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Piper's Pure Ice Cream

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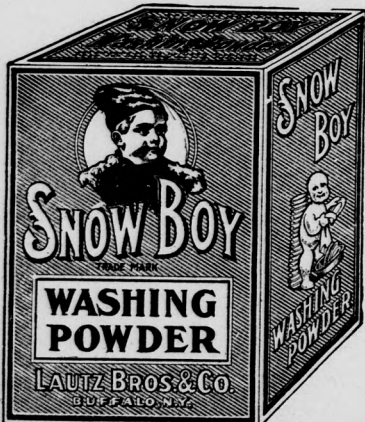
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Ask Your Jobber's Salesman

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

Lautz Bros. & Co.

MICHIGAN TRADESMAN

Thirty-Third Year

GRAND RAPIDS, WEDNESDAY, APRIL 12, 1916

Number 1699

SPECIAL FEATURES.

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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. for old; 75c per doz. bunches for new.

Butter—The market is active, with very light receipts. Prices are unchanged throughout. The consumptive demand is absorbing everything on arrival, and the general situation is very firm. The only relief which can come is an increase in the make, which is not likely for two or three weeks. 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. for old; 75c per doz. bunches for new.

Celery—California, 75c for Jumbo and 90c for Extra Jumbo; Florida \$2.50 per case of either 4 or 6 doz.; \$2.25 per case of 8 doz.

Cocoanuts—\$6.50 per sack containing 100.

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

Eggs—The market is firm at an advance of ½c. There is a good consumptive demand and receipts continue below average for the season. The quality is very good and the market is healthy. Holders are beginning to store eggs, but not in very large quantities because of the light receipts. Local dealers are paying 19c, cases included. This is about 10 per cent. above last year's prices.

Egg Plant—\$2 per dozen.
Fresh Pork—11½c for hogs up to 200 lbs.; larger hogs, 11c.

Grape Fruit—Florida is steady at \$3 @4 per box.

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

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

Lemons—California, \$3.50 per box for choice, \$3.75 for fancy.

Lettuce—12c 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.

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 \$2.75 per 6 basket crate.

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

Potatoes—The market is unchanged from a week ago. 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 20c and geese at 18c. 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 Illinois.

Tomatoes—\$3.50@3.75 for 6 basket crate, Florida stock.

Turnips—60c per bu.
Veal—Jobbers pay 12c for No. 1 and 10c for No. 2.

Good Suggestion for Retail Dry Goods Dealers.

The retail dry goods dealers in Chicago are now sending out with every package a little slip reading as follows:

"Owing to the dye situation we are unable to guarantee durability of color in our wash fabrics. We would urge that the utmost care be exercised in laundering."

In view of the unsettled condition which prevails to-day in the dyed goods trade, it would seem to be an opportune time for dealers who have old goods which they can guarantee fast colors to move them. Age and pattern will cut little figure where the dealer is able to guarantee the colors to be fast.

M. A. Swanson has engaged in the grocery business at Tustin. The Worden Grocer Company furnished the stock.

Fred E. Wareham, dealer in dry goods and shoes at Arcadia, will add a grocery stock. The Judson Grocer Company furnishes the stock.

Manufacturing Matters.

Detroit—The Detroit Architectural Iron Works Company has changed its name to Detroit Architectural Iron Works.

Detroit—The Portable Camp Co. has been incorporated with an authorized capitalization of \$2,000, of which amount \$1,030 has been subscribed and paid in in cash.

North Star—The North Star Tile Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,900 has been subscribed and paid in in cash.

Detroit—The Direct Furniture Co. has been incorporated with an authorized capital stock of \$5,000, of which amount \$3,000 has been subscribed and paid in in cash.

Flint—The Greissell Bread Co. has purchased the controlling interest in the Pope Baking Co. of Detroit and will conduct both plants under the same management.

Mass—The Mass Creamery Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,050 has been subscribed and \$4,700 paid in in cash.

Detroit—The Stewart New Method Shoe Co. has been organized with an authorized capitalization of \$10,000, all of which has been subscribed, \$1,000 paid in in cash and \$2,000 paid in in property.

Detroit—The Wayne Auto Top Co. has engaged in business with an authorized capitalization of \$15,000, of which amount \$10,500 has been subscribed, \$1,500 paid in in cash and \$9,000 paid in in property.

St. Joseph—The Anti-Friction Lubricant Co. of St. Joseph has been incorporated with an authorized capital stock of \$20,000, of which amount \$10,000 has been subscribed and \$2,000 paid in in cash.

Detroit—The Repeater Ice Cream Cone Co. has engaged in business with an authorized capital stock of \$2,000, of which amount \$1,000 has been subscribed, \$400 paid in in cash and \$210 paid in in property.

Detroit—The Johnson & Walters Manufacturing Co. has engaged in business to manufacture metal stamped goods, automobile locks and general hardware, with an authorized capitalization of \$8,000, of which amount \$4,000 has been subscribed and paid in in cash.

Detroit—The Steel Treating Equipment Co. has engaged in business to manufacture hardening room equipment and compounds for carburizing steel, with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$3,600 paid in in cash.

Detroit—With liabilities amounting to \$13,898.45, \$127 of which is secured, the Revere Cigar Co., of which Russell C. Pierce is President, and which has been

operating a factory in this city for the past six months, has filed a petition in bankruptcy. The stated assets of the company, \$11,447.58 of which is in outstanding debts, amount to \$21,314.59, and includes stock and machinery.

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, April 12—Creamery butter, extras, 36@36½c; first, 34@34½c; common, 32@33c; dairy, common to choice 25@32c; poor 20@24c.

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

Eggs—Choice, new laid, 22c; fancy, 23@25c.

Poultry (live)—Chicks per lb. 18@20c; cox, 12@13c; fowls, 18@21c, ducks, 18@20c.

Poultry (dressed)—Chicks, 18@21c; fowls, 18@20c.

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.

Just what is to be done in the matter of Hillsdale's tie for mayor—between L. A. Goodrich and A. T. Lincoln—no one seems to have decided. The city charter says that in a case of the kind it is up to the Council to draw lots but some of the Democrats declare this provision to be unconstitutional. Mr. Goodrich says that he supposes it to be up to the Council to act. Mr. Lincoln says that he is in the hand of his friends, but that he does not like to have the decision left to a gamble and he hopes that his friends will demand a recount. Mr. Lincoln, who, for years, was a traveling man and prominent in U. C. T., says: "If this election has been run according to Hoyle and the third ward polls opened on time, there would have been no doubt of the outcome. A number of my friends, traveling men, had to leave on the morning trains and as the polls were late in opening it cost me at least half a score of votes."

Cedar Springs Clipper: Herbert Baker, of Grand Rapids, one of the very oldest salesmen on the road representing the popular firm, the Worden Grocer Company, was 71 years old March 29, and when he returned from the North on Thursday evening, Jack Hart, of the Central Hotel, with friends tendered him a right royal surprise with refreshments and on Friday evening Mr. and Mrs. Hart attended a great big birthday party at the Baker home. "Hub" is one of the most popular men in the State, as he is the only one of his kind. Every hotel dining room girl from Grand Rapids to Mackinaw calls him "Hubbie."

Earl D. Little has engaged in the confectionery business at 716 Division avenue, South. The National Grocer Co. furnished the stock.

John Sadowski has opened a grocery store at 601 Emerald avenue. The stock was furnished by the National Grocer Co.

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, April 10—Learn one thing each week about Detroit: This city stands first in more than twenty of the great industries of the world—soda ash, alkali, adding machines, paints, varnishes, overalls, gas engines, electric and hot air furnaces, aluminum and malleable castings, twist drills, disinfectants, metal beds, wire cloth, seeds, sheet music, lubricators and stoves.

W. O. Albig, of the Albig department store, Adrian, was a Detroit business visitor last week.

Ray T. Garvey and Arthur C. Banwell have opened a men's clothing and furnishing store at 38 Michigan avenue under the style of the Banwell-Garvey Co.

Theodore Belanger, for a number of years in the drug business at 3203 Jefferson avenue, West, has disposed of his business to Claude Randall, formerly with Farrand, William & Clark, and has retired permanently from business. According to present plans, he will take a trip through the South for a much-needed and well-earned rest.

The Detroit News facetiously spells William Alden Smith's middle name All-done.

Sol Beaver, of Sandusky, was in Detroit last week when he purchased a stock of men's furnishing goods for his new store. Mr. Beaver has conducted a tailoring establishment in Sandusky for a number of years and the addition of the furnishing goods stock is a new departure for him.

The new hotel at Grayling is to be called the Schoppenagon. The main objection to be found with that name is the amount of valuable time lost in telling the bus driver to take you there.

William Klepaczyk, one of Detroit's pioneer dry goods merchants, located at 863 Rivard street, has blossomed out with a new high powered automobile.

A copy of the so-called "official U. C. T. railway guide for six states" has been received by the writer. The front cover prominently displays the emblem of the order with the information printed as follows: "Published under the direction of the United Commercial Travelers." This will, if true, prove surprising information to the many members of the order, as well as those who are as yet uninitiated into the mysteries of real commercial men's fraternalism, it being the supposition that the organization was confined solely to the benefits advertised—the only traveling men's fraternal insurance organization in the world. If the U. C. T. has departed from its regular routine why not operate a few bus lines "under its direction?" Candidly speaking, the new guide is not looked upon with favor by the traveling men of this State who have long since discovered that it takes more than the art of salesmanship to make a successful publisher. At least two councils in this State have found this out to the depletion of their finances. In this State we are well supplied with guides. One in particular is published by a man who has devoted the best years of his life to the work and, owing to reverses of the past, finds at best but a fair living in return for his labor. Why should the U. C. T. of another State come into Michigan and take the bread from this man's mouth? It is well known that the traveling man receives higher remuneration than men of any other profession and it seems as though the members of a traveling men's organization should be able to support it without having to resort to competition with other professions. Let the traveler travel, the publisher publish and the U. C. T. continue its grand work of providing for the widows and orphans of deceased members, working for progressive legislation and providing accident insurance for members.

The Kraft Drug Co. has opened a drug store at the corner of Crane and Canfield avenues. Mr. Kraft comes to this city from Port Huron.

Referring to the halftone reproduc-

tion of Hub Baker in last week's issue of the Tradesman, we rise to remark that the photographer deserves much praise for his skill in making Hub appear as he should appear and would have but for nature's negligence.

William B. Selewski, formerly with the Columbus Pharmacy, of this city, has purchased the drug store of Dr. C. E. Viertel, corner of Forest avenue and Chene street, and taken possession.

Joseph Reide, of Weickgenant & Reide, Hastings, was in Detroit this week. The firm suffered a disastrous fire last week and, pending a settlement with the insurance companies, Mr. Reide is undecided as to the future course of the firm. Jacob Weickgenant, the other member of the firm, conducts a large department store in Battle Creek.

R. J. Goldie, former works manager of the Timken-Detroit Axle Co., was tendered a dinner by the department heads of the organization last week, previous to his leaving for Cleveland where he has accepted a similar position with the Columbia Axle Co.

H. Pautke, for a number of years with J. Breitmeyer & Sons, florists, has engaged in the business for himself. He held his opening in the recently completed store at Kercheval and Fairview avenues, on April 10.

At the meeting of Detroit Council U. C. T. to be held Saturday night a large crowd is looked for in anticipation of a visit from Frank S. Ganiard, Supreme Counselor; W. S. Lawton, Grand Counselor and other Grand Lodge dignitaries. Cards sent out announce a general good time and the serving of a lunch at the close of the meeting.

Under circumstances over which we cannot control ourselves we shall be on hand at the "close" of the meeting.

John R. Wood, Michigan's pioneer railway guidist, fervently flayed the powers that were responsible for foisting the present illegal time on the public as well as those whose apathy are mainly responsible for its retention. It is not the present incumbents in office who are to blame, however, it is the drowsiness of the voters at election time who are responsible. Then too the Board of Commerce are busily engaged in banqueting and listening to noted orators orate. Even at that we have the best city in the world.

E. E. Swaidner, dry goods merchant of Hamilton, Ind., was in Detroit on a business trip last week.

The news of the promotion of Carl Hauser to manager of the Bay City office of the National Cash Register Co. will be received by his hosts of friends in this city with mingled feelings of pleasure and regret—pleasure to hear of his advancement, regret to hear he is to leave the city. Few traveling salesmen have the faculty of making and retaining friends as has Mr. Hauser and to these friends the notice of his promotion was inevitable. He is a member of the United Commercial Travelers having joined Traverse City Council several years ago. S. E. Leland the present manager of the Bay City branch office and who Mr. Hauser succeeds, has been transferred to the Fort Wayne office. The territory embraced by the Bay City office includes Saginaw and the territory north.

When a condemned murderer advises the world how to live the newspapers devote columns of space to the story. When a man who has always lived a clean, useful life is about to die the newspapers continue publishing war news and when he has passed beyond—half inch obituary notice at the regular rate.

At the installation of officers of the Detroit lodge of Elks held in the Temple last week among those who were installed in the various offices were four traveling men all prominent members of Cadillac council, U. C. T. Those who were thus honored were: Joseph Miller, A. L. Schuffert, M. G. Howarn and John E. Boherty. The offices were among the highest in the gift of the Elks Lodge.

James Burns, well-known hotel man, together with Henry Guthard and others

has taken over the lease of the St. Clair hotel and will conduct it along the same lines that has made it one of the best hotels of its kind in the State. Mr. Burns will retain his interest in the Burns Hotel.

Bill Hawker's picture appears in the recent issue of the Pere Marquette Service, distributed gratuitously on the trains. Bill, as several hundred thousand traveling men are aware is one of the prides of that railroad organization's heart and one of the world's oldest conductors in point of continuous service—anyway father's grandfather who was a traveling man said Bill was conductor when he started on the road. Bill has another distinction that we won't mention at this time further than to say, homely as we are we will never again be ashamed to have our picture published, of course we would much prefer to have it placed alongside William Hawker's. It would indeed make a handsome man of us.

A. Cochrane, of Almont, was a business visitor in Detroit last week.

Prohibition still prevails in Russia. Likewise the thirst.

B. Phillips, proprietor of markets at 1251 Gratiot avenue and 710 Trumbull avenue, has purchased the Dobkin meat market, at 823 Kercheval avenue, and will be conducted under the style of the Justice market.

Henry A. Voigt, for many years a butcher at St. Aubin avenue and Fort street, died at his home, 153 St. Aubin avenue, April 3. Mr. Voigt was born in this city August 22, 1862, and had been in the butcher business since early youth. He also achieved fame as a bowler. Surviving are a brother and three sisters.

A cablegram announcing the wounding in battle, of Stanley Creagh, was received last Sunday by his mother in this city. The family are anxiously awaiting further news as to his condition. The message stated that he is in a French hospital. Before leaving to enlist in the second Canadian contingent, Stanley Creagh was employed by Burnham, Stoepel & Co. He has been on the fighting front, either in Belgium or France, for over a year and the injury, a gunshot wound in the shoulder, was the first mishap that had befallen him. He has many friends in this city who hope that he meets with speedy and permanent recovery and returns from the front unscathed from further injuries.

M. Commer has opened a tailoring establishment at 2641 Jefferson avenue, East.

Mr. Collins, of Preston & Collins, and Mr. Bolton, of Bolton & Bell, Fostoria merchants, were business visitors in Detroit last week.

We are not strong for speed, but we do hope that spring overtakes the end of the last ton of coal.

Fred Smith, former Detroit, now making his headquarters in Toledo, while on his Western trip met with an accident, slipping on the pavement in Davenport, Iowa, rupturing a blood vessel in his leg, which necessitated his returning home for treatment. Mr. Smith represents the Switzer Candy Co., of St. Louis, Mo., and is a member of Detroit Council.

Leonard Seltzer, druggist at 32 Adams avenue, is again able to be about and attend his duties in the store, following an accident which compelled him to remain away from his business for nearly four weeks. He sent a boy on an errand and remembered after he had left that he had forgotten a small package. In the resultant dash to overtake him, he slipped and fell. Mr. Seltzer's friends are pleased to see him back at his work again with the same old time smile.

Pritchell Carver, formerly with Farrand, Williams & Clark, has resigned to engage in the real estate business.

J. F. Hartz, of the Williams Bros. Co., has returned from a trip to Florida.

If the United Commercial Travelers wish to sponsor something worth while, why not recommend the Michigan Tradesman, the greatest friend the trav-

eling salesmen have in the form of a publication?

With politics beginning to show considerable signs of life, will some one please page Mister Chester Brubaker, of Mears, Michigan, U. S. A.

Sloan Brothers, formerly engaged in the baking business on the West side, have purchased the bakery of Schwartz Brothers, 858 Kercheval avenue.

E. C. Brevitz, the newly-elected Senior Counselor of Detroit, Council, is making strenuous efforts to revive interest among the members. At the next meeting, a pleasing programme has been arranged for and a series of straight arm talks from the young presiding officer will be given. The meeting will be held Saturday night, April 15, and, as previously mentioned, will be attended by leading dignitaries of the order.

F. O. Northey, better known as "Doc" wound up his eighth year as representative of the biological department of Parke, Davis & Co. last week. He promptly, without ostentation, started the beginning of another eight years and, as we received the information, there are many druggists and physicians who are glad of it.

Edward Nelson, for several years with the Busy Big Store, Ludington, has accepted a position with Edson, Moore & Co. and has assumed his duties with that firm.

If Villa was a submarine instead of a Mexican he would be chased with notes, instead of by blood thirsty U. S. soldiers.

J. A. Stewart, druggist in the Passadena Apartments, built for himself an enviable reputation as a bowler. In fact, he was considered the bon ton of the druggists' league of bowlers. At the city tournament, held a few days ago, great faith was placed in his ability to place the league high up in the citadel of fame. Confidentially, it has been rumored that some of his colleagues had quietly backed their convictions with some hard earned prescription money. To make a short story of this lamentable affair, Mr. Stewart's friends lost their faith in his bowling ability, as well as their hard earned soda money. Some diagnosed it as merely an attack of "buck fever."

Mr. Ranks, of Ranks & Wolf, Fostoria, was in Detroit last week in the interest of the company's general store.

As the time draws nearer to the date of the U. C. T. convention to be held in Traverse City, it begins to look as though A. W. Stevenson, of Muskegon, will have strenuous opposition for election to the office of Grand Sentinel. Aside from the fact that Muskegon deserves representation in the Grand Council, few are better fitted to assume the duties incumbent on a grand officer than Mr. Stevenson. It is hoped that his ability and past record will be recognized by the delegates in session.

Said Theodore Roosevelt to Teddy—It's a long time between jobs.

James M. Goldstein.

Gabby Gleanings From Grand Rapids.

Grand Rapids, April 10—If any of this stuff gets by the editor of the Tradesman, I wish to announce that my efforts in this respect will differ slightly from Irving Cobb and King Lardner, insofar as they can write and I cannot. However, if the boys will mail items to E. R. Haight, Box 342, Grand Rapids, or call 7458 Citizens phone, it is possible that this column can be made readable.

H. A. Markwell, who has been making Michigan for the past year for Orator F. Woodward, has been transferred to West Virginia and E. G. Hamel will cover the entire territory. We imagine Mr. Hamel will be a busy man from now on, as he shows symptoms of becoming a benedict in the near future.

Will Bosman, we understand, is not taking so much interest in baseball this year as last, due to the fact that at the opening game last years Mrs. Bosman asked Will, "When does the umpire bat?"

In a recent issue of a hotel men's

magazine there appeared an article under the caption, "Who Pays?" criticizing the traveling man for withholding tips for the benefit of a certain "Widows and orphans' fund," the feature of a certain travelers organization, and making the suggestion that the travelers deny themselves one cigar a day and leave the tip that is due the waiter—otherwise, the waiter pays the W. and O. fund. We have a better suggestion than that, which is that the hotel man pay the salary of the waiter, eliminating the necessity of the present traveler doing so through tipping, and leaving a small balance for the widows and orphans of the traveler who has gone on before us and who gave the hotel man his support while among us. As a further suggestion, we urge the hotel man to think it over.

The Midnight Club met last Saturday evening at the home of Mr. and Mrs. John Olney, on Sherman street, who won the hearts of all present by serving them a 6 o'clock dinner fit for a king. The remainder of the evening was spent playing 500. The ladies' first honor was won by Mrs. J. A. Burr. The gentlemen's first honor was won by A. T. Heinzelman. Consolation prizes were awarded Mrs. Harry Hydorn and Harry L. Wood, Jr. All present decided that such a pleasant time was enjoyed that they would meet at John's every Saturday night hereafter, with the exception of Saturday night, May 13, when we will meet with Pete and Gertie.

Joseph E. Page, who has conducted a hardware store at Alma for some years, has sold out to H. B. Hough, of Ashtabula, Ohio, who will continue the business. We welcome you, Mr. Hough, and our very best wishes are with you.

Peter Ostema has purchased a seven passenger Case auto. There must be money in peddling prunes.

B. H. Segar, who has been in the employ of Foster, Stevens & Co.'s

retail hardware department, has bought the Cobb Hardware stock, at Baldwin, and will continue the business on the same high standard. Our best wishes go with Mr. Segar.

We are glad to announce that the Wright House, at Alma, has installed hot and cold running water in every room. Business is reported good at the Wright House and the management is giving the boys the right kind of treatment.

Between the painting of screen doors and starting work on his new gargage, Mr. Perkins could not find time to furnish items for this column. "Perkie" says his new seven passenger Studebaker will be home in the next ten days and all the boys are invited.

Martin Welch, of the Hotel Republic, at Bay City, has a new Oakland six cylinder which he says he purchased expressly for his Grand Rapids friends.

There are a limited number of Oakland shares still available. Get busy, boys, as the time is getting short and the committee say they need the money.

