will be a winner and will fill a long felt want with the retailers of Western Michigan. I am confident that the enrollment of merchants in the course next June will be a source of great gratification to your Wholesale Dealers Association.

Charles H. Coy.

Commends the Tradesman's Suggestion.

Plainwell, April 3—I wish to commend the suggestion which you published in the Tradesman of March 1 to the wholesale dealers of Grand Rapids that they conduct an Educational Short Course. I think the time most opportune for interesting merchants in such a campaign, especially the small town merchant, who has very recently found himself thrown almost directly in competition with the big city stores with their modern methods through the medium of good roads, automobiles, interurban electric railways, parcels post, rural free delivery and long distance telephone. The developments of these facilities has made the small town merchant less of a necessity and has been so rapid he has not always kept pace and modernized his own methods to meet the changed conditions. In fact, he has hardly known just where to turn to get the information he desires. Manufacturers who sell direct to the retailer have been very active in working out effective sales plans, trade papers have been publishing volumes along this line and I am to-day in receipt of a blank from the Federal Trade Commission asking for information that will enable it to co-operate in "Healthful activities to strengthen American business." The deductions made from reports received on these blanks are to be the basis for information especially helpful to the small manufacturer, the country store keeper and the retail merchant. If these various interests see a need for this kind of work, why not the jobbers and wholesalers? The effort should be and, no doubt, will be appreciated at its full worth.

A. C. Smith.

New Rules for the Bar.

If President Wilson is successful in jamming the nomination of Brandeis through the Senate Judiciary Committee and the Senate, the New York World, the Boston Post, and the other press supporters of Mr. Brandeis should put forth a new platform of ethics for the bar, somewhat as follows:

Rule 1. The business of a lawyer is to practice his profession from the financial end. Young lawyers should quickly learn to advertise themselves as unpaid attorneys for the people, catch on to every new fad, assail corporations and wealth in general; but be careful never to be elected to anything, assume no responsibilities, or enter into any contest where the votes can be counted.

2. Strive to get the money on both sides of the case. If any objection is raised, take the larger fee, credit the smaller fee against it, and deny that you were ever counsel for the smaller fee; proclaim your right to be "counsel for the situation."

3. Have no politics, no principles, no faith. Be rid of all encumbrances that can interfere with exploiting yourself and landing with both feet in the right place.

4. If you have doubts about the side you are on, don't land on the other side until you see the retainer.

5. Always pose as the attorney for the poor man, but send your bill where it will be most promptly paid. —Wall Street News.

Late Bank Items.

Henry J. Luidens, Cashier of the First State Bank of Holland, has completed twenty-five years with that institution. He started in as Teller and was promoted to the position of Cashier three years ago. When the Bank was organized its volume of business was \$108,000. The figures now exceed \$1,700,000. Mr. Luidens was born on Lincoln's birthday.

Banking Examiner Charles Adams has tendered his resignation to State Banking Commissioner Merrick and left the State's employe April 1 to accept a position with the Union Trust Co., of Detroit. Examiner Adams has been with the State Banking Commission for nine years and was regarded as one of the most competent men in the department.

The stockholders of the Wayne County and Home Savings Bank of Detroit have approved the recommendation of the board of directors that the capital stock be increased from \$2,500,000 to \$3,000,000. The new stock is to be offered to the present stockholders pro rata at \$250 per share.

A new bank has been opened at Sidney, which is to be known as the Bank of Sidney. It is under the management of Slocum, Ely & Hudson, which has been doing business under that name for the past eight years. They have a number of banks throughout the State. Wm. Lavery, of Sheridan, is installed as the Cashier.

New Fig Product Coming.

Charles Teague, who has been prominently identified with the dried fruit industry of California for many years and who is the proprietor of a

large fig acreage near Fresno, has been granted a patent on a confection, consisting of figs and ginger. The process of combining the figs and ginger takes place during the drying of the figs, but it is possible to impart the ginger flavor later in syrup of ginger or extract of ginger. Mr. Teague has interested capital in the matter, and a corporation will be organized in the near future for the purpose of packing the product and placing it on the market.

Sees Hope in Defeat of Ellis.

Kalamazoo, April 4—I have read with much interest your editorial in regard to the communication from Mr. Crosby.

Many people seem to think that Mr. Winship and the insurance "combine" had much to do with the framing of the objectionable insurance law. The insurance monopoly is a powerful organization. If the people will study this objectionable law, there can be no doubt, in my opinion, but what they will readily see the necessity for its correction at the hands of our next Legislature. Any person who helps to correct this great wrong will be doing a great service to the citizens of this State. I wish to take this opportunity of congratulating the citizens of Grand Rapids upon defeating Mayor Ellis. I am inclined to think they must realize to some extent, the opposition he has been rendering to those that have this matter at heart. I hope the day is not far off when such men will not be allowed to hold a public office.

James B. Balch, Mayor.

Fruitport—The Muskegon Brick & Tile Co. has been incorporated with an authorized capital stock of \$10,000, of which \$6,000 has been subscribed and \$2,000 paid in in cash. The stockholders are Frank E. Handershaden, of Holton, and Wm. T. Buck and John Mullen, of Muskegon, each of whom holds \$2,000 stock.