Thieves attempted to burglarize the W. Klingensmith store, at Orangeville, last Monday night. Mr. Klingensmith was notified by nearby neighbors that they saw flashlights about the store. He investigated and, with the help of his son, caught the guilty party and landed him in the Hastings jail. Pretty fair work, John. Grand Rapids, Detroit and Chicago police departments, please take notice.

Will Sawyer (Worden Grocer Company) was seen last Saturday on South Division road, about eight miles out, lying on his back gazing starward. We could not tell what was up (or, rather, down), but after getting close we heard Will's melodious voice singing that beautiful song, "Get Out and Get Under." It developed that the gas tank leaked more gas than the engine was using and, aside from being out of gas, he had

a nice car; also a nice walk home.

H. H. Godfrey, of the Brown & Sehler Co., is entertaining his father, Wm. Godfrey, of Jackson.

We are glad to report Mrs. R. J. Ellwanger very much improved. Mrs. Ellwanger's indisposition was a throat affection.

E. F. Wykkel was in Toledo on Friday and Saturday of last week on business.

George McConnell, who sells underground novelties, is back on the job after having been laid up for three weeks threatened with pneumonia.

Don't forget the Bagman annual meeting April 22, at which time there will be the election of officers for the coming year and also the initiation of candidates. The social feature will consist of a banquet and theater party. Details will be published in the next issue of the Tradesman. The Guild is installing steel (steal) lockers for their equipment.

Boys, there is one thing which we should not look upon lightly and that is our support—both moral and financial—to the approaching leap year dancing party April 29 given by the ladies. The tickets, which include the dance and elaborate refreshments, are one dollar. The ladies have made the U. C. T. dances a success. Now let the men reciprocate and settle an obligation.

It is hard to tell whether Harry Hydorn is collecting tickets or picking pockets when he boards a train, but his little pastime is selling stock in the Oakland car for May 15, and if every one of us had been as busy as Harry we would sell another car.

It was our good fortune to be entertained at dinner at the Hotel Mertens Saturday evening, at which time we were agreeably surprised to find the predominating spirit of "Make yourself at home" so strong. We understand there have been added re-

cently eighty rooms and eighty more could be used, as five nights a week this hotel is full. It was a pleasure to meet the genial host, Mr. Luce, who says he is strong for the man away from home. If that is the way he feels, we are for him.

William Eppley, and his clerk, John Langdon, of the Dyckman, at Paw Paw, were Grand Rapids visitors this week. During the fishing season Mr. Langdon keeps the Dyckman well supplied with fresh fish from the nearby lakes, while his neighbor fishermen eat bacon.

Grand Counselor, W. S. Lawton and District Deputy A. T. Lincoln attended the meeting of Kalamazoo Council Saturday night. Mr. Lawton reports that the Kalamazoo boys are to travel to the convention at Traverse City in automobiles; also that the ball team representing Kalamazoo is being whipped into condition and the auto trip to Traverse City will throw them out of their stride, so that Grand Rapids will again sport the cup. Mr. Lawton and Grand Secretary Heuman will attend a banquet and the initiation of the candidates at Hillsdale next Saturday at 6 o'clock.

Primarily, we want this to come to the attention of the transportation committee, but there should be individual effort manifest too, and upon every occasion complaint registered to the proper official upon the manner in which passengers are discharged and received on the Grand Trunk depot in this city; that being through the one open door, instead of having two doors open and doing the work quickly and not compelling passengers who wish to board trains to stand in the rain and other inclement weather until passengers are discharged.

From Detroit April 3 comes the startling assertion, "Cadillac Council leads Grand Rapids by a _____?" Since when did Cadillac pass the 542 mark?
E. R. Haight.

ROYAL BAKING POWDER

ABSOLUTELY—PURE

Everybody knows that all the grocers in the world, taken together, sell more ROYAL BAKING POWDER than any other kind. This proves that ANY grocer can do the same thing.

ROYAL BAKING POWDER properly displayed and recommended to your customers will pay you more and surer profit than any other brand you can handle.

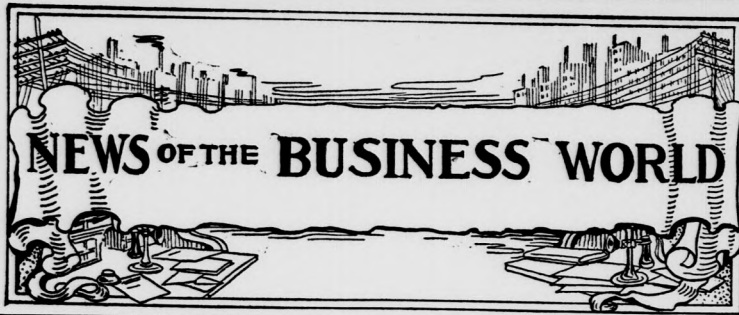
Contains No Alum Nor Phosphate



ROYAL BAKING POWDER CO.

NEW YORK





Movements of Merchants.

Speaker—Lord Bros. succeed Earl Elston in general trade.

Newago—Claude E. Rudy succeeds A. E. Sims in general trade.

Shepherd—T. A. Lockwood, of Sears, has engaged in general trade here.

Perry—A. D. Barnes has opened a restaurant and confectionery store.

Traverse City—Miss Karin Ahlberg has opened a millinery store at 441 State street.

North Star—James King & Son succeed L. M. Hicks & Co. in general trade.

St. Johns—C. J. Weller, of Ionia, has opened a music store in the Clinton block.

Bloomington—H. W. North has opened a jewelry store in the Rowan building.

Menominee—The Stocklin Drug Co. has increased its capital stock from \$10,000 to \$20,000.

Cheboygan—Mrs. Andrew Morrow has engaged in the millinery business on West State street.

Kalamazoo—The Liberal Credit Clothing Co. has engaged in business at 305-307 North Burdick street.

Eagle—John Dravenstatt, of Grand Ledge, has taken over the hotel and will continue the business.

Battle Creek—Timothy Woodruff will open a feed and grain store on Stringham avenue about April 15.

Detroit—The Detroit Accessories Corporation has increased its capitalization from \$5,000 to \$25,000.

Detroit—The Commercial Electric Supply Co. has increased its capital stock from \$40,000 to \$100,000.

Lansing—The Dancer-Brogan Co., dealer in dry goods, has increased its capital stock from \$50,000 to \$100,000.

Caro—D. M. Graham, grocer, has purchased the Ross block and will continue to occupy one of the stores with his stock.

Saugatuck—Alex Campbell has sold his meat stock and fixtures to Ward Reid, of Douglas, who has taken possession.

Howard City—The Grand Union Tea Co. has opened a branch store here under the management of Richard K. Perkins.

Fremont—Alfred Kingsford, Jr., has sold his stock of sporting goods to Frank Hart, Jr., who will continue the business.

Cedar Springs—Miss O. R. Farrar, recently of Lakeview, has purchased the C. H. Hopkins grocery stock and taken possession.

Elk Rapids—Lloyd Crisp has leased the Johnson store building and will occupy it with a stock of groceries about May 1.

Harbor Springs—Beese & Porter, dry goods dealers at Petoskey, will open a branch store in the Clarke building about May 1.

Alma—J. E. Page has sold his store building and hardware stock to H. B. Hough, of Ashtabula, Ohio, who has taken possession.

Willis—Arthur Roberts has sold his stock of shoes, hardware and general merchandise to James Bunton, who has taken possession.

Arcadia—George W. Hull has purchased the stock and fixtures of the Arcadia Co-Operative Co. and will continue the business.

Empire—Charles King has sold his drug stock to Nessen Bros., who will continue the business in connection with their general store.

Muskegon Heights—Bouwman & Devette have opened a furniture, wall paper and paint store in the Steele building on Peck street.

Athens—Fire destroyed the store building and general merchandise stock of Brandt & Son, entailing a loss of about \$14,000.

Hemlock—Thieves entered the Pretzer & Fuller general store April 6 and carried away several hundred dollars worth of stock.

Dryden—J. H. Thomas has purchased two store rooms in the Muir block, which he will occupy with a stock of wall paper and bazaar goods.

Battle Creek—John Godfrey has leased a store room in the I. L. Stone block and will occupy it May 1 with a stock of jewelry and silverware.

Kalamazoo—Alexander Velleman, local merchant, has purchased the Gray & Atkins Dry Goods Co. bankrupt stock and will consolidate it with his own.

Battle Creek—The Newark Shoe Co. has added to its chain by opening a branch at 18½ West Main street under the management of C. A. Hall.

Battle Creek—D. J. Powers has sold his interest in the Powers Seed Co. stock to C. B. Powers, who will continue the business under the same style.

Kalamazoo—John F. Muffley, shoe dealer on South Burdick street, has purchased the Charles R. Snyder shoe stock and will consolidate it with his own.

Kalamazoo—J. M. Lucasse, grocer at 820 South West street, has sold his stock to Slager Bros., who will continue the business at the same location.

Muskegon Heights—C. R. Carlson, who is erecting a store building at the corner of Peck street and Summitt avenue, has formed a copartnership with George K. Butcher under the style of Carlson & Butcher. They will occupy the new store building with a stock of groceries April 15.

Saginaw—P. M. Lawrence and Max Karol have formed a copartnership and engaged in business at 110 North Franklin street under the style of the Saginaw Woolen Co.

Hastings—William Grigsby has sold a half interest in his shoe stock to Ernest Edmonds and the business will be continued under the style of Grigsby & Edmonds.

Trenary—Jacob Stein has sold his interest in the E. W. Hews & Co. stock of general merchandise to his partners, who will continue the business under the same style.

Three Rivers—Barton & Dobbin, grocers, have dissolved partnership and the business will be continued by W. W. Barton, who has taken over the interest of his partner.

Detroit—The Wolverine Rubber Sundries Co. has engaged in business with an authorized capital stock of \$5,000, all of which has been subscribed and \$3,500 paid in in cash.

Jackson—Thomas J. Maher has purchased the store building, music and musical instrument stock of Maher Bros. and will continue the business under the same style.

Bangor—Joseph Getz, dealer in general merchandise, has purchased the Harry W. Wiedenhoft bankrupt stock of general merchandise, at Stanton, and will consolidate it with his own.

Alma—R. H. Brown has purchased the interest of his partner, A. Hunter, in the plumbing and heating business of Hunter & Brown and will continue the business under his own name.

Detroit—The Le Fevre-Siess Co. has engaged in the wholesale and retail shoe business with an authorized capital stock of \$3,000, of which amount \$1,500 has been subscribed and paid in in cash.

Dowagiac—C. E. Baughman is closing out the grocery stock and store fixtures, owned by Kidd, Dater & Price, wholesale grocers of Benton Harbor, which he has managed for several years.

Detroit—The U. S. Auto Supply Stores Co. has been incorporated with an authorized capitalization of \$50,000, of which amount \$26,000 has been subscribed and paid in in property.

Provemont—Roy E. Demars, druggist and postmaster, is now in the Leelanau county jail awaiting action of the next Federal grand jury. He is alleged to have embezzled \$489.51 of postoffice funds.

Cadillac—Snider & Fair, wholesale fruit, vegetable and oyster dealers, have dissolved partnership and the business will be continued by John C. Fair, who has taken over the interest of E. G. Snider.

Metamora—Miller Bros., who conduct a general store at Farmers Creek, have dissolved partnership and the business will be continued by William Miller, who has taken over the interest of his brother.

Grand Ledge—Ude Blakeslee and Verne Royston have formed a copartnership and purchased the Walter Rossman grocery stock and will continue the business under the style of Blakeslee & Royston.

Benton Harbor—The Benton Harbor Utilities Co. has been organized to deal in machinery, household utensils, etc., with an authorized

capitalization of \$10,000, all of which has been subscribed and \$1,250 paid in in cash and \$8,750 paid in property.

St. Joseph—Frank Deitch has purchased the plant of the Denton Manufacturing Co., which recently went into bankruptcy, and will manufacture furniture novelties under the management of Herbert Denton.

Corunna—W. J. Simeon, of Nashville, has purchased the undertaking stocks of Jennings & Son and Clark W. Shipman and will consolidate them and continue the business under the style of W. J. Simeon & Son.

North Branch—Fire destroyed the J. T. Stock bakery and grocery store, Henry Uhlinger harness stock and the millinery store and stock of Mrs. Kate Gage, April 6, entailing a loss of about \$40,000.

Dowagiac—Vernon W. Tourje, of Durand, has purchased the interest of the late D. C. Thickstun, in the Thickstun & Lindsey retail lumber stock and the business will be continued under the style of Lindsey & Tourje.

Jackson—W. H. Elliott has purchased an interest in the E. C. Greene & Co. clothing and men's furnishing goods stock and will act as manager of the Main street store, adding a line of trunks, suit cases and traveling bags.

Vassar—In the case W. J. Spears, of this place, against Geo. V. Black, of Pigeon, to collect on an oral lease, an opinion has been handed down by the Supreme Court, sustaining the findings of the justice and circuit courts in Spears' favor. Mr. Spears attached Black's stock of merchandise in Vassar to recover items aggregating \$216, principally rent at \$37.50 per month for the remainder of the year's lease. The stock was about to be moved, and under it was claimed that the full amount of the year's rent became due. Defendant took possession of the store May 1, 1913, and installed Miss McIntyre as manager. Dec. 24 a fire damaged the stock to a considerable extent. Arrangements were made for a fire sale and some of the goods were packed preparatory to shipping to Black's other stores. About this time, January, 1914, Miss McIntyre checked the account out of the bank in which Spears is interested. These acts and rumors about town caused Spears to believe defendant was getting ready to leave, so he took the action above stated.

Manufacturing Matters.

Detroit—Allmade Bakeries Co. has decreased its capital stock from \$300,000 to \$100,000.

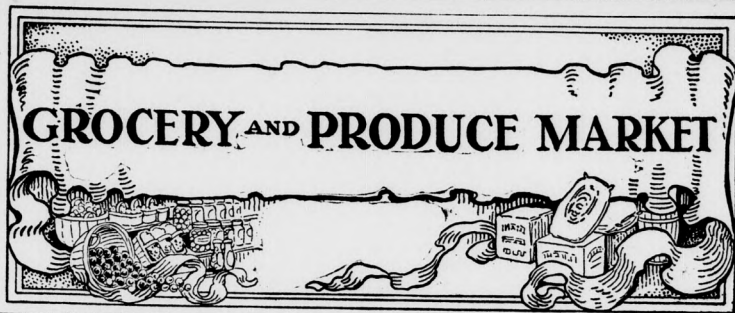
Mass—The Mass Creamery Co. has been organized with an authorized capital stock of \$10,000.

Detroit—The Trussed Concrete Steel Co. has increased its capital stock from \$2,000,000 to \$3,000,000.

Pontiac—The Magic Wax-Shoe Polish Co. has increased its capital stock from \$12,000 to \$25,000.

Detroit—The capital stock of the American Duplex Steam Trap Co. has been increased from \$50,000 to \$80,000.

Jackson—The Walcott & Wood Machine Tool Co. has decreased its capital stock from \$150,000 to \$100,000, and changed its name to the Walcott Lathe Co.



The Grocery Market.

Sugar—There is no change in price, raws being steady at 5c and refined at 7c, New York basis. Refiners are in a conservative mood, not lending themselves to efforts to stimulate the country into speculating in granulated, orders this week placed at 7c being either rejected or cut down. In this course they are guided presumably by the knowledge that active purchases of raws to cover such contracts would force up prices sharply. Cuba has the whip hand from all points of view. To begin with, the large receipts are not showing the normal effect on the market, for shipments from the island are restricted by the scarcity of tonnage, and freight congestion checks movement to the ports. Quotations for the South side of Cuba are 60c and from the North side 55c. It is figured that 60 per cent of the crop has been sold, yet refiners have only ten days' supply at the Atlantic ports. Himely has reduced his estimate to 3,080,000 tons, which further adds to the sanguine views of the planter who, having made large profits, can afford to take a chance on the remainder of the production. Then there is the practical certainty that the United Kingdom will be compelled to continue its purchases of sugar, both raws and refined, since supplies in England are light. The British Commission has been bidding 5.90c, and, although reported sales are denied, business is expected soon around the 6c level. The additional duty in the budget of a cent per pound logically should force a reduction in the consumption, but previous efforts in this direction have not been crowned with success because of the high wages now received by the working classes. The plan to import 25 per cent. less sugar this year looks good on paper but does not work out well in actual practice. Pressure may be exerted on the manufacturer, for a good portion of the consumption is through the medium of candy and jams. Commentators point out, however, that, when all is said, sugar is a necessity and not a luxury, and the normal consumption cannot be materially reduced without affecting the health of the Nation.

Tea—There is a disposition in the tea trade to watch the China situation, since the revolution is reported to be spreading the districts in which Congous are made, and may prevent the normal production. Apparently, the green tea sections are also involved, although how seriously is a question. Most circles are inclined to take a moderate view of the matter, it being pointed out that in the

past the political troubles have not prevented the Chinaman from getting his tea made and to the ports, and high prices will cause extra exertion on his part this year. Such developments as the sinking of the Clan Campbell make for strength in India-Ceylons, which had been well sustained prior to this loss. London is firm in the face of the failure to increase the duty, apparently, the liquidation having been thorough. The consumption is likely to be stimulated by the increased imposts of cocoa and coffee.

Coffee—Rio and Santos are a shade lower than the highest point reached a couple of weeks ago, but the market is still steady to firm. The demand is fair but is from day to day for actual wants only. Mild coffees are still high, but show no change for the week. The demand is fair. Java and Mocha grades are unchanged.

Canned Fruits—With holdings on the Coast small and assortments badly broken the market for all varieties of California fruits has an upward tendency and the feeling here is consequently strong. The trade is beginning to speculate upon the probable effect of the European situation on opening prices for the coming season's pack, but it is altogether too early yet for any definite developments.

Canned Vegetables—The distribution of most of the staples through jobbing and retail channels appears to be growing steadily, and with it there has developed a decidedly stronger feeling, which buyers seem to be making no effort to combat. As one large factor put it: "Everybody is trying to or succeeding in selling goods at 2½ to 5 per cent. more than they got for the same goods a year ago, when everybody was trying to find buyers at concessionary prices. Now the buyers do not have to be hunted with cut-rate ammunition. They are cheerfully paying the higher prices." The activity is lacking in the speculative element. Orders and repeat orders are plentiful, but comparatively few of them cover more than the wants of the moment. This does not altogether gratify brokers and first hands, or even the large jobbers, who have to do a good deal more work for the same money they would make in selling an equal quantity of goods in a few large blocks, but it serves to keep things moving and encourage hope of better things as the season advances. There are no developments in the way of price changes, but there is a stronger undertone in tomatoes and one or two other commodities, nota-

bly strictly standard No. 5 sieve peas.

Canned Fish—Because of the reported strong situation in Japan some sellers of future crab meat have raised f. o. b. Coast quotations 25 cents. One of the prominent Maine lobster packers has withdrawn prices on futures. The others are adhering to opening quotations. The strong feeling in salmon based on the statistical situation continues unabated and is further stimulated by the increasing activity of demand. Domestic sardines, as well as the imported, are in limited supply, but except some brands of key-opening quarter-oils and mustards, the supply of the former seems to be adequate to meet the current demand.

Dried Fruits—Local brokers have been advised by Coast principals to withdraw quotations on 1916 crop California prunes. While not so stated officially, it was pretty well understood that this action by the commercial packers, whether concerted or spontaneous with each, is the result of the uncertainty infused into the future market proposition by the growing strength of the movement to organize a prune growers' marketing company on the lines followed by the raisin people. There is to be a mass meeting of Santa Clara Valley prune farmers in San Jose, under the auspices of the State central committee of the Growers' Information Bureau on Friday and strong efforts are being made with every prospect of success, to secure a large attendance of growers. The chief purpose of the call for this convention is to obtain support for the plan to establish a central marketing agency, in accordance with resolutions passed at a similar mass meeting held last January. It is believed that the withdrawal at this time of the packers as sellers of future prunes, is in accordance with a disposition on their part to mark time pending developments at next Friday's gathering. In future apricots the trend of prices is upward and seems to be inevitable, as the growing crop has no doubt sustained material damage. Conservative estimates put the probable yield at 60 to 65 per cent. of normal. That fact, however, does not appear to have yet influenced buyers at this end to place orders with any freedom. Future peaches are not yet the subject of consideration, except insofar as indications of another big crop, as contained in late Coast reports, cause increase of pessimism manifested by Eastern buyers concerning the future of this commodity. All spot California dried fruits are reported to be in excellent demand and in line for higher prices as the spring consuming season progresses.

Cheese—The market is firm with a light consumptive demand and very small stocks. The situation is healthy on the present basis, and no immediate change is in sight until the new make arrives in June.

Rice—The South is legitimately strong and the continuance of the active shipments from New Orleans tend to further cut down the available supply. The feature of the situation at primary points is still the

great scarcity of Blue Rose, which has been steadily absorbed because of the attractive quality and comparatively cheap price. The embargo in the South still operates to check receipts.

Salt Fish—Stocks of Norway mackerel particularly are very low and prices very high. Much of the demand is compelled to go unsatisfied because of light stocks of the wanted sizes. Cod is still very high and very scarce.

Provisions—All smoked meats are firm and unchanged, with a light consumptive demand. Pure and compound lard are steady and in light demand. Barreled pork, canned meats and dried beef are dull and unchanged.

The deal between M. Friedman & Co. and William A. Gunn for a ninety-nine year lease of two frontages on Monroe avenue has been called off and the architects who were preparing plans for an eight-story building have been compensated for the work done on the plans and specifications for the proposed building. It is stated that Mr. Friedman is now negotiating with John W. Blodgett to erect a building for him on the present site of the Wenham and Kendall blocks, at the corner of Monroe and Division avenues. The cause of the failure to put the original deal through is not made public. Mr. Friedman feels the necessity of having larger quarters and will, undoubtedly, be able to satisfy his ambition in this direction in the near future.

Burleson & Burleson, proprietors of the Burleson Hotel, are completely rejuvenating and re-arranging that popular hostelry. The basement of the main portion fronting on Fulton street is being fitted up for a Turkish bath establishment on one side and a barber shop on the other. The first floor is being fitted up for a dining room in front and a very sanitary kitchen in the rear. A new fast elevator is being installed, surrounded by cement walls. New floors have been installed throughout the entire building. No expense is being spared to render the hotel first class in every respect.

The Kent State Garage & Supply Co. has been organized with an authorized capital stock of \$23,000 common and \$2,000 preferred, of which amounts \$16,300 common has been subscribed and \$3,460 paid in cash.

Harry Spindler, President of the Michigan Hardware Co., is very ill at his home with inflammatory rheumatism. He was much improved this morning.

A new grocery store has been opened at Hamilton by Levinus Slotman. The stock was furnished by the Worden Grocer Company.

Nicholas & Son have engaged in the grocery business at Bangor. The stock was purchased of the Worden Grocer Company.

Charles M. Cushway has opened a new grocery store at Kaleva. He purchased the stock of the Worden Grocer Company.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, April 10—The Soo business men were more than pleased with the success of the automobile show and exposition given at the armory last week under the auspices of the Civic and Commercial Club. Chairman Byrns did himself credit, the only handicap being the large display of autos, which encroached on the space devoted to the merchant's booths. The merchants feel more than repaid for their efforts and the trouble and expense they assumed in decorating and fitting up the booths. It certainly was a treat to the out of town visitors to note the large display of merchandise to be selected from. The occupants of the booths booked many orders daily in their lines. The Soo band furnished the crowd with good music and kept the visitors in a cheerful mood during the exposition. In all probability this will be an annual event hereafter.

The Soo commercial travelers have opened up their private garage under the management of Haase & Allison and to say that there was a busy bunch preparing for the opening last Saturday would be putting it mildly. Mr. Allison was in charge, while Charley Haase saw that the proper grade was kept to ensure a good start for the Knights of the Road.

Thomas Agnew, proprietor of the busy Ashman street meat market, pulled off a new stunt last week by furnishing his customers with strictly fresh laid eggs which were laid while you wait. Mr. Agnew wired his large front show window and filled it with one of the nicest broods of Plymouth Rocks ever seen in this city. After the hens were through with their laying mission, they were dressed to order and the venture proved to be a unique success and largely swelled the patronage of the new market.

C. C. Collins, agent for the Overland car here and a member of the Soo traveling fraternity, has received another carload of Overlands and which he is putting in readiness for the spring rush. Mr. Collins feels highly elated over his success in the auto business and would hesitate somewhat to go back on the road in the mercantile line.

"It is getting so Mexico is not even a good place for Mexicans."

Michael Doud, who is now at Cuba, writes to his friends at Mackinac Island that they are to expect the banner year at the Island this season, as the tourists are so plentiful that he is rushed to death and all are promising to come North this summer. As Michael is on the George Washington order for truthfulness (?), the merchants at Mackinac Island are getting very optimistic.

St. Ignace is getting to be more like Detroit every day, and Detroit has nothing on St. Ignace when it comes to serving notice on the public that all owners of cows and horses must arrange to keep them off the streets in the city on and after May 1. With the newly elected officers, it will not be safe for any of the above mentioned animals to roam at large as heretofore. The Business Men's Association of St. Ignace is back of this reform.

The ferry running between the two Soos went into operation for the season last Wednesday, at which time the D., S. S. & A. Railway pulled off its local locomotive between the two Soos. Much favorable comment is heard on the perfect service given all during the winter by the D., S. S. & A., but the twenty minute service of the ferry is also good news to the Sooiters.

A new \$60,000 hospital at the Soo is almost assured. The Civic and Commercial organization are back of the movement and the proposition made by the power companies to con-

tribute one-third of the cost and pay for the plans offers such a start that it looks as if the balance would be raised without much difficulty. The location of the new hospital is on Metzger Heights, affording a beautiful view of the St. Mary's River on the Canadian Shore and a more ideal spot would be hard to find. The present hospital, while one of the best of its kind, is too small to care for the business in this territory.

The many friends of Mr. and Mrs. Lawrence Muehling, now of Manchester, N. H., but formerly Soo residents, were pleased to receive the news announcing the arrival of a son and many congratulations are being extended the former Sooiters. Mr. Muehling was connected with the Soo news while here and was also popular in social life and musical circles where the couple were very active. Mr. Muehling is a pianist of marked ability, while Mrs. Muehling was one of the best sopranos in Cloverland.

William Hayward, the well-known lumberman of Dick, was a Soo visitor last week. Mr. Hayward is also the newly elected Supervisor from Trout Lake township.

Henry Herman has accepted a position with the Morrish pharmacy. Mr. Herman has been studying in the pharmacy department of the Ferris Institute, Big Rapids.

E. H. Mead, Cashier of the First National Bank, left last week for a visit to New York, accompanied by Mrs. Mead.

The hustling town of Newberry is still prospering, the latest news being that of enlarging the Newberry hardwood flooring factory, which will operate day and night when completed. It will also enlarge the capacity of the dry kilns and make additions to the power plant. The company is now conducting experiments for utilizing its waste products. If these experiments prove successful, another plant will be erected which will furnish employment to considerable more men.

D. H. Moloney the well-known proprietor of the men's clothing store, has returned from Florida, where he spent the winter. He is as usual, pleased to get back to the good old Soo. He was accompanied by Mrs. Moloney on the trip, who stopped off at Toledo to visit her daughter, Mrs. Stacy Hinks.

The Raymond Furniture Co. is installing the new chairs in the Circuit Court room in the court house, having been the successful bidders for this contract.

Mr. and Mrs. Otto Fowle returned last week from an extended trip throughout the West, much improved in health.

J. E. Jumisko, manager of the co-operative store at Rudyard, was a business visitor here last week.

We have received a letter from James B. Melody, formerly of the Soo, but now located at Jackson. He is now permanently settled in his new location, but misses the large circle of friends who are pleased to know that he is still to make this territory and expects to call on us in about two weeks.

"So swiftly does time move that the jitney bus is already old fashioned."

D. N. McLeod, the well-known lumberman at Grant, was a business visitor here last week. Dan is still an optimist and expects to keep a large force of men in the woods most of the summer. He is preparing for a big season's cut and feels greatly encouraged over the future outlook in the lumber market. He also reports a very satisfactory increase in sales in his general store as well.

It is expected that navigation between St. Ignace and Mackinac Island will be opened this week and the steamer Islander will be making daily trips on regular schedule.

"The man who stands in his own light imagines the whole world is dark."

Wellington R. Burt, the well-known clerk in the immigration office here, has been promoted to immigration officer at Montreal. Mr. Burt has made many friends while in the service here and is one of the popular young men of the city.

R. W. Floyd, who has been connected for the past year with the Grand Rapids City Rescue Mission and one of Mel. Trotter's students, arrived in this city to take charge of the Anchor Mission in place of John Fulton, who has resigned. Mr. Floyd comes well recommended and it is hoped that he will like his new field, as there is much work in that line to be done here during the season of navigation.

William G. Tapert.

Lively Notes From a Lively City.

Owosso, April 10—W. E. Rawson, of Bannister, has opened a store in the old postoffice building with a new stock of groceries. The Worden Grocer Company furnished the stock.

C. B. Randall has taken over the grocery stock of M. Randall & Son, of Bancroft, and will continue the business at the same location.

We were pleased to read the complimentary mention and biography of our genial friend, Hub Baker, in your last week's edition and would cheerfully add more, but for the fact that Charles H. Coy told the whole story and did it well. We are also delighted to learn that Mr. Baker is a regular attendant at the Wednesday evening prayer meeting, but most particularly glad to learn that the good old-time prayer meeting held on Thursday evening until it had almost become an unwritten law has been changed to Wednesday evening, as we had been missing prayer meetings right along and didn't know what the trouble was.

A valued correspondent writes me as follows: "Dear Honest Grocerman—When the meat order at a hotel

is beef steak and pork steak and you order beef and it is so tough that you cannot cut it, is it proper to change the order to pork or ask for an axe? Yours in a quandry, Ham."

Dear Ham—It is not good form to use an axe at the table. You make this enquiry at a most inopportune time, as it is now the lenten season. We suggest for the present that you eat fish and write us again.

Honest Grocerman.

Intimates Honest Grocerman Is Masquerading.

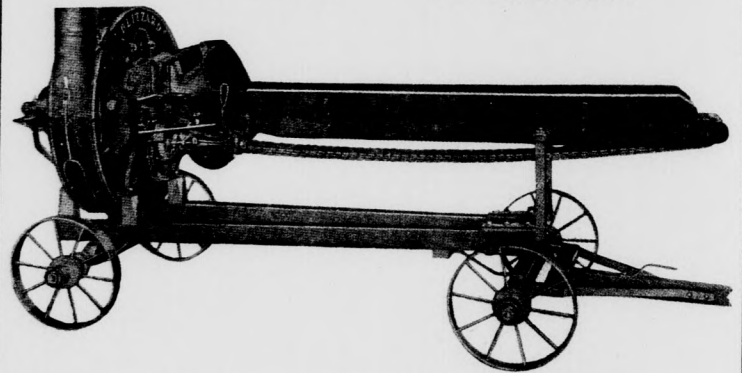
Byron, April 10—Being a long-time subscriber to your most valuable paper, I have noticed several articles signed Honest Grocerman. Now the writer of this article has had the privilege and the exalted honor of having been a schoolmate and classmate of Mr. Honest Grocerman and we wish to comment for a few moments on that endearing word—honest. I would like to ask Mr. Honest Grocerman if he calls it honest to break down a schoolhouse door and then stay out of school to embarrass the teacher who labored so long and earnestly to promote his interests that he might acquire the splendid education which has placed him in the front rank of literary writers. An interview with my old friend, Bill Royce, who was also a schoolmate with Honest Grocerman, might possibly have a tendency to modify that word honest. Many other instances which occurred during our school days would lead us to believe that the word honest in some cases might be modified. It would be a great source of pleasure once more to receive another masterpiece from the pen of Mr. Honest Grocerman. Our forefathers gave the title to George Washington as Honest George and we at once detect a spirit of plagiarism in the writer for signing himself Honest Grocerman.

D. R. Benton.

"BLIZZARD"

ENSILAGE CUTTERS

LIGHT RUNNING BIG CAPACITY



More of the genuine DICK'S "BLIZZARDS" are in use on the best farms than all other makes. Must be a good reason.

Send for new catalog and our dealers' proposition

Clemens & Gingrich Co.

Distributors for
Central Western States

GRAND RAPIDS, MICHIGAN

MERCHANTS' SHORT COURSE.

Plan Unanimously Adopted by Grand Rapids Wholesalers.

At the annual spring banquet of the wholesale dealers of the Grand Rapids Association of Commerce, the suggestion made by the Tradesman two years ago, one year ago and again this spring, that the wholesale dealers of Grand Rapids hold a Mercantile Short Course in lieu of Merchants' Week was unanimously adopted by all present. Chairman Krause has placed the matter into the hands of a committee consisting of Frank E. Leonard, E. A. Stowe, D. T. Patton, E. L. Wellman and Fred S. Piowaty. The committee will meet soon to prepare a programme which will probably include nine sessions, three on Wednesday, three on Thursday and three on Friday. It is possible that in lieu of the last session on Friday a theater party will be given instead. It was decided to eliminate all banquet and luncheon features on the theory that such an arrangement would stimulate the attendance of the better class of merchants. All opportunity to advertise any patented device, specialty or pet hobby will be eliminated.

The following letters have been received relative to this proposed feature:
From President Lake.

Petoskey, April 10—In reply to yours of March 30, I will say that my reply has been somewhat delayed, owing to the fact that I have done no reading in the last six weeks and your letter referred to in the issue of March 1 escaped my attention, I was, therefore, obliged to look up an old Tradesman before I could answer it intelligently. I

have looked it over carefully and believe your suggestion to be a good one and one that should be taken advantage of by every retailer. I have been a thorough believer in this short course idea and believe it should be worked into our State convention. Every number on the suggestive programme is of vital interest to a large percentage of our retailers and every retailer could get much good out of every number. Your suggestion of selecting successful men for the programme, who have nothing to buy or sell and are there only for the good of the organization is an excellent one. I am glad you have succeeded in getting the wholesalers to try this out, and if I can do anything to increase the attendance I will be glad to do so.

John A. Lake.

From Bureau of Business Research.

Cambridge, Mass., April 10—We assure you that we are interested in your proposed Educational Short Course for this coming June and that we shall be glad to be represented in it if possible. The summer time is, of course, the busy season for our work and we have had many demands upon us by various associations. Where geographical proximity or absence of immediate pressure of work at home permits we intend to assist at the meetings of associations, especially those of the shoe trade and grocery trade, wholesale or retail, although we have also taken part in associations of a more general sort.

The itineraries of our field agents have not yet been finally determined and in fact, our plans as at present made will not permit us to promise to take part in your course. Should, however, we have a field agent in your vicinity at the time, he could be present a half day without charge to you. If a member of the staff of the Bureau should come from here our regular charge is actual expenses, plus \$50. We regret that we cannot say positively that we can be represented in either way, but if you would inform us of the latest possible

date at which you can receive a definite reply we should be glad to write you definitely before that time.

Bureau of Business Research.
From Editor Adams.

Topeka, Kansas, April 10—The Short Course plan which was suggested by the Merchants Journal to the Regents of Kansas University three years ago has developed into a very successful institution. The first year the attendance was about 200, last year 350, and this year over 500. There is absolutely no fun or recreation mixed up with the meeting. All the merchants attending were there for ideas and nearly all of them used their note books while attending the lectures, and there were some lively discussions every day which were very helpful to the merchants and clerks who were present. A large proportion of the dealers who attended this year had been present at one or both of the previous meetings, and while the course was projected for the benefit of the small merchant who does not know much about advertising or trade building, to our surprise the most interested students were the biggest merchants in Kansas. One man who has attended the three courses owns three of the largest department stores in the State. Another owns a chain of seven grocery stores in Topeka doing \$250,000 worth of business a year. Another merchant owns a half dozen general stores in Western Kansas. The two largest department stores in Topeka sent every day several of their department heads and their advertising managers were present during the entire meeting.

Charles P. Adams.

From Knapp & Spencer Co.

Sioux City, Iowa, April 10—We take pleasure in enclosing herewith the programme and invitation to the second annual Merchandising Short Course held in Sioux City.

We believe you will get all the information you desire out of this programme.

The Short Course this year, as last year, was an unqualified success. We had an attendance registered here of over a thousand merchants, all of whom expressed themselves as receiving an immense amount of information and benefit out of same.

Knapp & Spencer Co.

Quotations on Local Stocks and Bonds.
Public Utilities.

	Bid	Asked
Am. Light & Trac. Co., Com.	389	394
Am. Light & Trac. Co., Pfd.	112	116
Am. Public Utilities, Com.	45	47
Am. Public Utilities, Pfd.	76	78½
Comw'th Pr. Ry. & Lt., Com.	63	65
Comw'th Pr. Ry. & Lt., Pfd.	85½	87½
Pacific Gas & Elec., Com.	64	66
Tennessee Ry. Lt. & Pr., Com.	12	13
Tennessee Ry. Lt. & Pr., Pfd.	50	52
United Light & Rys., Com.	53½	55
United Light & Rys., 1st Pfd.	76	78
Comw'th 6% 5 year bond	102½	103½
Michigan Railway Notes	101	102
*Citizens Telephone	71½	74
Michigan Sugar	110	113
Holland St. Louis Sugar	9	10
Holland St. Louis Sugar, Pfd.	8½	10
United Light 1st and Ref. 5% bonds	88	90

Industrial and Bank Stocks.

Commercial Savings Bank	225	
Dennis Canadian Co.	75	85
Fourth National Bank	225	
Furniture City Brewing Co.	40	50
Globe Knitting Works, Com.	145	160
Globe Knitting Works, Pfd.	98	100
G. R. Brewing Co.	80	90
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 12, 1916.

Willie went to the menagerie and when he came home he told the hired man that he saw there "a big cow with her horns in her mouth and eating hay with her tail."

The South End Sanitary Dairy has been incorporated with an authorized capital stock of \$1,000, of which amount \$800 has been subscribed and \$550 paid in in cash.



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

Barney says—

It seems to me that NEDROW coffee is on almost every order I see.

I thought we sold a lot of it two years ago, but certainly the way it is going out now, we will have a wonderful increase on NEDROW coffee this year.

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS



(Unlike any other paper.)

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY,
Grand Rapids, Mich.

Subscription Price.

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

Five dollars for six years, payable in advance.

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

Sample copies 5 cents each.

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

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

April 12, 1916.

MERCHANTS' SHORT COURSE.

It naturally affords the Tradesman much pleasure and satisfaction to note that the agitation it started two years ago for the adoption of an educational campaign for retail merchants, in lieu of the annual Merchants' Week celebration, has finally been adopted by the wholesale dealers of Grand Rapids and will be carried into execution early in June of this year. If a programme is adopted which forcibly appeals to the retail merchant, as in all probability will be the case, there is no reason why a thousand retail dealers should not visit Grand Rapids during one or more of the three days the Short Course will be in progress. Just what scope the feature will take has not yet been determined by the committee in charge, but in all probability there will be some sessions devoted exclusively to topics pertinent to the grocery business, others to the dry goods business, others to the hardware business, etc. Of course, most of the merchants who will attend will be dealers in general merchandise who will be interested in all of the papers and discussions, and the Tradesman trusts that every retail merchant who can possibly get away from home will lend his support and co-operation to this important and far-reaching movement. It is not original in Grand Rapids by any means, similar undertakings having been successfully conducted at Lawrence, Kansas, Sioux City, Iowa, Sioux Falls, South Dakota, and Minneapolis. The latter holds a one week's course in January and a three weeks' course in February under the auspices of the University of Minnesota. The undertaking at Lawrence is in connection with the University of Kansas and covers six full days. It was thought best not to continue the course in Grand Rapids longer than three days, at least for the first year, and on the nature of the support given the undertaking this year will depend in great measure whether it will be repeated another year and succeeding years as well.

Any business concern would go into bankruptcy in six months if it were subjected to a system of management like that which prevails in the Navy Department. Imagine what would happen to a great corporation with a newly elected president addicted to fads and personal hobbies "so strong that he would listen to no advice from his subordinates, who

may have served from boyhood and risen through every grade in the business." This is the situation we are in at present, and in this respect we are only a little better off than Great Britain or Germany or France. For in Great Britain we have had the spectacle of a man like Lord Fisher, who has grown up in the business, compelled to give way before the fads and hobbies of a mere civilian Minister of Marine, like Winston Churchill, with the result that the British navy is to-day in a parlous condition. And in Germany we have had the spectacle of Admiral von Tirpitz, who has grown up with the German navy, overruled on matters of policy by the Kaiser. The Kaiser, it is true, has the advantage of holding a permanent job, instead of being subjected to the fluctuations of popular opinion every four years. And in France we have seen the Parliamentary commissions assert themselves against the permanent organizations of the War Office; with apparent gratifying results, it is true, so far as the conduct of the war is concerned, but nevertheless in assertion of a fundamentally vicious principle. Great Britain and Germany and France, confronted by no such crisis as we face, may be excused for clinging to obsolete principles of civilian supremacy. For us the only choice is between putting all power in the hands of a General Staff, or putting a commander-in-chief into the White House.

Germany's official assertion that none of her submarines can have been responsible for the Sussex atrocity makes the case more difficult to handle than would any less absolute denial of guilt. But it leaves unimpaired the duty of the Administration to determine the facts upon the evidence. If that evidence should be—as to the general public it now appears to be—conclusive, it would not be necessary to charge the Imperial government with lying in order to insist that the deed was Germany's, and that she must be held accountable. Just as with the Arabic, the report of the submarine commander was first declared to be conclusive and afterwards admitted to be wrong, so in this case the German government, if it thinks fit, can retire from its present position under cover of misreporting, real or pretended, on the part of some naval officer. But be this as it may, it is upon our knowledge, and not upon German assertions, that we must act. And, furthermore, the general outbreak of submarine savagery, directed against all sorts of ships, of neutral as well as of belligerent nationality, which has marked the last few weeks, must count against Germany in the whole issue between that country and our own.

Nearly eight weeks after the beginning of the battle of Verdun this is the situation: Verdun is surrounded by a chain of forts averaging five miles from the center of the town. Against the forts on the northeast the Germans first flung themselves, and within four days, by February 25, they had reached two of these, Douaumont and Vaux. And there virtually they have been held for six weeks. On March 7, two weeks after the beginning of the battle, the German attack began on the northwest front, on the left bank of the Meuse.

But whereas to the east of the Meuse the Germans covered the distance of about three or four miles from their original line to the edge of the fortress line in four days, to the west of the Meuse they have taken four and a half weeks in traversing a smaller zone, and are still a good three miles from the fortress line. Assume that they keep up this rate of progress, and it will be another month at least before they have blasted their way up to the permanent works on the west, and then only to face the same problem which has been confronting the Germans at Douaumont and Vaux for six weeks. These are the simple facts to keep in mind when discussing the probability and the date of the fall of Verdun.

In Turkey, after next year, all business must be carried on in Turkish. The law to this effect is another sign that the desire of the young Turks to "Turkify" everything is finding fresh expression under the stimulus of the war. French periodicals which keep close watch on affairs in Syria have been printing quotations from native journals, showing the purpose of certain leaders to impose the Turkish language on all residents, and especially upon the Arabs. They are racially formidable, because they number twelve millions, are homogeneous, and inhabit the vast territory between the Tigris, the Mediterranean, the Suez Canal, and the Indian Ocean. A prominent Turkish writer, the historian Jalal Nouri Bey, has been reported as saying that now is the time to stifle Arabic; another as warning Turkey that the Arabs must be made to forget tongue, history, customs and traditions, and brought by a Turkish colonization of Iraq and Yemen into closer contact with the customs of their conquerors. Meanwhile, the new decree as to business will work havoc in a land where most commerce is in the hands of Levantines and Europeans—and Germans are already pointing out that their own language is not excepted!