Stranger: "I want to buy a good farm." Agent: "You've come to the right place, sir. What's your business?" Stranger: "I'm a farmer." Agent: "Oh! I have no good farms for farmers. I thought you were a city chap!"

Carlson & Butcher have engaged in the grocery business at Muskegon Heights. The National Grocer Co. furnished the stock.

P. Dole succeeds John Krueger in the grocery business at 1413 North Coit avenue.

Claire Lewis purchased the Celrite store located at 432 South Division avenue.

Resignation may be a good cause for adversity.

BUSINESS CHANCES.

Barbers Attention—I have an old established two chair shop. A bargain for quick sale. Address Box 32, Laingsburg, Michigan. 4

Having combined two undertaking business establishments in a good town of 1,500, we are offering these for sale at a reasonable price. Also new telephone exchange in good territory, 300 phones, metallic system throughout. Will show 20 per cent on investment. Soper & Miller, Marlette, Michigan. 5

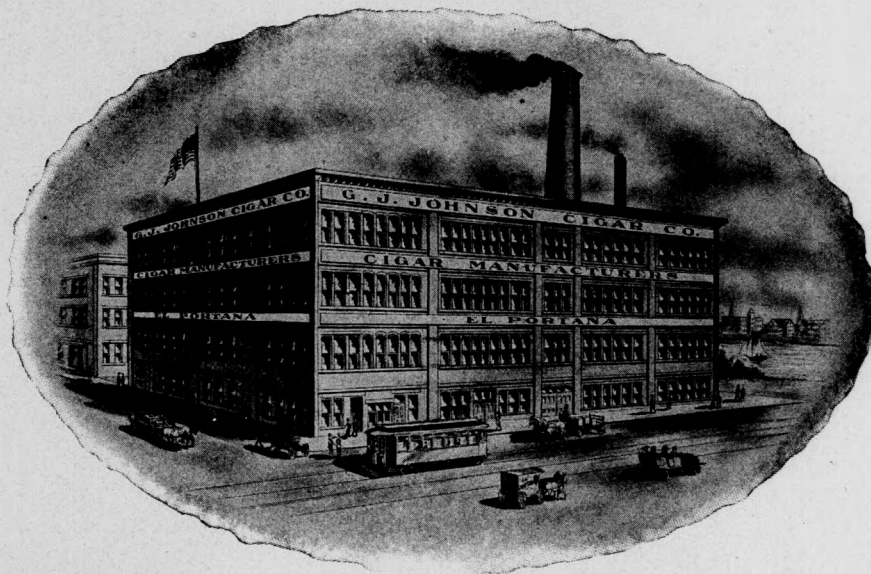
Bakery Outfit For Sale—In use less than one year. One No. 9 German-American oven in outfit, etc. Store and shop fixtures complete. Very cheap if taken soon. For particulars and price write Model Bakery, Montpelier, Ohio. 6

For Sale—Furniture and fixtures of Hotel Diamond, Thompsonville, Michigan. Reasonable rent for building. C. H. Diamond, Thompsonville, Michigan. 7

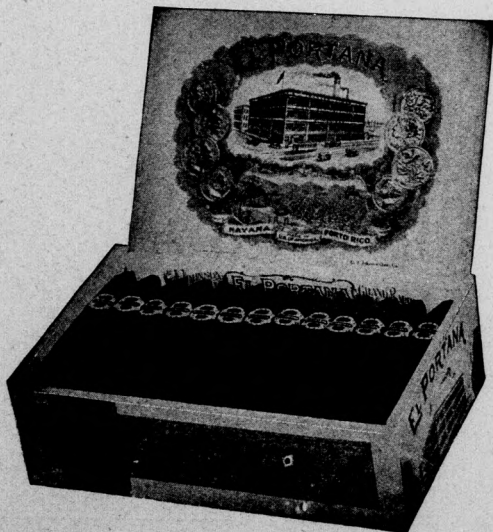
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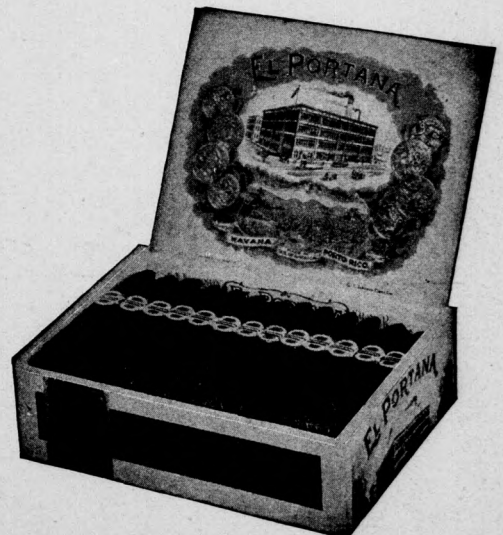


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Eight Sizes

**G. J. Johnson
Cigar Co.**

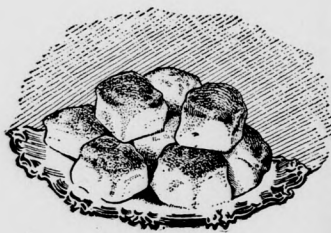
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