The statement at a meeting of the directors of the National Automobile Chamber of Commerce, that 28,600 carloads of automobiles were shipped in March, with the estimate that the year's production will be 1,250,000 machines, indicates that the motor business is not yet languishing under the high price of gasoline. But the most interesting computation is that, at the end of 1916, there will be nearly 3,500,000 automobiles in the United States. This may be an overstatement, for it would mean about one automobile for every thirty inhabitants.

The result of the presidential primary vote in Michigan is a striking illustration of the irony of fate. William Alden Smith has devoted years to the promotion and adoption of this stupid fad and the first time it is put into operation he is defeated by a man who has no more conception of governmental affairs than a cow has of theology. So long as Michigan ties her kite to a nonentity she has only herself to blame because she cuts so little figure in the selection of a National standard bearer.

THREE DOLLARS FOR EGGS.

A native of Denmark who has just returned to his home in Petoskey from Denmark states that the farmers of that country are rapidly becoming rich on account of the war. They can find a market for all their eggs in Germany at \$3 per dozen. He states that German soldiers are stationed at intervals of every ninety feet on the boundary line between Germany and Denmark, in order to prevent Germans from getting out of the country, but thousands of young Germans who are nearing military age are sifting through in order to escape certain death in the German army. Denmark is full of overflowing with refugees of this character—mostly men of high character and members of good families—and the steamship offices fairly swarm with this class of men seeking immunity from military duty in neutral countries across the sea.

Concerted effort is now being made by the law and order residents of East Grand Rapids to eliminate the Ross saloon this year. This saloon has been a bone of contention for many years on account of the indiscriminate manner in which the proprietor sells liquor to minors. It is not unusual during the summer season to see young boys and girls come reeling drunk out of the Ross establishment. The character of the place has been frequently referred to by the daily papers, which have played it up locally and condemned it editorially, and considering the character of the men who compose the Village Board and also the high character of the man who is now President of the village, there is every reason to believe that this last relic of the old days will be absent from Ramona Resort this season. The Street Railway Company has done wonders in the way of making Reeds Lake a clean and wholesome place for the people to visit, and the Ross establishment is the only plague spot that still remains. The Tradesman believes that the Village Board will make short work of the Ross application for a renewal of his license this year, because he has clearly forfeited the right to conduct a liquor business.

"Bismarck knew that the Germans could be 'educated'—a nation of valets' he called them. It took half a century to turn the most charming, peace-loving people in the world, a race of musicians, poets, philosophers, into a brutal military machine without literature, without art, without music. Strauss? The last of ancient Germany, if he be of the ancient race. I never met a musician who could tolerate Strauss. Painting? The art of Germany is a fat woman crowning somebody with laurel. Literature? They have not produced a book worth reading since the German empire was created. All great art is of the small nations."—Harper's Weekly.

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Set your heart upon the thoroughness with which you do your work. The outcome will take care of itself.

Now For Raisins

The California Raisin Day Association is working up a big national campaign for

Raisin Days April 28th and 29th

Everybody will be using them these two days. You should sell a lot of them.

You can hold everybody to raisins who uses them on this occasion if you sell them

SUN-MAID Raisins



The pick of 6,000 California vineyards, grown, cured, seeded, packed and shipped by the growers themselves.

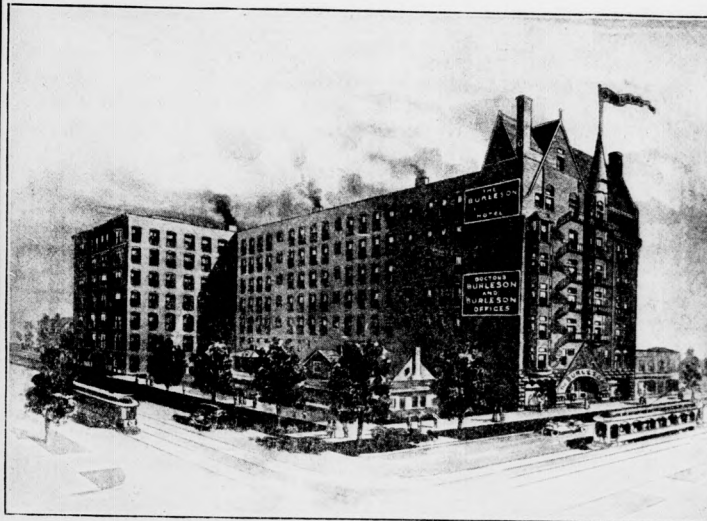
Our National Advertising for April ties Sun-Maid Raisins up with the National Raisin Days. Write us to learn how we help you cash in on this.

California Associated Raisin Co.

Membership, 6,000 Growers
Fresno, Cal.

Hearst Bldg. Chicago (200) 113 Hudson St. New York

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.

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piece of goods
any dealer
can hand over
the counter.

KC BAKING POWDER

The best at any price.

Free from adulteration.

It will pay you to push K C

Jaques Mfg. Co., Chicago



Sheer Fabrics in Big Demand.
Lightweight combed-yarn cotton fabrics are very popular with the waist, dress and neckwear trade, for spring and summer organdies, voiles and even lightweight batistes are in great demand. The high prices of silks and dyed yarn mixture has no doubt aided this condition, but even without this the increased yardage and flowing styles requires sheer material.

Another advantage in these materials is that they require so little chemical that it is still possible to dye them in many shades, prohibitive in price, for heavier fabrics. Many imported waists are trimmed with piping of colored organdies, and sometimes broad bands of colors are feather stitched in garments in place of woven or printed stripe. Piping on collars and cuffs is also a very effective use. The scarcity of many kinds of trimming make this phase well worth consideration.

There has been considerable advance in price in these goods over last year. This has caused some natural friction between the converters and mill agents and the cutters. But the prices asked for finished goods has not yet caught up with advance in gray goods. A further advance, perhaps as great as the first, is to be expected.

There are these elements in fixing cotton goods prices: Cost at mill, demand, and supply possible on available spindles and looms.

Last year the general dull business caused the fine yarn mills to offer goods at prices which hardly gave them a new for an old dollar, and the popularity of silk even in cheap waists compelled the cotton mills to bid for business at any price in order to keep this organization intact. Naturally there was no stock accumulation even in staple grades when business began to revive a few months ago.

The competition of New England ammunition plants for skilled mechanics has forced a general advance in wages. The cost of raw cotton in the grades used in fine spinning has advanced almost 33 per cent. Naturally with orders coming in in satisfactory amounts the mills equipped to make fine yarn goods had to take these facts into consideration in fixing prices.

Egyptian cotton is used partially if not wholly in making goods about ten yards to the pound. Even when the market for cheap cotton went to pieces at the beginning of the war, it was realized that Egyptians would be difficult to obtain. The danger and

expense of carrying this staple through the war belt is too obvious for comment. The advance in freight and insurance alone would account for heavy price advance.

A second cause, however, soon entered to advance the price. The great demand for auto tires created by the war, forced the makers of the fabrics to purchase heavily of Egyptian cotton. Tire makers in the United States required more yardage, and even the great French and English companies had to apply to this market for supplies of cloth.

A third cause is only just beginning to affect the situation. The supply of raw flax has been practically exhausted within a few weeks. Fully 90 per cent. of Irish mills will be weaving cotton damasks. This will mean at least 300,000 extra bales of cotton, on which no one had figured. Much of this will be long staple or better than middling uplands.

The great increases of ocean freight, the disorganization in Egypt caused by the war, and finally the greatly increased demand for fine cottons have raised the price of these grades and must continue to exert an upward tendency.

Switzerland has a large number of looms capable of making fine organdies. But transportation from this country is almost impossible. Besides this, her industries are no doubt crippled by the mobilization of her army. The great demand for raw cotton in Germany may have induced the Swiss mill owners to take a huge safe profit on their stock of cotton rather than run the risks of war incident to shipping finished goods to America.

Many importing houses realized these conditions much sooner than domestic dealers. Large orders for fancy goods and fine shirtings have been placed with New England mills. These orders are very profitable and the mills are indifferent to other business which does not show a similar return. The mills have never been in such a strong position; they are well sold up, have an increased market, and foreign competition is practically nil.

Hope was the only thing that did not escape from Pandora's box.



Sport Shirts

Are Going to be Very Popular
This Spring

We have them for Men at \$4.50 and \$9.00
per dozen

In white—cream—pongee color
Plain and fancy collars

For Boys at \$4.25 per dozen
Light Blue, Palm Beach and White

Also a full line of Boys' Sport Waists
in a great variety of colors

Mail orders will receive prompt attention

Grand Rapids Dry Goods Co

20-22 Commerce Ave.

Exclusively Wholesale

Grand Rapids, Mich.

Bell



System

Watch your trade closely. Don't let it get away from you through inattention. If there is an unaccountable falling off in a customer's orders, run down the cause at once *by telephone*.

Don't delay until a personal visit is convenient. Get in touch with the customer immediately by Local or Long Distance Telephone. Quick action may prevent a serious loss. Use

The Telephone Way

Michigan State Telephone Company

REPUDIATE THE REPTILE.

Anti-Discrimination Law Should Be Promptly Repealed.

Coldwater, April 10—I have read the second letter of James M. Crosby in your issue of April 5, in which he repeats that the Stock Fire Insurance Agents Association of this State was the author of the iniquitous anti-discrimination law of Michigan.

How Mr. Crosby expects to put that claim across, after the Insurance Commissioner has repeatedly stated that he alone was entitled to the sole honor, I do not know. The fact is that both of them are absolutely in error in their claims. The authorship was held a mystery for some time after the bill was introduced, but in due time was tracked to the office of the Commissioner.

He was not the original author, however. The combine of stock fire insurance companies of the United States, with assets of more than \$800,000,000, was the author. Their first bill was some two or three years ago in New Jersey. From their jungles there they sent out their emissaries to their trusted lieutenants in the several states and to the convention of Insurance Commissioners of the United States.

The convention of Insurance Commissioners, after consideration, recommended a law, but in the law recommended they made rate making something to be reviewed and controlled absolutely by the state. The state could raise or lower any rate or could change schedules.

That recommendation did not suit the combine, and they found a willing assistant in our Insurance Commissioner. He disagreed with the National Association of Commissioners and espoused the trust view of the matter.

He has repeatedly said in the press and in public addresses that he takes no stock in this "pernicious regulation" of the trust. He believes, or at least says, that the state should not have the right to review any rate fixed by the companies.

With this purpose, he took as a framework the bill recommended by the National convention of Commissioners, and after including every mutual company writing insurance, he proceeded to eliminate every vestige of power from it, giving the State or the assured a right to question the rate imposed by the Trust Bureau. He included within it a provision repealing every law of the State in conflict with it. Had that law passed as he endeavored to put it through it would have sold every whit of insurance in Michigan to the stock fire trust, including that carried by the mutuals.

It is not easy to place individual responsibility upon a mob, but Mr. Crosby should be more respectful to his co-agents in the State than to charge them with this diabolical plot.

He knows that not one in a thousand of them ever heard of such a law until after it became such. He knows that the people of Michigan who carry and pay for insurance were in absolute ignorance of it until after it was too late. He knows that the law is so cunningly, so deceptively and so shrewdly drawn that it would require weeks and months of preparation. Every line of that law is a covered trap for the insured.

Not a sentence, section or provision of it can be invoked for the protection or benefit of the assured. I have made this challenge over and over again. I have repeatedly challenged that not an opinion could be secured from a reputable attorney or jurist in the State who would give the measure study and find one practical benefit to the people who buy insurance. These challenges have gone unanswered as they must. Not a case has been heard for the benefit of the assured. The only ones before the Commission have been for

the sole benefit of the trust and to make sure that no man receive insurance at a cost less than that fixed by the combine.

Will Mr. Crosby please explain just how far he and his associates extended their operations? This same attempt was made in many states. In all of them the lobbies and committees were invaded by the state insurance combine; by officers and representatives of the companies; by the same smothering quieting methods; by the same deaf ears to all appeals from the assured until public sentiment awoke.

In every state but Michigan and Pennsylvania the commissioners were on guard or the people heard of it in time and the law was either killed or made to conform to the bill recommended by the National Insurance Commissioners. Really, Mr. Crosby, how are you going to explain that this bill had its birth place in your Association?

If you think the honor or dishonor should be diffused, I respectfully refer you to the history of the same attempt in the states of Missouri, Nebraska, Minnesota, the Dakotas, Wisconsin, Iowa, Kentucky, Ohio, Indiana, the Virginias and the Carolinas. Everywhere you will find it marked by evidences of influence more potent than your Association could afford. After all, the question of to-day is not alone that of parentage, but what are we going to do with the reptile?

If this law has no beneficial power or force, if it can be used for oppression, if it takes from the people the power to exercise the right of contract regarding their property, if it can lift its head at any moment and strike its fangs into the defenseless, why should it be continued?

Milo D. Campbell.

"These new matches are good for nothing," stormed Mr. A as he tried several in succession. "Oh, yes they are papa!" said his small son confidently; "cause I tried every one of them myself."

MODERN AWNINGS—ALL STYLES



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



PINE TREE BRAND Timothy Seed

Extra Recleaned and Pure
At Moderate Price

Write for Quotations

The Albert Dickinson Co.
CHICAGO - MINNEAPOLIS

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

GEO. S. DRIGGS
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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

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Keep Financial Records of Your Daily Transactions.*

The importance of keeping a record of transactions in connection with business can scarcely be emphasized too much. A manufacturing establishment which does not keep books in such a way as to furnish the management with the cost price of the things manufactured in these days of strong competition hasn't much of a chance of a successful issue. The merchant who does not keep a record upon which he can depend in making his analysis of the transactions so as to give him a correct idea of the kind of products upon which he makes the best profit is hardly a safe man to conduct the business. The farmer who goes along in a slipshod manner and guesses at most of the results in growing crops without having some definite notion of the kind of crop that makes him the best profit is safer as a day laborer than in prosecuting the business of farming. The housekeeper who does most of her cooking by guess will hardly achieve success in her business.

In looking over some old diaries the other day I found I began book-keeping in connection with my finances at a very early stage in my career. At 10 years of age I find that my small earnings and gifts were placed in one column of my diary and my expenses in another and the balance was struck at the end of each month. The first year the column of transactions did not exceed seven dollars, but with the years they grew larger and I acquired the habit of accurately accounting for the moneys which I received and disbursed. A certain method of book-keeping which I have used in later years was evolved from the experience of keeping these petty accounts, and as secretary of a good many organizations I have adopted this simple method which is so clear as to immediately give the information to a board of directors that is desirable.

My book of receipts and disbursements is ruled in many columns and each transaction on either side is analyzed so that the sources of revenue are very carefully portrayed on the one page and the varied uses of money carefully analyzed by the same columnar method upon the other page. At the end of any given period a few moments of adding gives a very perfect record of the transactions and it is very enlightening in the carrying on of simple lines of business. The housekeeper will find this a very desirable assistant in giving

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

her in a very graphic way the figures which show where she may be guilty of extravagance, or the ways in which she is practicing economy. The farmer will find this an admirable exposition of the expenses of any given crop and decide for him in a series of years which things to grow with profit and what things to discard as unprofitable.

The revelations sometimes to be had from this simple method of book-keeping, if utilized, can be very helpful in correcting one's methods of expenses. A friend of mine who was upon a salary, and a very good one, found that it was difficult, with his family of a wife and five children, to make both ends meet. He had not been in the habit of keeping personal accounts and it occurred to him it might be desirable to find out where he could retrench so as to exhibit in his life something of thrift. Among the things he found at the end of the year was that the street car fare of the family was about \$150. He was astonished at this revelation and upon enquiry he found that the children were in the habit of using the street cars to go to school; both himself and his wife were in the habit of riding upon the cars even for short distances. The following year they developed the walking habit and, as a result, saved \$75. He was not much of a smoker, and still the record at the end of the year showed that the cigars he used himself and gave away cost him \$100. He could scarcely believe the figure, and in the following year reduced it more than half. The whole family loved sweets and it was the habit to bring home boxes of candy and always have upon the sideboard or center table sweets to be used as any member of the family might desire. His candy bill he found was close to \$40 for the year. A family consultation resulted and they decided they were just as well off with such sweets as naturally attached themselves to the bill of fare on the table and next year this was almost entirely wiped out. This simple experience in book-keeping started a period of thrift and saving in the family which resulted in a very few years in the acquiring of a good home and best of all in the development of exact accounting habits on the part of each child in the family.

I had very little money to carry me through college. I taught two years and saved what I could, and this with my earnings while taking the course had to pay the bills. I found accounting a very important concomitant to my education and to-day I look with interest over the

IF FOR ANY REASON you desire to have a friend or member of the family interested in the management of your estate, your will should name him as co-executor or co-trustee with this company.

Your estate will then secure the advantages of both corporate and individual supervision and the burden of management, with the detail involved, will be spared your friend or relative and taken care of through the superior facilities of this company.

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GRAND RAPIDS NATIONAL CITY BANK CITY TRUST & SAVINGS BANK ASSOCIATED

simple record of my financial transactions.

In looking over some old documents that belonged to my father I found a diary kept before my birth in which he gave little accounts of what he paid for things which he had to buy for the house and what he had to pay for labor, giving prices of lumber, wood, farm products and a good many other things which to me have been very enlightening with regard to the conditions which then prevailed in the sparsely settled State of Wisconsin. This habit of keeping simple records is a form of book-keeping which we would all of us do well to bring into the regular routine of our lives. Mrs. Garfield for twenty years has kept a day book in which she places a brief record of leading events connected with our living and we have found this record mighty useful in the settlement of a good many questions for ourselves and other people. It takes but a few moments each day and in the keeping of a house book-keeping may have unusual values.

To the salaried man who has a definite income and desires to save something every year for emergencies, the keeping of a simple form of books is vital. One phase of book-keeping has appealed to me as having importance in connection with households because of its recognized value in commercial establishments, and that is the keeping of an inventory of one's belongings, so that in case of fire one can make an accurate statement of losses.

When four of us took a trip of five months together in Europe our method of accounting was a matter of unusual interest to us. Each man spent what was necessary during the day for the party and it did not matter who footed the bills, because at the end of each day we spent a few moments in what we called "whacking up." All the financial transactions of each of us were put upon the table and we had a little clearing-house meeting at the end of each day.

One of the results in our method was that we were able at the end of the journey to easily figure up the comparative hotel expenses in each country visited. We were traveling for nearly two weeks in America before we sailed for Europe and you may be interested to know how the daily hotel bills in each country compared with the others. I give you a summary.

In the United States it cost each member of the party \$3.24 per day for meals, lodging and the little accompaniments of hotel life.

We were three weeks in London and the rate was \$3.15 per day.

During our sojourn in Scotland the rate was \$3.34 per day.

In rural England \$2.16 per day.

In Holland \$2.23 per day.

In Germany \$2.44 per day.

In Switzerland \$2.20 per day.

In France \$2.50 per day.

This was very interesting to us as we compiled the figures at the end of a most delightful journey. I commend you throughout your life to each one of you keep some simple

form of financial records of daily transactions. It will not take longer than to comb the hair or shave and the use that can be made of these records runs into values that oftentimes add greatly to one's ability in giving counsel or handling larger business transactions.

Greenville Business Men Co-operate and Boost.

Greenville, April 10—At the last meeting of the Greenville Development Association, J. M. Bothwell, of Cadillac, Secretary of the Retail Grocers and General Merchants' Association of Michigan, spoke. Mr. Bothwell proved himself very capable in presenting his arguments and there is no doubt the State Association is doing a great deal of good. He gave only facts and figures to show what should be done for the protection of the retail merchants and asked for the support of our local merchants through this Association, which he will, undoubtedly, receive. Certainly those who heard his arguments and understand what there is to be done, and what the State and National Associations can accomplish by having the support of every business man, regardless of his line, and have this support through the local associations, will not dispute the necessity of co-operation if the retail merchant is going to keep pace with the times and maintain himself.

Sometime ago the Greenville Development Association, which is in reality a Merchants' Protective Association and a Chamber of Commerce combined, started as an auxiliary to their body the Boosters and Knockers' Club and through this so-called organization, although there is no organization to it, they reach the heart and pocket book of every booster and knocker through their stomachs, which is conceded by all to be the logical way. They hold a dinner once each week, in which everyone participates, and the results accomplished are astounding. They have just succeeded in getting a bond issue passed on by the voters of Greenville for installing boulevard lights. The main object of the organization, however is to "Co-operate and Boost" and knock if you please. F. B. Perrigo, Sec'y.

Reward for Apprehension of Taylor McCoy.

The Tradesman will pay \$10 for information relative to the whereabouts of Taylor McCoy, providing the information reaches the Tradesman in time to enable it to secure his apprehension and arrest on a charge of obtaining money under false pretenses. Mr. McCoy has obtained money and credit at Chicago, Grand Rapids and Detroit by falsely representing himself to be connected with the Tradesman, which has not been the case for many months. He has since been employed on the business staff of Good Furniture, published by the Dean-Hicks Printing Co., Grand Rapids, and also by the Michigan Manufacturer and Financial Record, of Detroit.

A Well-Learned Lesson.

"Well, Willie," said father as the precocious offspring return from his first day at school, "what did you learn at school to-day?"

"Lots o' things," answered Willie, proudly. "I learned always to say, 'Yes, sir' and 'No, sir' and 'Yes, ma'am' and 'No, ma'am.'"

"Oh, you did?"
"Yep."

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you or send you information in regard to the handling of your estate, or in regard to any trust matters you have in mind. All consultations are strictly confidential. Send for blank form of Will and booklet on Descent and Distribution of Property.

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

Sagacious Suggestions From Saginaw Salesmen.

Saginaw, April 10—Saginaw is going to celebrate "Dress Up Week" this week. Good thing. Most of the boys are out on the road. Fat chance we stand when it comes to dressing up and, as a tip, better tell wifey dear you can't spare her any money this week. Take it all with you.

While in Owosso several days last week, I tried to find the Honest Groceryman. I was informed by several citizens of that thriving little village there was no such person there. Must be another case of a "wolf in sheep's clothes." If you are a traveling man, be proud of it or quit your job. But what's the use? Let George do it.

J. J. Pope, formerly with the Saginaw Beef Co., now represents Lee & Cady, of this city. He has taken the place of James C. Price, covering Northern territory.

The grocery department of the General Stores Co., Pontiac, is now being managed by G. F. Prinnan, former traveling representative for the Park & Tilford Co., in New York City.

To prove that the mail order houses are doing a good business in this territory, you need but notice the postal money order receipts, as given out by Postmaster C. E. Lown, of this city. This office had a gain of over \$3,500 from Jan. 1 to March 31.

It would not have been possible to vote Saginaw county dry last week.

E. G. Kunze, who for the past three years has represented R. L. Polk & Co., directory people, on the Western coast, has accepted a traveling position with the Postum Cereal Co., Ltd., of Battle Creek.

New tailor concern for Saginaw: P. M. Lawrence and Max Karol have formed a partnership to be known as the Saginaw Woolen Co. They have opened headquarters at 110 North Franklin street.

Dr. Kellogg, head of the world famous Kellogg Sanitarium, at Battle Creek, is to be the chief speaker at the anti-tuberculosis meeting held here this week.

Again there are rumors afloat that Saginaw is to have two new factories, an auto and a tractor plant. Good.

C. W. Hauser, of Detroit, is to be the new manager of the local branch of the National Cash Register Co. F. E. Leland and E. M. Thal have been sent to the National office at Fort Wayne, Ind.

F. E. Arnold, one time proprietor of the Detroit House, at Rochester, has opened a new and up-to-date grocery store at the corner of Oakland and Baldwin avenues, Pontiac, to be known as the Triangle Grocery.

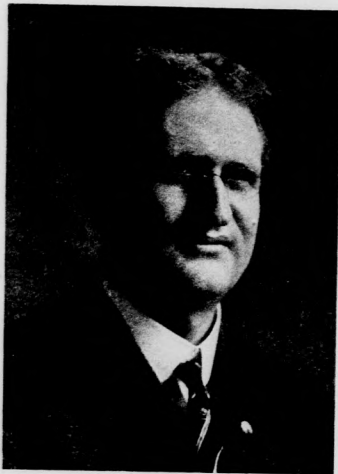
The firm of Butler & Blue, grocers, Flint, have dissolved partnership, Mr. Butler buying his partner out.

O. E. Pardon, of Ann Arbor, has opened a new grocery and meat market at the corner of Main and Depot streets in that city.

It is understood from a pretty reliable source that H. E. Snively, the small but mighty traveling representative for C. Elliott Co., of Detroit, living in and making Flint trade, is about to bring a big damage suit against the popular grocery firm of Glover & Day, North Saginaw street, for interfering with the growth of a cute mustache of the Charlie Chaplin type. Owing to a forced treat-

ment given in good faith to help the growth of the aforesaid upper lip inhabitant, H. F. decided it was spoiled and had it raked off. It looks like another case of a Sampson. Only no woman in this case.

Fellow U. C. Ts. I take the liberty to present to you Saginaw's choice for Grand Sentinel to be elected at the Grand Council meeting at Traverse City in June—H. D. Ranney. It is useless for me to tell you who he is and what he has done for the cause of U. C. Tism. Most every one in the State knows him and the cause he has always boosted. It



H. D. Ranney.

matters not who has had the office in past years. If you want a man this year equal to the office, boost H. D. Ranney, of No. 431.

A. S. Larabee, Richfield road grocer, Flint, has bought the F. W. Smith & Co. grocery on South Saginaw street, Flint.

Robert J. Brown, manager purchasing department and general sales manager of Symons Bros. & Co., Saginaw, and Gordon L. Grant, Vice-President of the Saginaw Real Estate Board, have opened offices in the Goeschel Building, 109 South Jefferson avenue, for the purpose of doing a general real estate business. With Mr. Brown's splendid business ability and the experience Mr. Grant has had the past few years in the real estate game, they should in a short time build up a grand business.

W. B. Teaporton, Sixth avenue grocer, Flint, has sold stock to Campbell & Co.

G. W. Bullock & Son, of Flint, have opened a new grocery store on North Saginaw street.

P. H. Pfeister, salesman for the National Grocer Co., Detroit, who has been covering Ann Arbor and Jackson territory the past two years, is now looking after his company's interest in Detroit. Mr. Pfeister will be greatly missed on his old route, as he has a host of friends, as only one can have who works, as he always does, in the interest of his trade. However, his friends are mighty glad to see him get the boost. He deserves it. While most dealers hate to have these changes of salesmen, yet there is little chance for disappointment in the change here, as Mr. Pfeister's successor is Dan. J. Riordan, who for fifteen years traveled pretty much this same territory for the Reid-Murdock Co., of Chicago. Dan. under-

stands his business and a man who can call on the same trade for fifteen years representing the same house will have little trouble in getting acquainted with the trade of the National Grocer Co. Mr. Riordan makes his home in Lansing.

Next regular meeting of Saginaw Council Saturday night at Foresters temple, U. C. T.s who happen to be stopping in Saginaw over Sunday are cordially invited to meet with us.

Big pure food show in Auditorium April 17 to 22. First of its kind ever held in Saginaw. Tell everybody.

Editor Stowe, I apologize to you for taking a vacation last week without your permission.

L. M. Steward.

Don't parade your troubles before the unsympathetic world. Bury them as a dog does old bones, and growl if any one tries to dig them up.

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Bronze Work, Marble & Tile
Grand Rapids, Michigan

AUTOMOBILES AND ACCESSORIES

Test of Two Trucks for Artillery Uses.

"It is believed," says the United States Field Artillery Journal, the organ of the officers of that arm of the regular service, "that the service will learn with interest and approval that the question of motor traction is at last receiving in this country the careful consideration which it deserves."

Two motor trucks figure in the present experiments, which have to do with the transportation of 4.6-inch gun and 6-inch howitzer batteries. Eventually it is stated the new 7-inch type of howitzer will figure in the tests.

"The tests," says The Field Artillery Journal, "will be conducted so as to determine as far as possible the comparative efficiency under service conditions of motor and animal traction as well as of the two kind of motors, in the draft of heavy field artillery and also the comparative economy of motor and animal traction, taking into consideration original cost, maintenance, probable length of service, and the like.

"The tests will be carried out with the view of ascertaining the greatest amount that can be accomplished with motors when ingenuity and care are exercised in overcoming obstacles, and not with a view to the undertaking of unnecessary severe tasks."

The tests scheduled and which have begun at Fort Sill are three in number. The first has to do with the problem of "efficiency in the supply of ammunition," which is intended "to determine the most favorable combination of tow and load of motor, considering the amount of ammunition transported, the rate of speed desired, the overcoming of obstacles and so forth."

The load of the motor in this test is equivalent to the weight of ammunition carried in one chest and the cannoneers normally assigned in the battery to the carriages constituting the tow.

The tow consists of one loaded caisson and limber and the distance to be covered in the test is five miles, of which three miles will be over Oklahoma roads and two miles cross-country. On the same day and over the same roads an animal-drawn battery will be driven for the purpose of comparing the two modes of transportation.

The speed of this test calls for half of an ordinary animal-drawn battery, and the other half at the speed most favorable to the motor.

The obstacles prescribed are similar to those that the battery with

animal traction is accustomed to successfully encounter in ordinary field work, such as fords of various depths, banks and bottoms, ditches, sharp corners, winding roads, grades, ascending as well as descending sand, mud and soft ground.

A second part of this same series of tests calls for two loaded caissons and one loaded limber in tow of the motor truck, while the truck itself will be burdened with a load of ammunition equivalent to that carried in two chests, as well as the cannoneers.

Another interesting feature, which is also a part of test No. 1 involves the working out of ammunition supply problems, in the solution of which the motor-drawn batteries will travel about three miles to a given point, in part over roads covered by obstacles.

As soon as the battery is posted the motors will operate between the firing line and the ammunition supply depots in the rear, taking away the emptied chests and returning with replenished chests under conditions that will simulate the replenishment of ammunition under service conditions."

"In this problem," adds The Journal, "will be sought the determination of the greatest number of empty caissons and limbers that, in the general case, the motors may be expected to haul."

The second general test of the motors will be one to determine the "efficiency of the traction of elements of the firing battery," the load to be transported being the "weight equivalent to ammunition carried in chest and gun squad excepting cannoneers, at brakes of tow."

The distance covered in the test will be five miles, two of which will be cross-country, in which obstacles will be featured. The speed will be the most favorable to the motor.

The third and last series test is that to determine "efficiency on marches," in the working out of which animal traction will be used to furnish a comparative test. In the working out of this problem both the motor and animal traction will start in the same direction, the motor element preceding each of the elements proceeding at the rate most favorable to itself, and to make only the halts required by its personnel or tractive power in an ordinary day's march.

This test will last at least eight hours.

"During the progress of the several tests prescribed," adds The Journal, "the obstacles should increase in difficulty until the use of the cannoneers

on the ropes and wheels, the use of blocks and tackle, the overwhelming of the obstacle by a motor hauling one element of its tow at a time, or by one motor assisting the other, and other expedients, shall be necessary.

"At the completion of the tests in each battalion a detailer report will be submitted by the battalion commander. In these reports should be considered among any other points that may be deemed pertinent:

"The necessity for tires different from those with which the motor are at present equipped. The necessity or desirability of equipping each motor with an emergency winch for the purpose of pulling itself or its tow over difficult ground. The necessity of elastic couplers between motor and tow, and between the elements of the tow, and the efficiency in this respect of the springs now assembled on the shanks of the pintles of the motors.

"The most favorable distribution of the load of the motor. The advantages, if any, in having all four wheels guide wheels.

"Any changes in the present material that would be required if the battery were to be equipped with motor tractors."

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Champion Motor Oil
as of other Oil
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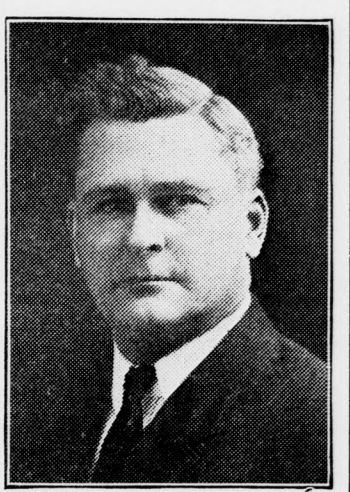
United Trucks are the best business and profit builders a dealer can secure. They are standardized in construction and are capable of performing beyond the requirements usually made on similarly rated trucks as to capacity and endurance.

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THE EASIEST WAY
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EDWIN FARMER, President



The Citizens' Mutual Automobile Insurance Company, of Howell, is now started on its second year of successful operation. Edwin Farmer, of Stockbridge, President, is a prominent farmer and banker and well known throughout the State, as he was a member of the Legislature for four terms.

The Company now has an active agency force and a large number of successful business men in all parts of the State are insured in it. No insurance taken in Detroit or Grand Rapids. The Company followed the plan of all successful mutual companies in organizing in the fall after the heavy losses of the season were over; starting September 1st the Company has obtained about twenty-eight hundred members and therefore is a strong organization with a good surplus fund, starting the spring campaign with everything in its favor. The officers of the Company have received many compliments for starting in this careful way, as the wise man realizes that organizing at the right time means success. The Company is now writing at the rate of five hundred per month, which will greatly increase as automobilists start driving their cars.

The policy protects your car anywhere in the United States or Canada against fire, theft or liability, protecting you against the lawsuits brought against you, up to \$5,000.

The rate in stock companies on the average size car is about \$50. If you are not insured, look up this safe and reliable Company where you can get insurance at cost. Only \$1 policy fee and 25c per H. P. Write

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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.

Sowing the Seeds of Successful Salesmanship.

Written for the Tradesman.

Hardy had reached that stage of discouragement where nothing much mattered. The winter had been a hard, disappointing grind, that had left his nerves pretty badly racked. With springtime his sole desire was to escape into the open. The hardware dealer's normal keennes to make the most of the busy season quite left him.

So, naturally, he left the selling as well as the buying pretty much to his customers. He went through the motions; that was about all.

Between sales this afternoon he stopped to stare savagely at the brightly colored box of garden and flower seeds. "What's the use?" he exclaimed. "Nobody ever buys seeds nowadays. When I was a kid—"

Just then in came the exceptional man who did buy seeds. All he wanted was a packet of radishes. Hardy remembered that radishes were always the first thing his father planted.

"People don't seem to grow garden stuff like they used to," he remarked, discouragingly. "Guess it's cheaper to buy the finished product from the grocers."

The customer looked at him.

"Oh, I don't know," he returned shortly. "They think it's cheaper—that's all."

Hardy woke, with a start, to the fact that he had been bucking his own best interests.

"Well," he said, pleasantly, "you're right. But why not take something with you besides radishes? Lettuce ought to go in at the same time. And you could plant carrots, parsnips, peas—they're all frost proof." As he talked, the years fell away; he was once more his father's enthusiastic helper.

The man, smiling made a selection. As he was wrapping up the little packets, a thought struck Hardy:

"I'll bet you haven't got all the garden tools you need."

"I've got a good rake with just two tines left," returned the man, soberly.

In a minute Hardy was showing him rakes. "Half the pleasure in gardening comes from being properly equipped," he said, "and what's more, you get more profit from having a complete equipment of tools.

Without tools, you can't cultivate; and upon the amount of cultivation depends the crop. I suppose you're going to grow some flowers this year." The tool possibilities exhausted, his mind flew off upon another tack.

"It's hardly worth while," returned the man, grimly. "My back yard's fenced in, but out in front, the dogs will just paw everything to pieces."

"There's not many dogs running around nowadays," continued Hardy. "Not so many as you'd think. My wife put out some annuals last year and they weren't touched once. But we've got a dog-proof lawn fence here—not high enough to obstruct the view but quite high enough to keep the dogs out—that's just the thing to put around a flower bed. It's in the back shop—I'll get some —"

The customer looked at the lawn fence, and averred he'd think it over.

"Measure up what you need," said Hardy, "and be sure and drop in tomorrow and I'll give you a figure on the lot. Or, have you a 'phone—Main 4569—I'll call you this evening." He noted the number.

"Jim," he told the junior, after the customer had gone, "bring out that lawn fence from the back shop and show it here. And the hose reels

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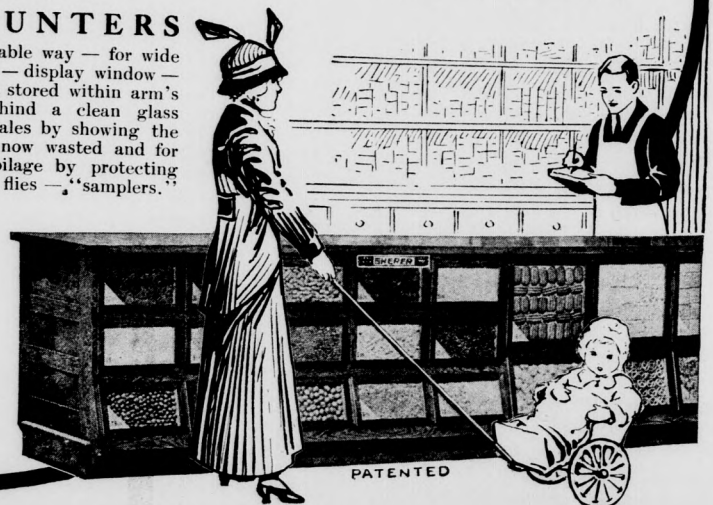
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are the modern way—the profitable way—for wide awake merchants. Storage room—display window—counter—all in one! Thirty lines stored within arm's reach! Each item displayed behind a clean glass window! Saves steps. Makes sales by showing the goods invitingly. Utilizes space now wasted and for which you pay rent. Stops spoilage by protecting goods from dust—dirt—mice—flies—"samplers." The Sherer Pure Food Counter is a business asset which you should have.

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Sherer-Gillett Co.
 1707 S. Clark St. Chicago



and a sprinkler and some hose—I say, Jim, see if you can't think up something neat for a window. I'll do a bit of thinking myself and in an hour or two we'll compare notes."

Just then in came Roy McIlhargy for a can of paint. Roy had finished a new house the previous fall, and was putting the last touches on his painting job.

"Will that be enough?" asked Hardy. "I can send up a couple of quarts and you can return any unbroken cans. Oh, by the way, you said something about painting the attic woodwork. Well, get me the dimensions and I'll give you a figure by to-morrow. Do you need any more brushes now? Yes, this is a good one. I suppose you'll be planting some flowers and a garden. No? You really ought to. It gives a fellow exercise, and, really, a garden is a money-saver. Be sure and drop in to-morrow for that price on the attic work."

Hardy, pausing, mopped his brow. He hadn't fancied the day warm; but neither had he fancied he could generate so much enthusiasm. Then a fact came home to him with a sense of shock. His first customer had come in to spend five cents and had spent \$1.95—difference, \$1.90. McIlhargy had come for 35 cents worth of paint, and had spent \$1.60—difference, \$1.25. That \$3.15 additional business represented the winnings of enthusiasm, of effort, of active personal salesmanship. And from both there was the prospect of more business that had he not put forth extra effort he would never have secured in the world. More than that, he felt better.

And he'd done it without the sense of actually trying; just by dint of being friendly with people who came to buy, and chatting with them along the lines of his own interests and theirs.

It was a pretty busy afternoon, but it was more than that for Hardy. It was a revelation of new possibilities. Whatever a customer came for, Hardy always worked round to the garden. That was merely poetic justice; for the seed box had started him on this line of activity. In some instances he sold nothing extra. In many he took in perhaps only a nickel or a dime more. In a few he ran up good sales slips. But in every instance he knew, in an indefinable way, that he'd impressed the customer favorably; that they were better friends after the transaction than they had been before it.

"Mighty good day, Jim," commented Hardy, as he glanced at the cash register, after talking over the projected window display. "That sod proposition of yours was a mighty good idea."

He lingered a moment after the boys had all gone, and looked almost lovingly about the store. Earlier in the day, he had been quite tired of it. Now he saw in it new possibilities.

It had always seemed to him, though, that the proper thing in selling was to transact business with despatch. His idea had been, to find out specifically what the customer

came for, to hand it out, to get the money, and to pass on to the next customer; all this with the least possible expenditure of time. It took him a moment or more to induce his new experiences to jibe with this theory. And then, sharply, he realized that his briskness in the past had not been the right kind of briskness, and that it is worth while to spend five minutes more with the customer even if the only immediate result is to make him a friend.

"It's just like those garden seeds," mused Hardy, as he locked up. "To reach his best, a man must develop; and to develop he must send out shoots and draw sustenance from his surroundings. The thing isn't just to find out what the customer comes for, or even what he wants; but to find out what he needs, and to help him discover that he wants it. And that's something that the chap who's in a hurry can't do."

Victor Lauriston.

Whip Prices Must Be Advanced.

Probably no article of manufacture has been more seriously affected by the advance in prices of all raw materials than the whip industry. This is the leading industry of Westfield and has made the town famous the world over as the "Whip City." The manufacturers are confronted with the necessity of the very sharp advance in prices on all lines of goods and even then the profits are sure to be seriously curtailed. The situation is fast becoming serious, as it is almost impossible to get some of the raw materials even at an advanced price.

Rattan, the largest item of cost in the manufacture of whips is all being received from the Far East and as the freight rates from Singapore on such goods has increased about 800 per cent, it represents an advance in cost of 300 per cent. on this imported article when received in this country.

All hides for rawhide centers also come from the Far East and shipments being made from Calcutta are similarly affected by increase in freight rates. Even under such advanced rates shipments are very uncertain and difficult to obtain.

Another of the largest items in whip manufacturing is cotton thread which is used in the various colors and on account of the serious situation of dyes thread has advanced about 100 per cent.

Iron and brass goods used in iron loads and mountings have advanced from 25 per cent. to 50 per cent. and colored varnishes, paints and oils from 25 per cent. to 100 per cent. on the various kinds.

In spite of the advance in the prices of whips the demand for them is strong, which adds to the embarrassment of the manufacturers.—Westfield Herald.

It is a striking coincidence that Mayor Ellis, of Grand Rapids, who champions the cause of the anti-discrimination insurance law, should have been defeated for re-election, while Mayor Balch, of Kalamazoo, who opposes the law and seeks its repeal, should have been re-elected.

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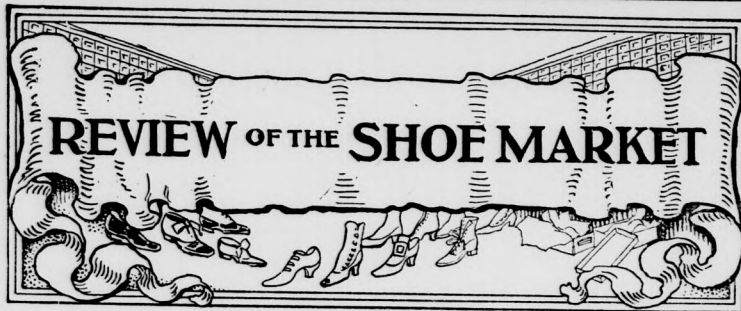
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Grand Rapids, Michigan



Five Efficiency Points of Shoe Retailing.

Fourth Paper.

Written for the Tradesman.

Thus far in our series we have dealt with three topics, namely: The Wish for Larger Things, the Personal-Service Feature in shoe retailing and the Right Attitude Towards One's Customer. This article will attempt to say something on a matter that goes right to the core and center of the whole business. I have phrased this fourth principle of efficiency as follows: The Will to Make the Business Go.

Of course any arrangement of so-called efficiency points is a purely arbitrary matter. And it doesn't matter at all about the order in which one places them in his own individual scheme. But it must at once appear to anybody who has given the matter much thought that everything in the way of human success centers in the will.

And of course it is equally true that this principle applies to every other kind of business as well as the retail shoe business. But that is no reason why it should not receive special recognition and stress in a series of articles such as this.

Students of mental phenomena are greatly interested in the human will. I know of no subject more fascinating. For the will is the fruitful source of action—conduct, achievement, character, history and all else that men have done, and are doing, under the sun. Back of the deed is the will to do. How, why, under what circumstances, and for what reason, did somebody or other will to do this, that or the other thing? When you touch the human will you lay your finger on the very life-center of human nature.

What is the measure of your will? How strongly, incisely and persistently can you will to do the thing that ought to be done—the thing you'd like to see accomplished? Can you camp on the trail of some loved and cherished purpose until you find it splendidly realized in actual achievement? Is there a kind of melody that sings itself in the inner parts of your being, the refrain of which is: "Never give up!" Are you built on never-give-up lines?

If we should take a straw vote on the subject, doubtless every man engaged exclusively in the retail shoe business, and every other merchant who also handles shoes along with other kinds of merchandise, would rise up promptly and vote yes on the the proposition, Do the retail shoe dealers of American want a better

business? Of course they would. But a perfectly unanimous vote wouldn't settle the question by any manner of means, for still there would be this further question to be disposed of, namely: How much do you want this better business? Are you willing to pay the price thereof?

If a retail shoe dealer's business is failing to go as it should; if there's an easy-go-luck atmosphere about the establishment; if there are run-down-at-the-heel symptoms in evidence—there may be many contributory causes, but the main cause is this: the man back of the business doesn't will to make the business go. Maybe he's deceiving himself by thinking he is; but the evidence is against him. While he has perhaps fooled himself, the chances are he hasn't fooled the people.

Some people have willed to make good and yet failed to produce—owing to other circumstances that play an essential part in the game of business; but it's a cinch that no man ever did make good in a business way who didn't have a strong hunch that it was up to him to be the main push. Somehow or other it has dawned on him that he was the big force behind the works—and he has conducted himself accordingly. He has rolled up his sleeves and gone to it. Shoving out his lower jaw after the manner of a man who means business, he has applied himself to the task in hand. While he hasn't exactly denied the possibility of such a thing as luck, he has realized that pluck is ninety-nine to one in the successful affairs that get themselves done in the world. He has learned to trample on difficulties, and overcome opposition. But these incidental counter-currents, insofar from discouraging him, have only caused him to tighten up and go after it all the harder.

Big human interest stories that grip the imagination and fill us chock full of pep are the sort of stories in which this will stuff cuts a prominent figure. If everything had been plain sailing for our hero, he wouldn't be a hero at all; he'd be just a lucky guy. If he'd always gotten the thing he went after, without any preliminary "watchful waiting policy" coupled with a grim determination to hit at the psychological moment—and hit hard—he wouldn't appeal to us. Nobody is very profoundly stirred by the doings of the fellow that was born with a silver spoon in his mouth, and never in all his palmy days had to put forth a single strenuous effort; we like to peruse the narrative of the fellow that came up from the crowd

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The Michigan People

Grand Rapids

—the chap that battled up through difficulties so dense and sinister that everybody said he couldn't possibly do it. He's the sort of a man we naturally warm up to. Realizing that we ourselves are just ordinary folks with no special pull with the gods of luck, we want to study the record of the fellow broke in and made good under strong disadvantages.

Yes, it's just a matter of pep. Pep's the word. It may be a bit slangy. I don't know, and I don't care. But anyhow it expresses the idea. It describes that fine inner quality—that big, determinative thing somewhere in a fellow's central neural stuff, that makes him a failure or a winner, as the case may be. Whatever you call it, however you describe it, the thing itself is fundamental and vital. With it—if you've got it good and strong, and understand the fine art of hooking it up to the job in hand—you can do almost anything; without it you are doomed to remain an obscure brother, and saw all your days on a second fiddle in the orchestra of life.

Now it would be a deplorable thing if this will-faculty—our volition—were incapable of development. But that isn't so. The human will can be waked up, trained and developed until it becomes strong. The workings of the human mind are highly interesting. For instance, isn't it strange how some folks just seem to live in a kind of stupor for a long time—doing nothing of any special interest or profit, either to themselves or anybody else: and then, presto, something suddenly wakes them up, and after that they are just as different from their former selves as anybody could be! Latent powers have come to expression; dormant forces have waked up. It is as if they had been born again—and I am using that term not at all in a religious sense. Isn't it the truth? Haven't you often seen it?

What has happened? The will has at last fully asserted itself—that's all. Hitherto the person who has passed through such an experience had merely been playing at the thing he was supposed to be doing. Suddenly, for some reason or other, he got really interested, quit playing and went to work. He pulled himself together and applied himself unreservedly and joyfully to the business in hand. And of course he made the thing go.

It always goes if you put into it all you've got. And that is the reason I contend that this is one of the best little old efficiency points that ever was, or will be. Alongside of the ability to see what is worth doing in the first place, we must put this other principle—the ability to apply one's will to the job in such a way as to put it through. If the first of these principles is the track along which your train of achievement moves, the second is the steam in the locomotive that pulls the cars. Volition is dynamics; will is power in action. You can't dream 'em in. You've got to will them in by making your store and its service attractive.

Cid McKay.

Pickings Picked Up in the Windy City.

Chicago, April 10—Chicago is to have an exclusive theater for children from 7 to 15 years old, where drama will be played. It will be the only one of its kind in the country.

The Old Morrison Hotel will be razed on May 1 to make room for the second addition of the New Morrison.

On April 4 the voters of Chicago had their day. Now for one year the city hall will try to jolly the people.

C. Garrison and wife stopped off in Chicago for two hours last Wednesday on their way home from French Lick. Mr. Garrison is the head of the Banner Cigar Co., of Detroit.

H. R. Parks, with Carlson Brothers, Chicago, by chance read a copy of the Tradesman and immediately forwarded to the writer an annual subscription.

The milk producers have come to a settlement with the milk distributors of Chicago. Before the strike, Chicago was receiving an average of 2,700,000 quarts a day. During the strike this dropped to less than half. The settlement has been made at the consumer's expense—milk is now 9 cents. Well, the babies must have milk.

A. G. Wallers, formerly city salesman for the Chicago branch of Parke, Davis & Co., of Detroit, now with the Norwich Pharmaceutical Co., Chicago, was called to Indianapolis, Ind., last week on account of the fatal illness of his father, who died at the age of 66 years. Mr. Wallers is a very popular salesman throughout Cook county and is well liked by the drug trade.

Ted Snowhook, formerly with the John T. Woodhouse Co., of Detroit, of late Illinois and Chicago representative for the Hansel-Gretel cigar line, has been transferred to Detroit, where he will look after the Detroit and Michigan trade through Berdan & Company, of Toledo, who are the Ohio and Michigan distributors. Mr. Snowhook, no doubt, will make a success, as he has a host of friends in Michigan and Detroit.

Chicago is going to increase the acreage of Lincoln Park by filling in little old Lake Michigan.

One of Chicago's good points is transportation. Any one living north of Wilson avenue, on the north side of the city, five miles from downtown, can board the L trains at any of the loop stations and ride this distance without stopping at any of the intermediate points. This is one reason why Chicago covers such a territory. Transportation in the city is very good.

The two brothers—F. P. Hood and R. N. Hood—set a good example of what clerks can do to increase the business of any store. These boys take the place of the manager of the Morrison drug store when it comes to treating the patrons with courtesy. They have a smile for you on entering, a "thank you" with each purchase and a "call again" on departure. If more clerks and young men would follow this rule, there would be more successful merchants and more opportunities for promotion.

Ringling Bros. circus will open the 1916 season at the Coliseum April 15.

It is reported that the club women of Chicago have purchased ground for the erection of an eight-story building to be used exclusively by the different women's clubs in the city of Chicago.

C. W. Reattoir.

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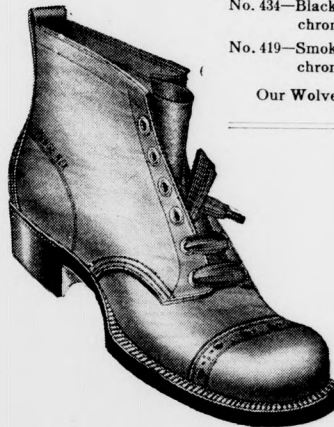
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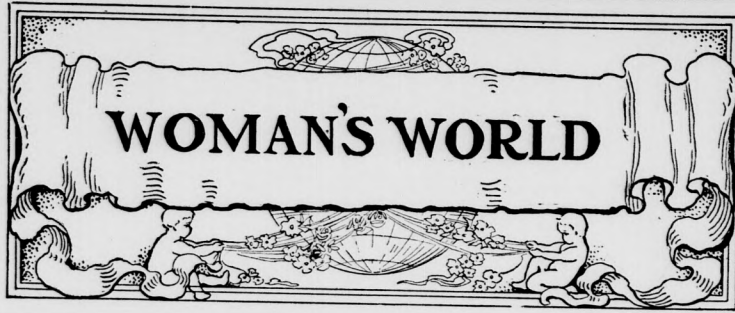
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WOMAN'S WORLD

Lest the Customary Work Become Wearisome.

Written for the Tradesman.

The ideal worker sings at her task. She is happy and enthusiastic in her occupation, and finds a great and constant joy in her daily work. She toils not for pay alone nor chiefly for pay, but more for the sheer pleasure of doing that in which she has acquired skill and dexterity. Only she who has this enviable zeal and buoyancy of spirit can do the work, or labor with the least degree of weariness and exhaustion.

Over against this high ideal we have to put the sorry actual—the fact that many a woman, having been in some one kind of employment ten, fifteen, or maybe twenty years, gets sick and tired of it and longs for a change. Her work, in which through long experience she has become swift and adept, seems a treadmill. As she looks forward she sees the years stretching ahead of her, the days, weeks and months filled with the routine of tasks and duties that long ago lost all interest and novelty. She is utterly disheartened at the prospect.

Were there only a few who take on this mental attitude, and those of the flighty, frivolous type, the matter would not be so serious. But the most faithful and dependable and expert get this feeling, and it is so common as to be the rule rather than the exception with women who have earned their living for a term of years. Indeed it often seems that no sooner does the worker get to the place where she is able to earn a comfortable salary and work easily and without the nervous strain from which the beginner always suffers—no sooner does she reach the point where her experience is beginning to do her some real good, than she gets tired of her work and is almost tempted to strike out in some new calling. This describes the situation with a great number of good teachers, bookkeepers, stenographers, and saleswomen.

Unfortunately no one has yet discovered an infallible rule by which the worker may stay in love with her job. And what is equally regrettable, no one has found any way by which the average woman can change from her accustomed calling to some other without heavy loss.

A little common-sense philosophy should be applied to the situation. In this world as things are now, it is given to few to work at a task that is wholly congenial. The painter or the musician may have so strong a bent in one direction that he finds

his daily labor an unmixed pleasure. With most of us this is not and can not be true. Any vocation must be somewhat of a compromise between our likes and our aversions. Then why not learn to meet the unpleasant features of one's calling cheerfully and without needless irritation?

Another thing to be cultivated is an appreciation of the value of a steady place. Many a woman misses it right here. She doesn't know when she is well off. Having a permanent position with liberal salary, she fails to realize how good a thing it is, and even deludes herself into believing that she quickly can pick up something equally lucrative in some other calling. Ninety-nine times out of a hundred she can not.

The occupation to which one turns for escape almost never is seen in a true light. It is surrounded by a rosy mist that allures and deceives.

Here is Rose McLendon who has taught in the same private school for fourteen years. Not unnaturally she feels the need of a change, and is debating with herself whether she dares make it. You can not blame Rose for feeling as she does. Her work is unusually confining. The pupils, who are children under 12, mostly board in the institution, and the teachers have charge of them during all their waking hours. Living right in the school as she does adds to the monotony. But she draws good pay and she never has found the work as taxing as teaching in the public schools. In many respects the position is remarkably well suited to her abilities, only she is very tired of it. To what does she think of turning? To poultry raising.

Poor girl! That of all things for her, who never has lived on a farm, has no liking for animals, and fairly abhors dirt. Of course she got the notion from a poultry magazine. Rosie, dear, don't pin your faith to the clucking hen! She is all right in her way, but she would bring you not dollars but only disappointment instead.

Mrs. Clinton is an overexperienced stenographer who actually believes she would like to be companion to some semi-invalid or elderly lady, preferably one who travels. Verily that companion delusion is the worst ever! Outside of books, how many persons did any one ever know who wanted a hired companion to be treated as an equal? Perhaps the sweet-faced, kindly-natured wealthy woman who is willing to buy railway and steamer tickets, meet hotel bills and pay a good salary in exchange for a few light and pleasant services, may

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BOSTON—Principal Coffee Roasters—CHICAGO

COFFEE

Fragrant—Delicious
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In 1, 2, and 3-lb.
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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."

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GRAND RAPIDS, MICH.

exist. I won't say she does not. But I have yet to see her. And I have yet to see an ex-stenographer contented and happy in any sort of a servant's position.

Canvassing is another occupation that looks alluring to many women grown tired in steady positions. A calling may have picturesque features that make it appear interesting and attractive from the outside, and still be work that will be heartily detested once one gets into it. Or it may be something that never can be made to pay out.

All this is farthest from saying that it never is necessary to change from one kind of work to something different. Loss of health, a falling off of demand, getting into an occupation to which one clearly is not adapted, years where youth alone can meet the requirements—any one of these reasons may make a change imperative. That such shifting never is accomplished without loss of the prestige and ground gained by long effort, furnishes the strongest kind of an argument against a change when there is no other cause than being tired of one's job.

Such bits of philosophy as have been given here and others that may suggest themselves should help somewhat. Often it may be possible to look at one's daily employment from a new angle, and find beauties and pleasures in it hitherto undiscovered. In addition there should be an intelligent effort to keep one's life from getting into a rut. To most natures doing the same things over and over is very wearing. The monotony of work should be corrected by variety and diversion in the hours off duty.

There is a knack in dropping the task sharply after it has been done faithfully and well, and turning the mind to other things. It is a mistake to talk shop, to associate only with those in the same calling, or to "take one's work to bed."

A sermon, a musicale, even a good movie, may take one out of one-self for a little time and keep one from feeling the grind. Outdoor sports are good. Well-earned vacations and trips away should be enjoyed to the full. However, it is unnecessary to form a morbid appetite for excitement and distraction. Sometimes an interesting book or magazine article or a long walk may be as efficacious in restoring the balance as more expensive pleasuring. The idea is, by a little sensible diversion to keep one's freshness and enthusiasm for the daily work, and so avoid the loss incident to giving up a good position and entering a new and strange calling. Quillo.

Parcels Without Paper.

The smaller shopkeepers in the suburbs are practicing paper economy in grim earnest. In a certain Brixton shop a woman purchasing a pound of lard was asked if a narrow strip of paper round the middle of the lard would be sufficient! Another customer who bought some sausages was asked if she would mind putting them, without being wrapped up, in the basket she was carrying.—London Standard.

Failed to Make Good.

A mercantile friend of the Tradesman entered into contract relations with the Brenard Manufacturing Co., of Iowa City, Iowa, March 1, 1915, in which the Brenard Co. agreed to increase his annual sales from \$44,800 to \$54,000 during the yearly period the contract covered. As a matter of fact, the Brenard Co. succeeded in increasing the sales only \$2,763 and as the cost of taking on the service was \$490, the increase in sales cost the merchant 18 per cent. Furthermore, the Brenard Co. did not live up to its contract. Although the contract was dated Feb. 10, 1915, and went into effect March 1, 1915, no one put in an appearance to start the ball rolling until May 19, although the Brenard Co. entered into a specific contract to send a representative to the merchant to organize and start the campaign within six weeks from date of the contract. The merchant happened to be busy when the representative called on him and made an engagement to meet him that evening at the store, but the representative did not keep the engagement.

The contract was written by P. D. Farrell, of Detroit, in the presence of the editor of the Tradesman, and unless Mr. Farrell and the Brenard Co. make good on their agreements, which they have thus far failed to do, the Tradesman advises the merchants of Michigan to exercise due caution in having any dealings whatever with either party.

Since the above paragraph was put into type the Tradesman has received a call from another merchant who entered into a \$490 contract with the same concern through the same man, the signature being based on a positive agreement to increase the business of the merchant 25 per cent. The merchant carried through the contract in good faith, but instead of his volume being increased 25 per cent., it decreased between 19 and 20 per cent. When this condition was brought to the attention of the Brenard Manufacturing Co., that concern very generously offered to return him \$50 of the \$490 he had paid for the privilege of being buncoed. Of course, the offer was declined, because the merchant does not propose to be victimized in this manner and permit the Brenard Manufacturing Co. to get away with the spoils without a legal contest. In this case the contract was obtained by Mr. Farrell by means which look very much like false representations and the Tradesman proposes to use its kindly offices in the matter and insist that he and his employer make good on their promises and agreements or suffer the consequences.

In the light of these two experiences and in view of many similar cases which have been brought to the attention of the Tradesman, all of which have been carefully investigated, summarized and analyzed, the Tradesman feels no hesitation in advising its mercantile friends to give the Brenard Manufacturing Co. and other concerns of like character—or lack of character—a wide berth.

Signs of the Times Are Electric Signs

Progressive merchants and manufacturers now realize the value of *Electric Advertising*.

We furnish you with sketches, prices and operating cost for the asking.

THE POWER CO.

Bell M 797

Citizens 4261

Sand Lime Brick

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

Brick is Everlasting

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

1916 IMPORTANT CHANGES TANGLEFOOT



Improved Size—Handy Sealed Package

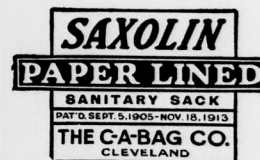
Retails 5 Double Sheets for 10c

Ask your Jobber or his Salesman for Particulars



WHERE THE FLOUR COMES OUT—THE DIRT GETS IN.

The paper Film lining of the Saxolin paper-lined Cotton Sack—Closes the porous mesh of the cotton and prevents the Flour from sifting Out and likewise the Dirt, Dust and Impurities from getting In



Assurance of
Pure,
Clean Flour.

Ask Your Miller

The PAPER LINING does it

THE CLEVELAND-AKRON BAG COMPANY, CLEVELAND

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

THE MEAT MARKET

Working Up Summer Resort Trade.

There are a large number of butchers whose busy season begins just as the summer dullness starts for the general run of the trade. These are the men located in those vicinities where a summer population exists—especially in those localities where the visitors are cottagers maintaining their own households and not simply hotel or boarding house transients.

In a majority of these resorts the competition is sharp, there being several butchers fighting for a trade that only exists during a few months of the year, and which must be handled during this time to bring a large enough profit to cover what, in the ordinary shop, is a full twelve months' business. The Butchers' Advocate has recently received several letters requesting information along these lines, and the following is based on plans which several butchers have used in meeting just such conditions and which have been found successful.

In dealing with such trade it should, first of all, be remembered that it is high class. People who can afford to spend summers in this fashion are those who, when they are at home, are accustomed to buying quality meat and receiving the best of service. Furthermore, they are a class that do not object to paying for both of these things, provided that they come up to the mark of which they are accustomed. The butcher who caters to this class must run his market on the same basis as the best of the large city markets are run.

Of course, the most essential factor in building up a volume of trade under these conditions is the method the butcher uses to start them dealing with him. One butcher, whose market is located in a New Jersey coast resort, uses the telephone almost entirely for his solicitations. As soon as he learns of the arrival of a new family in his town, he immediately has his cashier call them up and make a direct personal solicitation. He is lucky in having a girl who is a good saleswoman, and who rarely fails to get an initial order. She succeeds in this way in reaching the woman of the house directly. As there is generally a confused state of affairs in the house, due to the moving and so on, the prospective customer welcomes the chance of making an immediate connection if she be a newcomer at the resort, for it relieves her of the trouble of finding a tradesman for herself. If she is one who has spent previous summers there, or if she has dealt with the butcher

before, the call shows her that her trade has been appreciated, and that the butcher is anxious to have her back again. An appeal of this nature is a strong one—it never harms any one to appeal to a customer's sense of importance. Once the initial order is gained, a butcher whose market is run properly can usually hold the trade.

Another butcher solicits most of his class of trade by mail. Through his local connections he keeps a close watch on all leases and rentals, and the first mail the family usually receives in their new home is a bid from him for their patronage. His circulars are out of the ordinary. The envelope is a square, heavy one, such as is generally used only in personal correspondence, and it is mailed with a two-cent stamp. Invariably it is addressed to the woman of the house. Inside is a double sheet, printed in an attractive face of type, which asks for the new family's patronage on a straight basis of quality, without any prices quoted at all. Another butcher who uses the same methods has each of these letters typewritten individually, so as to make the individual flavor stronger.

This work should be supplemented by whatever advertising can be done. All summer resorts have their own local press, which is widely read by the summer visitors, as the editors usually manage to get every one's name in type at least once an issue. The readers in looking for their own names and those of their friends go through the entire paper and see the advertisements as well.

In writing copy for these advertisements, however, the butcher should use great care. He should remember that he is appealing to a class who are accustomed to good advertising—the sort that they see in the city papers. A string of names and prices with the butcher's name will not do. "Reason why copy," the kind that tells a woman why it will be advantageous for her to deal with him, something about the quality of the meat he handles and the service he gives, is the kind that will bring results. Any other kind is simply a waste of money.

A word of warning. It must be remembered that this trade is really transient, and that a cash market is not feasible. Be careful of your credits. Hold them in as much as you can, and get as much information about your people before allowing them to run a very large bill with you. Many a butcher who has this class of trade has seen a season's profits go up in smoke before losses

that came from families who disappeared in the night, after having eaten meat at his expense during almost the entire summer. Be constantly on the watch, and beware the family who you have reason to think are living above their means. These people's intentions are usually good, but their pocketbooks are never quite as good as their intention. Watch them closely, and get all the information about them you can. If you have good reasons to think they are bad credit risks drop them.

Your competitors may get the trade, but you can wish them joy in it, for trade of this character doesn't add very much to the profit side of your ledger—J. K. Lehrmann in Butchers' Advocate.

Dandelion Vegetable Butter Color

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

Manufactured by Wells & Richardson Co. Burlington, Vt.

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.

Watson-Higgins Milling Co.

Merchant Millers
Grand Rapids, Michigan

Owned by Merchants

Products Sold Only
by Merchants

Brands Recommended
by Merchants

Rea & Witzig

PRODUCE
COMMISSION
MERCHANTS

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

Established 1873

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

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

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

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

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

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

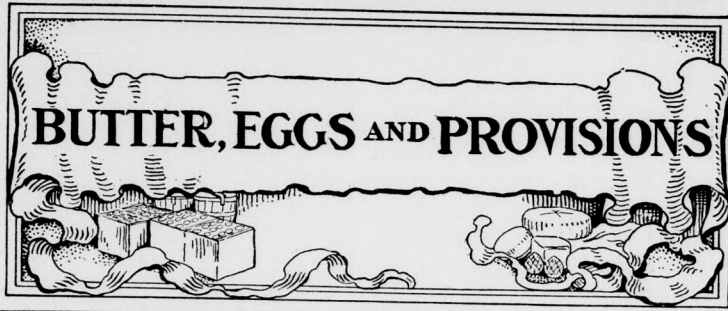
PEACOCK BRAND Breakfast Appetites

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



Michigan State Brand Plans.

Plans are being worked out by the Michigan Dairy Department to further the popularity of the recently established State Quality Brand for Michigan butter and to increase the production of butter within this state entitled to bear the new trade-mark. It is the opinion of those in charge of the State Brand that some plan must be developed to make it clearly profitable for creameries to incur the expense necessary to comply with the conditions upon which the use of the brand is granted, if the brand is to become a potent factor in raising the quality of Michigan butter. And it is believed that this end can be best realized by making known to consumers of Michigan butter the significance of the brand, thus creating a demand from the public for butter carrying the State trade-mark. It is argued that if the local or smaller creameries thus have at their disposal a well known brand under which to present their butter to the public they can better compete with the larger central creameries which, it is claimed, are often disposing of secondary grades of butter under well advertised brands to better advantage than many of the smaller plants can dispose of their product on the wholesale markets, even though the latter sometimes produce better goods. Those back of the movement claim that the growing system of direct marketing of advertised brands of butter to jobbers and retailers now being developed by the large central plants must be met in some way by the small creameries if they are to survive in the long run. To this end it is proposed to overcome the first great obstacle by working for the production of a more uniform butter in all creameries availing themselves of the use of the State Brand. Then it is planned to have those State Brand creameries disposing of all or part of their butter outside the State agree to ship to certain chosen receivers in the principal distributing markets, who will co-operate with the creameries in maintaining a uniform quality in State Brand goods and who will agree to send the butter in prints or tubs under the State Brand. It is hoped in this way to gradually build up a popular demand for the Michigan branded butter outside the State.

Those back of the plan realize the many difficulties sure to be encountered, the difficulty of solving the storage butter proposition, and of retaining the support of creameries in the face of adverse reports on quality from the chosen distributors. But it

is hoped to make gradual progress and to eventually create a high value for the State Brand goods.

The movement will be watched with interest; but whether it succeeds or fails we are convinced that even without it there are attractive enough possibilities in the State Brand proposition to make it worth while for any Michigan creamery to put itself in condition to secure the privilege of the use of the brand. On our wholesale markets any creamery that takes the necessary precautions to turn out extra the year round can command a price from jobbers that will mean largely increased profits. Unreliability in quality is the rock which shortens the career of many of our smaller creameries, be they in Michigan or elsewhere.

Ex-Breweries Fine For Cheesemaking.

An interesting development in the progress of cheese making in this country has been the conversion of breweries into cheese factories. In some cases where prohibition laws have been enacted, brewing plants have been an almost total loss. A Washington brewer has lately proved, however, that no brewer in a dairy state need fear prohibition. The town in which one of his biggest plants was located went dry. He hoped it would go wet again at the next election, so instead of closing down he kept it running, but bottled and pasteurized milk and manufactured cheese.

When the whole state went dry the newspapers pointed to this man's factory as proof that the usefulness of the brewing plants need not be ended by temperance. The brewer resented it, because he hoped the Supreme Court of the state would yet declare the dry law invalid and he did not want the temperance folk to know that the breweries could be saved by the cows. Not to lose time, however, other brewers, anticipating that the decision of the Supreme Court might be against them, proceeded to convert their plants into creameries and cheese factories.

Breweries are generally housed in expensive buildings, either of stone or concrete, and such buildings are an improvement on the frame factories usually found in dairying localities. Brewery office equipment comes in as handy in a creamery as in any other business. Beer trucks will haul milk just as well as beer, and as many men are needed in a big creamery as in a big brewery. Creameries require steam generating plants and refrigerating apparatus, equipment found in every brewery.

HART BRAND CANNED GOODS

Packed by

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

Michigan People Want Michigan Products

Make Us Your Shipments

When you have Fresh Quality Eggs, Dairy Butter or packing stock. Always in the market. Quick returns. Get our quotations.

Kent Storage Co. Grand Rapids, Mich.



A Household Name

Your customers know the good uses of

Mapleine

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

The Vinkemulder Company

Jobbers and Shippers of
Everything in

Fruits and Produce

Grand Rapids, Mich.

SEND US ORDERS

ALL KINDS FIELD SEEDS

Medium, Mammoth, Alsylke, Alfalfa Clover, Timothy, Peas, Beans

Both Phones 1217 **MOSELEY BROTHERS** Grand Rapids, Mich.

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

Miller Michigan Potato Co.

WHOLESALE PRODUCE SHIPPERS

Potatoes, Apples, Onions

Correspondence solicited

Let us hear from you if you can load good potatoes

Wm. Alden Smith Bldg. Grand Rapids, Mich.

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

We Pay Cash

For Your Butter and Eggs—No Commission

Fill in your name and address in the following blank:

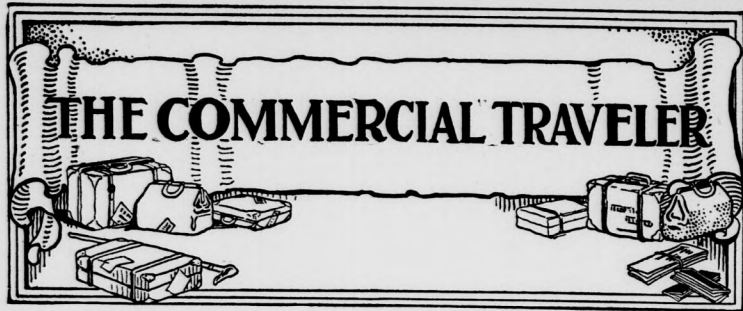
.....1916
Without any obligation on my part place my name on your list for Weekly Quotations.
Name

Address

Schiller Butter & Egg Co.

No. 14 Market St.

DETROIT



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, Traver-
 se City.
 Grand Executive Committee—E. A.
 Dibble, Hillsdale; Angus G. McEachron,
 Detroit; James E. Burtless, Marquette;
 L. N. Thompkins, Jackson.
 Next Grand Council Meeting—Traverse
 City, June 2 and 3, 1916.

Wafted Down From Grand Traverse Bay.

Traverse City, April 10—Homer Hanson, traveler for A. W. Rickerd, monument builder, is confined to his home by sickness.

H. C. Hoffman, Past Counselor No. 361, has purchased a new car and made his first business trip Saturday to Williamsburg. He spent Sunday washing the mud off the car and so was unable to attend memorial services.

After reading the autobiography of Herbert Baker, the old reliable prune salesman of Grand Rapids, familiarly known over the Northern territory as Hub, I find that it will be necessary for the public to change his name. It seems Mr. Baker has been attending so many tabernacle meetings that he has gone to holding prayer meetings. Hereafter he will be known as Elder Baker.

The convention committee has mailed all the U. C. T. secretaries throughout the State advertising stickers for the U. C. T. State convention and we hope to see them stuck up in all the prominent places along the road.

A. E. Ford, with the Shakespeare Sporting Goods Co., and for many years member of the executive committee of No. 361, has moved with his family from Traverse City to Kalamazoo. They will be missed by their many friends in Traverse City, who wish them success in their new home.

Fred C. Richter announces that he has found a new use for iodine while in Ludington. Ask Fred about it.

Your correspondent can pick up a few news items, but it is necessary for the co-operation of the other members of No. 361 to make this column a real success.

Grand Chaplin Wilson will visit Petoskey Council Saturday, April 22.
 F. W. Wilson.

Cost System Which Works Satisfactorily.

Thayer, Ill., April 10—I wonder how many of us after we have figured out the cost of doing business know how to mark our merchandise to gain a desired per cent. profit.

It is a simple mathematical problem when we once know our cost of doing business for us to figure out our per cent. gain on an article on which we have set the selling price by guess, but how many of us know how to set the selling price to net a desired per cent. gain? I dare say very few.

I have seen many long drawn out, unpractical solutions to this problem, not practical enough to be of real service to the busy store manager. I will give you a simple and accurate rule easy of application, and worth more than you can estimate after you have arrived at your cost of doing business to the desired per cent. net gain, and subtract from 100. This will give you the key and you need never change it until there is a change in your cost of doing business.

Multiply cost of merchandise by 100 per cent. and use as a divisor the key obtained. Say your cost of doing business is 17 per cent. and you wish to make 10 per cent. net gain, 17 per cent. plus 10 per cent. from 100 equals 73 per cent. which is your key.

To illustrate, a pair of shoes costing \$2.25 x 100 = 22500 divided by 73 equals \$3.08, selling price. Cream of Wheat costing 12 cents, 1200 divided by 73 equals 16½ cents selling price. Can you now see where your profits go? Most of us would sell this shoe for \$3 and lose 8 cents. Cream of Wheat for 15 cents and lose 1½ cents providing our cost of doing business is 17 per cent. which is an average.

I would suggest that none of us permit a salesman to quote 25 per cent. and 33½ per cent. on an item until we give him our cost of doing business, and then see where he would land our profit.

The traveling salesman by quoting these misleading per cent. profits to our competitors helps to stimulate price cutters, and does a great deal of harm. If he were to give the net per cent. gain he would be a valuable educator and render a great service to the merchants. W. F. Schaeffer.

Too many glasses may make a tumbler of a man.

Livingston Hotel

Grand Rapids, Mich.

Fine Cafe in Connection

Entertainment Every Evening

The Hotel Geib

Eaton Rapids, Mich.

L. F. GEIB, Propr.

AMERICAN PLAN

Artesian Water Steam Heat

\$2 Per Day

Sample Room in Connection



S Broeksma Stuart M. Wells
Broeksma & Wells
 TAILORS
 15 Division Avenue, So.
 5 doors south of Cody Hotel Grand Rapids, Mich.

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 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

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

Snyder's Restaurant

41 North Ionia Ave.

4 Doors North of Tradesman

Special Dinners and Suppers 25c

HOTEL CODY

EUROPEAN

GRAND RAPIDS, MICH.

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

The New Winter Inn GREENVILLE, MICH.

W. H. MILLS, Proprietor

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

Park Place Hotel

Traverse City, Mich.

The leading all the year 'round hotel in Northern Michigan. All conveniences.

All outside Rooms.

America's plan.

W. O. HOLDEN, Mgr.

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.



BUFFALO
 450 Rooms 450 Baths



DETROIT
 800 Rooms 800 Baths
 200 room addition building



CLEVELAND
 1000 Rooms 1000 Baths

The Why of Statler Service

All of us at Hotel Statler realize that you—the guest—are the man who pays our salaries. When you no longer come to us we will go out of business.

It is *you*—not *we*—who must be considered *first* in every detail of the operation of these three hotels.

We can't *afford* to be superior and patronizing with you, even if we wanted to. We can't afford to be discourteous, or to tender a perfunctory service, or to give you a scant money's worth.

So these hotels are operated, from sub-cellar to roof, to *satisfy* you with what you buy of us. Hence the doctrine that *the guest is always right*; hence our earnest efforts to give you *more than your money's worth*.

Every—EVERY—Hotel Statler room has private bath; outside light and air; circulating ice water; writing desk with plenty of stationery, etc.; local and long distance telephones; pin-cushion, with needles, thread; buttons, etc.; candle for a low night-light, and numerous other unusual conveniences. Morning paper delivered free to every guest-room

Your satisfaction guaranteed, whether you spend \$1.50 or \$20 a day.

**HOTELS
 STATLER**

BUFFALO - CLEVELAND - DETROIT
 Rates from \$1.50 Per Day



Live News From a Lively City.

Kalamazoo, April 11—Kalamazoo Council was honored last Saturday evening by a visit from Grand Counselor W. S. Lawton, of Grand Rapids, and Deputy A. T. Lincoln, of Hillsdale. On account of other attractions in the city there was a comparatively small number of members present and those who missed the meeting missed the very best that has come to Kalamazoo Council in a long time. H. D. Bullen, of Lansing, was also in the city and a guest of the Council.

The annual membership report of the Council showed a gain of twelve members during the year. The annual report of the auditing committee and the special committees for the last two parties were read and met with much enthusiasm among those present.

After the regular business of the meeting was concluded, the Senior Counselor called on Grand Counselor Lawton for a statement of the work done by the Grand Counselor and his deputies thus far this year. Mr. Lawton furnished the members with some very interesting information in regard to the workings of the subordinate councils. He was followed by Brother Lincoln, whose talk was the best thing we have ever been privileged to listen to and every man present could not but thank himself that he was fortunate to be a member of such a grand organization as the United Commercial Travelers of America. The work of the U. C. T. especially along the lines of the widows and orphans feature was something which sank deep into the hearts of every man there. We have not half appreciated the grand work done along these lines alone. Then when a man needs the sympathy and brotherly love of his fellow men, it was brought close home to the boys to realize that then is the time when the boys of the U. C. T. appreciate what the fraternal feature means to each and every one of us. There are very many good insurance companies doing business throughout the United States but their business is done on a solely hard cash principle. You pay your money and we protect you in case of accident is their policy. Farther than that they are not interested in your welfare. If you are sick, they send no flowers, neither do they enquire after your welfare. It is pretty nice to have the flowers sent in by the brothers and have them drop in to see if there is anything they can do for you, any little errands, any letters to write to a business man explaining why you are unable to keep an appointment the next week, or any number of other little things. These are what count and the man who says he can get along without the fraternal feature is missing the best part of the whole insurance.

At the close of the speeches, the visiting brothers were escorted to the Park-American by three of the officers of the Council and the work of the subordinate councils was discussed at length with a view to increasing the efficiency of the officers and bringing the membership of Michigan to the highest possible point.

Word has been received that W. S. Grolle is in very bad shape and that he has been obliged to go South for his health. We recently had a letter from Bill and at that time he stated that his side had not healed yet and that he would be unable to get into the baseball game this season. We depended on Bill to catch for us at Traverse City and, possibly, to get us one or two of those home runs which he has always on tap at the critical moments. Bill writes that his "whip is not as good as it used to be and that even Frank Greene could steal second on him" in his present condition. Bill certainly has had his troubles, for he has been in the hospital in Cleveland almost all

the winter. We all hope that he will begin to gain soon.

H. H. Rowe, formerly with the Burroughs Adding Machine Co. having charge of the Kalamazoo office and later at Dayton as district sales manager, was in the city a few days ago. He has entered the real estate business in Detroit for himself, handling vacant property and has made good. He states that the greatest boom even known in real estate in Detroit is now on and all the boys are getting into the game to some extent. He finds it more to his liking to be able to say that he is his own boss and not subject to the dictates of one higher up. He is a born salesman and has made good in everything he has tackled. While in Kalamazoo on his last trip, he sold his real estate on Clinton avenue, which he purchased while living here. Since leaving us another little Rowe has appeared to brighten the home life.

D. F. Burgess, of Allegan, advertises that he has the largest furniture store in the world in any city less than 20,000 and everyone who has been in his store can not but realize this and also that he has one of the finest and best equipped stores in this part of the State, regardless of the size of the place. His location is one of the best in Allegan. His arrangement of his stock is certainly well planned for the convenience of his customers. The large show windows permit of the very best arrangement of window decorations. The large prism glass tops throw the light through the interior to the best advantage. Mr. Burgess is very optimistic on the future of Allegan. He is progressive and is trying to give the very best of goods at the least possible price considerate with good business. He is trying to give each and every customer his money's worth and trying to have everything that a good customer wants. With this in view, Mr. Burgess decided to add a line of the best groceries that he could purchase. He secured the services of Henry E. Ohlson, who is well known to the residents of Allegan and the adjacent country. He instructed Mr. Ohlson to come to Kalamazoo and purchase of Lee & Cady the best line of goods they carry. Mr. Burgess has adopted a new idea for his shelving and the whole of it is composed of sectional book-cases which make a very attractive display and at the same time keeps all of his goods out of the dust. Saturday, April 15, Mr. Burgess will open his sanitary grocery department and has adopted a novel way of advertising in that he is going to give every visitor \$5 in trading stamps. These trading stamps are owned by this store alone and are not only redeemable in merchandise but in cash if so desired. He figures on giving his trade the benefit of whatever profit there is to the trading stamp concerns who ordinarily put out stamps and has accordingly had his own stamps printed and is not obliged to pay a profit to the stamp concerns.

Clarence B. Whipple has been elected Secretary of Battle Creek Council to take the place of G. C. Steele.

Owing to Jackson Council holding their meeting the same night as Kalamazoo Council, it was impossible for Grand Secretary Maurice Heuman, of Jackson, to be present at Kalamazoo with the other Grand Council officials. Brother Heuman sent his regrets to the Council. Business to come up at the meeting and the memorial services on Sunday made it imperative that he be in Jackson.

Traveling men who called in South Haven Tuesday morning had some difficulty in finding the business men at home. Owing to an injunction having been issued against the bonding proposition, the business men were in attendance at a meeting in the comfort station that lasted until near the noon hour. R. S. Hopkins.

Sparks From the Electric City.

Muskegon, April 10—After making several drives the past week through the worst roads it has ever been our privilege to encounter, we have come to the conclusion that it must be a "snap" to be an editor.

F. M. Hansman has opened a store near Grand Haven at one of the numerous resort places along the river. Miss Agnes Calkins, of the Hume Grocer Co., assisted him in selecting his stock.

E. C. Welton, John T. Sharpe and H. Anderson attended the wrestling and boxing show at Shelby Friday night.

John Haan, who has been assisting C. M. Inman in looking after the interests of the H. J. Heinz Co., has left its employ.

The Pere Marquette has arranged for through service to and from Muskegon and Chicago, running a through coach, thereby doing away with the necessity of changing at Holland. We are sure that this will be greatly appreciated by the Muskegon public.

Nicholas & Son is the name of a new firm in the grocery trade at Bangor.

The Piston Ring Co., of this city, is again about to double the capacity of its plant by the addition of another large building.

Business is certainly booming in this city and we are glad to be a resident; also a booster. It certainly pays to advertise, whether it is a private business or a city and who are better qualified to boost and advertise a city than the boys on the road? Don't be bashful, boys, about Muskegon. She is certainly a "live one."

Through the courtesy of the management of the Muskegon baseball club and the efforts of the sporting editor of the Chronicle, a kids' bleacher is to be erected at Marsh Field, to which all kids are to be admitted free. This, we think, is a grand idea and one which might well be emulated by other cities in the country.

Mayor Ellifson, re-elected at the last election, has had his salary raised to \$2,000 and will now devote his entire time to the management of the city affairs.

If we had the journalistic ability of our uncle, "Hank" Palmiter, the Square Deal clothier of Hart, this job of scribe would be a pleasure, instead of a stern duty.

We wish to thank E. P. Monroe for his kind words in the last issue of the Tradesman. Glad to hear from

him, because we don't see him very often, and E. P. is the kind we like to meet often.

Meeting next Saturday night. Everybody come, as the details regarding the convention in June will be arranged; also initiation of candidates. J. E. Lyon.

Honks From Auto City Council.

Lansing, April 10—A. L. Blesh is at the Edward Sparrow hospital, where he is to undergo an operation in the near future.

F. D. Engle (Alma Truck Co.) is home from a three months' trip through the Southern states and along the Pacific Coast and reports an unusual amount of good business secured.

L. L. Colton (Schust Co.) is confined to his home with rheumatic trouble. It is expected, however, that he will soon be able to crank and guide his tin lizzie again.

From what we heard and saw at the meeting of Kalamazoo Council last Saturday night, we are led to believe that the U. C. T. prize cup will remain with its present holders after June 3.

H. G. Gill (Bateman Manufacturing Co.) has returned from a seven weeks' trip through Wisconsin and Illinois. Mrs. Gill accompanied him during the last three weeks and reports a splendid trip.

A very pleasant evening was enjoyed by the members of our Council who attended the Council meeting Saturday evening, April 1. At 6:30 our ladies' auxiliary served a sumptuous Bohemian supper and, after the business session of the Council, good music was provided and the waxed floor used until 11:30.

It never rains but it pours. Just as James F. Hammell is again able to sit up to the window and take notice of things on the outside, Mrs. Hammell is taken seriously ill and their son, James F., Jr., of Port Huron, buys a new Chevrolet car. However, Mrs. Hammell is very much improved at this writing and reports are current that the son is rapidly developing into an expert driver, with no serious mishaps thus far.

H. D. Bullen.

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

To Fathers and Mothers

The season will soon be here when boys and girls begin playing in the streets. To avoid possible accident to your children we respectfully urge you to

KEEP IN THEIR MINDS THE DANGER OF SO DOING

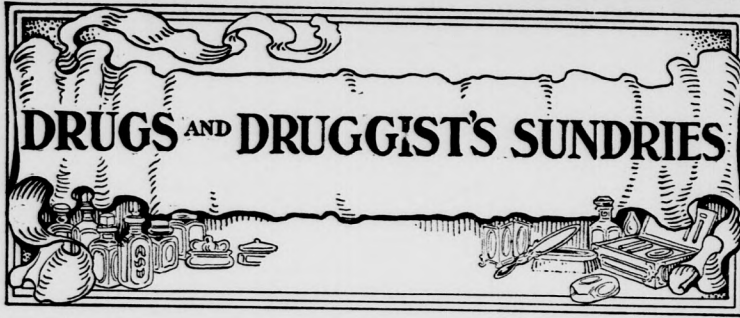
and give them strict instructions to particularly

Watch Out for Street Cars

The motormen are on the alert, but the children cannot be too careful, and must be frequently reminded.

GRAND RAPIDS RAILWAY COMPANY

BENJ. S. HANCHETT
President and General Manager



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.

Skin Bleaches or Whiteners.

The following preparations have yielded good results:

Lanolin	30 parts
Oil Bitter Almond	10 parts
Borax	1 part
Glycerin	15 parts
Hydrogen Peroxide	15 parts

Mix the lanolin and oil of bitter almond; dissolve the borax in the glycerin and hydrogen peroxide, and mix with the fats by agitation. This preparation does its work by aid of the bleaching property of hydrogen peroxide.

For a muddy complexion or a skin with a blotched or dirty appearance, the following will give satisfaction:

White Mercurial Ointment	5 parts
White Zinc Ointment ..	5 parts
Lanolin	30 parts
Oil Bitter Almond	10 parts

Mix thoroughly. Then make the following solution:

Borax	2 parts
Glycerin	30 parts

And add ten parts of rosewater and for every three ounces of the preparation five drops of nitric acid, and quickly stir it into the first mixture. Any perfume may be used with the preparation; it should be stirred into the lanolin mixture.

Exterminating Ants.

One of the latest and most effective methods is to lay little heaps of powdered white sugar dosed with arsenic in places where the ants can easily get at them. It is best to lay down plain sugar first and then watch the movements of the ants after which you can place a heap of the sugar with arsenic as near as possible to the nest. The pile of sugar and poison is quickly conveyed by the ants to their nests, and usually no more is seen of the ants. A teaspoonful of the mixture is sufficient for a fair-sized nest. Care must be taken that dogs and cats can not get at the sugar mixture. If it is possible to

locate the nest, an effectual cure is to pour boiling water on it. Sulphurous acid is also used, employing a syringe in cases where the nest is not easily got at.

Hold a Quarter Day Sale.

Put as many 25-cent articles to the front as possible. Arrange them on counter, shelf and in window. Have some on a table or on an inside counter where the customers can look over and handle them; this makes the trade feel more at home in your store. By combining 5 and 10 cent articles in lots to sell for 25 cents you get quite an assortment of quarter-day sale specials from your regular stock. Add a few new feature bargains, giving excellent value. Advertise sale by big handbill and space in local paper. Offer a brand-new quarter to each baby less than one year of age brought to your store by its mother. You will find that this sale will bring crowds to your store if it is well handled and advertised. Many of these people will buy regular stock above 25 cents.

Make Your Deliveries Quickly.

Every druggist should have facilities for prompt delivery of purchases made by telephone or made personally and left for delivery. If his trade and locality are not large enough to warrant the use of auto delivery he should have a motorcycle with side car for holding parcels; if they do not warrant the use of motorcycle delivery he should have a bicycle with a package carrying attachment; if the use of a bicycle is not warranted he should have a boy with a pair of roller skates or a good pair of running legs. For city use with small parcels the motorcycle and side car is recommended because of its low first cost, smaller upkeep and speed, and because it requires no garage space when not in use.

A Display of the Olden Days.

Make a list of old people who trade at your store. Ask them if they have stored away any clothes which they wore while in their youth. Explain that you wish to make a window display, using their garments to show the styles of that period. Many people have wedding clothes, etc., stored away which they will gladly lend you on assurance that they will be returned in good condition. Ask them diplomatically if they object to your placing a card in the window stating that the clothes are their property. This search will bring forth a lot of good material for interesting window displays which will be of local interest.

Boomlets From Bay City.

Bay City, April 10—Austin G. Forward, of Wolverine, has purchased the Central Hotel property, at Standish, from Sylvester O'Keefe and will continue the business.

Frank Estey, of Estey & Nauman, grocers of West Branch, and his wife have returned home from Florida, where they have been spending the winter. Mr. Estey had his auto shipped to Florida and autoed home. They had a very fine trip.

B. R. Hahn, who manufactures the famous Berthol cigar, presented a box to the members of Bay Council at the regular meeting Saturday night, which was enjoyed by all the smokers present.

The friends of E. B. Braddock were pained to learn of the sudden death of his wife, which occurred at Hoderle Saturday night. She appeared to be in her usual health and was about to retire for the night when she was stricken. Mrs. Braddock was 72 years old and had lived in Bay City most of her life. The members of Bay Council extend to Brother Braddock their sincere sympathy in this hour of his bereavement.

E. L. Gardner & Co. opened their new dry goods store Saturday in the Elks building. The company has similar stores at Midland and Saginaw.

W. S. Austutz, Rhodes, last week purchased the stock of general merchandise of L. E. DeLes Dernier & Co. and will continue business at the same location. Mr. Austutz was formerly in business at Bently with A. Gittings as Austutz & Gittings.

W. D. Johnson, of Milwaukee, has arrived in the city to take charge of the Young Cattle & Packing Co.'s plant. He has been employed in the packing business for some time and is acquainted with every detail of the work.

C. & J. Gregory, job printers and

stationers, have purchased the three-story brick building on Fifth avenue formerly an annex to the Rouech Hotel. The building will be thoroughly remodeled and especially fitted up for their printing business.

One of the best meetings Bay Council has held in a long time was the regular meeting Saturday night, when about forty members were present. A number of applications was presented and passed upon. A committee was appointed to make arrangements to attend the Traverse City convention. A membership committee was also appointed for the purpose of securing members for a class to

Malt and Hop Tonic

"The highest-rated
Invigorator."



Grand Rapids
BREWING CO.
For Sale by all Wholesale Druggists

Push the Line

OF

Already Created Demand

Foley's Honey and Tar Compound

Foley Kidney Pills

Foley Cathartic Tablets

- 1st. Because the goods are practically sold when you buy them.
- 2nd. They move off briskly and turn your money quickly.
- 3rd. Advertising and sampling never ceases—is always going on.
- 4th. Foley's goods are made right and priced right—always give satisfaction to your patrons, and they repeat.

FOLEY & CO.

2835 Sheffield Ave.

Chicago, Ill.

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 Mop Cloths, Dairy Salt, Flour, Cheese, Lobsters, Mushrooms, Prunes.

Index to Markets

By Columns

Main index table listing various grocery items (Ammonia, Axle Grease, Baked Beans, etc.) and their prices. Includes sub-sections for AMMONIA, AXLE GREASE, BAKED BEANS, BATH BRICK, BLUING, BREAKFAST FOODS, DRIED FRUITS, EVAPORATED MILK, FARINACEOUS GOODS, FLOUR AND FEED, FRUIT JARS, GELATINE, GRAIN BAGS, HERBS, HIDES AND PELTS, HORSE RADISH, ICE CREAM, JELLY, JELLY GLASSES, MACARONI, MAPLEINE, MEATS, MINCE MEAT, MOLASSES, MUSTARD, NUTS, OLIVES, PETROLEUM PRODUCTS, PICKLES, PIPES, PLAYING CARDS, POTASH, PROVISIONS, RICE, ROLLED OATS, SALAD DRESSING, SALSIFIES, SODA, SALT, SALT FISH, SEEDS, SHOE BLACKING, SHUFF, SODA, SPICES, STARCH, SYRUPS, TABLE SAUCES, TEA, TOBACCO, TWINE, VINEGAR, WICKING, WOODENWARE, WRAPPING PAPER, YEAST CAKE.

Continuation of grocery price list including CHEWING GUM, CHOCOLATE, CLOTHES LINE, COCOA, COCOANUT, COFFEES ROASTED, PEANUTS, CRACKERS, CONFECTIONERY, and various specialties.

SPECIAL PRICE CURRENT

15

16

17

12 Smoking

Table listing various smoking products including All Leaf, BB, Badger, Banner, Belwood, Big Chief, Bull Durham, etc.

13

Table listing various goods including Rob Roy, S. & M., Soldier Boy, Stag, Sweet Caporal, etc.

14

Table listing various household and industrial goods including Churns, Clothes Pins, Egg Crates, Faucets, Mop Sticks, Pails, Toothpicks, Traps, Tub, Washboards, Window Cleaners, Wood Bowls, Wrapping Paper, Yeast Cake, Cigars, and Wire End.

TELFER'S ROASTED COFFEE



Jamo, 1 lb. tin 31
Eden, 1 lb. tin 27
Belle Isle, 1 lb. pkg. 27
Bismarck, 1 lb. pkg. 24
Verara, 1 lb. pkg. 23
Koran, 1 lb. pkg. 22
Telfer's Quality 25 ... 19
Mosan 16
Quality, 20 18
W. J. G. Tea 37
Cherry Blossom Tea 37
Telfer's Ceylon 40

AXLE GREASE



1 lb. boxes, per gross 8 70
3 lb. boxes, per gross 23 10

BAKING POWDER

10c, 4 doz. in case ... Doz. 85
15c, 4 doz. in case ... 1 25
25c, 4 doz. in case ... 2 00
50c, 2 doz. plain top ... 4 00
80c, 1 doz. plain top ... 6 50
10 lb. 1/2 doz., pin top 13 00
All cases sold F. O. B. jobbing point.

Special Deal No. 1

12 doz. 10c, 12 doz. 15c, 12 doz., 25c 49 20

Barrel Deal No. 2

3 doz. each 10, 15 and 25c 32 80
With 4 dozen 10c free

Barrel Deal No. 3

6 doz. each, 10, 15 and 25c 24 60
With 3 dozen 10c free.

Half-Barrel Deal No. 3

4 doz. each, 10, 15 and 25c 16 40
With 2 doz. 10c free.
All barrels sold F. O. B. Chicago.

Royal

10c size ... 90
1/2 lb cans 1 35
6 oz cans 1 90
1/2 lb cans 2 50
1/2 lb cans 3 75
1 lb cans 4 80
8 lb cans 13 90
5 lb cans 21 50

FITZPATRICK BROTHERS' SOAP CHIPS

White City (Dish Washing) 210 lbs. 3c per lb.
Tip Top (Caustic) 250 lbs. 4c per lb.
No. 1 Laundry 88% Dry 225 lbs. 5 1/2 c per lb.
Palm Soap 88% Dry 300 lbs. 6 1/2 c per lb.

Roasted Dwinnell-Wright Brands



White House, 1 lb.
White House, 2 lb.
Excelsior, Blend, 1 lb.
Excelsior, Blend, 2 lb.
Tip Top Blend, 1 lb.
Royal Blend
Superior Blend
Boston Combination

Distributed by Judson Grocer Co., Grand Rapids;

Lee & Cady, Detroit; Lee & Cady, Kalamazoo; Bay City Grocer Company, Bay City; Brown, Davis & Warner, Jackson; Goddard, Durand & Co., Battle Creek; Fielbach Co., Toledo.

SALT



Morton's Salt
Per case, 24 2 lbs. 1 70
Five case lots 1 60

SOAP

Detroit Soap Co.
Queen Anne, 100 cks. 3 30
Queen White, 100 cks. 3 90
White Fleece, 50 cks. 2 50
White Fleece, 100 cks. 3 25
White Fleece, 200 cks. 2 50

BBLs.

210 lbs. 3c per lb.
250 lbs. 4c per lb.
225 lbs. 5 1/2 c per lb.
300 lbs. 6 1/2 c per lb.

Gowans & Sons.

Mystic White Borax 4 00
Oak Leaf, 100 cakes 3 15
Railroad, 120 cakes ... 2 40

Lautz Bros. & Co.

[Apply to Michigan, Wisconsin and Duluth, only.]
Acme, 70 bars 3 05
Acme, 100 cakes, 5c sz 3 40
Cotton Oil, 100 cakes 2 40
Cream Borax, 100 cks 3 90
Circus, 100 oval cakes 3 75
Climax, 100 oval cakes 3 05
Gloss, 100 cakes, 5c sz 3 40
Big Master, 100 blocks 3 90
Naphtha, 100 cakes ... 3 90
Saratoga, 120 cakes ... 2 40

Proctor & Gamble Co.

Lenox 3 20
Ivory, 6 oz. 4 00
Ivory, 10 oz. 6 75
Star 3 35

Swift & Company

Swift's Pride 2 85
White Laundry 3 50
Wool, 6 oz. bars 3 85
Wool, 10 oz. bars 6 50

Tradesman Company

Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

Scouring

Sapolio, gross lots ... 9 50
Sapolio, half gro. lots 4 85
Sapolio, single boxes 2 40
Sapolio, 50 cakes ... 1 80
Scourine, 100 cakes ... 3 50
Queen Anne Scourer 1 80

Soap Compounds

Johnson's Fine, 48 2 35
Johnson's XXX 100 5c 4 00
Rub-No-More 3 85
Nine O'Clock 3 50

WASHING POWDERS.

Lautz Bros. & Co.
[Apply to Michigan, Wisconsin and Duluth, only]

Snow Boy

100 pkgs., 5c size ... 3 75
60 pkgs., 5c size ... 2 40
48 pkgs., 10c size ... 3 75
24 pkgs., family size ... 3 20
20 pkgs., laundry size 4 00

Naphtha

60 pkgs., 5c size ... 2 40
100 pkgs., 5c size ... 3 75

Gold Dust

24 large packages ... 4 30
100 small packages ... 3 85

Queen Anne

60 5c packages 2 40
24 packages 3 75

Oak Leaf

24 packages 3 75
100 5c packages 3 75

Advertisement for FITZPATRICK BROTHERS' SOAP CHIPS and The Only Five Cent Cleanser. Includes images of Kitchen Klezzer and Killarney Ginger Ale.

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.

Party with \$3,500 can secure one-half interest in manufacturing business. Double your money first year. Money secured by gilt edge securities. For full particulars address No. 8, care Michigan Tradesman. 8

For Sale—Two good bakeries. One doing a good business now; owner of the other is dead. Both properties will be sold at a bargain. J. Fred Hess, Marion, Indiana. 9

For Sale—Grain and hay shipping business. On account poor health. Established 25 years; made owner independent. Box 276, Crown Point, Indiana. 10

Bakery For Sale—At invoice. Reason for selling, going farming. For particulars write D. B. McGlothlin, Irving, Illinois. 11

Foundry and Machine Shop For Sale or Lease—Half interest in Oklahoma City foundry and machine shop; doing a very good business, but I must get out on account of bad health. Machine shop 50 x 80 feet, structural shop 50 x 80 feet, foundry 50 x 90 feet; all up-to-date. The best chance of a lifetime for a young man. Address Con Ehret, 506 East Park Place, Oklahoma City, Oklahoma. 12

Store Fixtures—Oak wall cases, P.x case, McCourt-Label case, National cash register, fountain, chairs and tables. Diebold safe with steel chest. G. B. Nichols, 1339 Portage St., Kalamazoo, Michigan. 13

For Sale—One Allen Spark's gasoline lighting plant, one rug rack, one four station cash carrier, Lyon & Son, Owosso, Michigan. 14

Hotel Wanted—Up-to-date hotel man wishes to locate in Michigan. Would rent for term of years commercial hotel in a good country town. Must be completely furnished, ready to do business. Would consider buying furnishings later. Have my own help in family. W. S. Hull, Commercial Hotel, Baxter, Iowa. 21

For Sale—Racket store in good fast growing town. Stock and fixtures \$5,000. Established six years. Fine opportunity. Address Box 221, Jourdanon, Atascosa Co., Texas. 22

Drug Stock For Sale—County seat town, Eastern Michigan. Stock clean and up-to-date. Fixtures new. Reasons for selling, poor health. Address 917 Ontario St., Port Huron, Mich. 23

For Sale—Half interest in shoe business established over seventy years ago. Has always been a paying proposition. Reason for selling, retiring from business. Address No. 24, care Michigan Tradesman. 24

For Sale—Two 3-story brick furniture plants, fully equipped with machinery and power plants (4 factory buildings, 2 engine and boiler rooms, 2 dry kilns), 10 acres land. Low freight rates and shipping facilities, siding on G. T. R. R. and A. A. R. R. All in first-class condition. Can be bought for 25 per cent. of inventory price. Furnish all labor needed. No labor troubles. W. J. Parker, Corunna, Michigan. 25

For Rent—Modern store with flat. Best location on Jefferson avenue, East. Heat, water, awnings, light fixtures, etc., furnished. 2470 East Jefferson Ave., Detroit, Michigan. 15

For Rent—Store room on Main St. in Kalamazoo. Has new attractive front, tile floor, steel ceiling, size 27½ x 75. Is centrally located and one of the best store rooms in Kalamazoo. Address No. 17, care Michigan Tradesman. 17

Clothing and Furnishings—Am closing out one of the best clothing businesses in town of 5,000, southern part of State, owing to poor health. Will take about \$9,000 to buy it. Have done over \$40,000 a year here. You can buy it right. Don't bother unless you have the money. Address No. 19, care Tradesman. 19

Todd's \$30 Protectographs for safeguarding checks. Rebuilt machines, first class condition, guaranteed, only \$10. Osborne, Camden, N. Y. 26

For Sale—Or exchange for stock merchandise about equal value, house and lot in good repair in good town in Michigan. \$2,500. Address No. 27, care Tradesman. 27

For Sale—Grocer or baker's nearly new covered delivery wagon, upper deck. Freshly painted without lettering. New arms. Studebaker make. Bargain. E. G. Snider, Cadillac, Michigan. 28

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—One-half interest in a splendid suburban dry goods and grocery store. Require about \$2,500. Address Box 18, Grandville, Michigan. 29

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

For Sale—Plumbing and tin shop equipped with squat shears, cornice brake, light hand machines and \$800 stock, located 25 miles from Chicago. Address H. T. Mitchell, Lemont, Illinois. 993

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 Embury 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

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—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 1½ miles from Elba. Would take residence or other income property as part payment if located in Lansing, Jackson, Detroit, Battle Creek, Kalamazoo or Grand Rapids. Easy terms on balance. Address O. M. McLaughlin, Nashville, Michigan. 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—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 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 in the 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—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

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

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

For Sale—In Centreville, Michigan, county seat of St. Joseph county, stock groceries and notions \$7,500. Business established 38 years. Modern building 26 x 80; warehouse 20 x 40. Good school, 4 churches, knitting mill, electric light and water works. A going business and a money maker. Am selling out because have been 50 years behind the counter and want a rest. Pay anybody's expenses both ways if don't find as represented. H. J. Hampson, Centreville, St. Joseph County, Michigan. 803

For Sale—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. Krusenberg, 44-54 Ellsworth Ave., Grand Rapids, Michigan. 870

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

Merchants Please Take Notice! We have clients of grocery stocks, general stocks, dry goods stocks, hardware stocks, drug stocks. We have on our list also a few good farms to exchange for such stocks. Also city property. If you wish to sell or exchange your business write us. G. R. Business Exchange, 540 Houseman Bldg., Grand Rapids, Mich. 859

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

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

Safes Opened—W. L. Slocum, safe expert and locksmith. 1 Ionla 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.

Position Wanted—Young married man 31, twelve years' experience in dry goods and clothing, cardwriter, trimmer, hustler and salesman, desires to connect with good firm where hard efforts are appreciated. References. A. E. Colom, Baxter, Iowa. 20

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

HELP WANTED.

Salesmen Wanted—For Climax and Daisy changeable signs. Most practical, simplest and neatest signs on the market. All merchants and dealers use them. Quick sales and large profits for agents. Smith's Supply House, 322 North Mitchell St., Cadillac, Michigan. 16

Man Wanted—To handle sale of Oklahoma oil land. Fine opening. Address Frank P. Cleveland, 1100 Adams Express Bldg., Chicago. 18

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.

Fancy Package Chocolates

For Easter Trade

Replenish your stock now with

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

Arrange for a window trim
We will furnish the material for the asking

National Candy Company, Inc. Putnam Factory
GRAND RAPIDS, MICHIGAN
Distributors J. Hungerford Smith Co.'s Soda Fountain Fruits and Syrups

BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

Grand Rapids, March 28—In the matter of Adams Coal Co., bankrupts, Ionia, the first meeting of creditors was held this date. Claims were allowed. It appearing from the schedules of the bankrupts and from the examination at the first meeting of creditors that the estate contained no assets, no trustee was appointed. The estate will be closed at the expiration of twenty days. It appears from the schedules of the bankrupts that the assets were all turned over to a trustee under trust mortgage prior to the bankruptcy proceedings and that the same have been sold and a dividend will be paid by the trustee under the mortgage.

March 29—Harry D. Hull, of Grand Rapids, has filed a voluntary petition in bankruptcy, adjudication has been made and the matter referred to Referee Wicks. The first meeting of creditors has not yet been called. The schedules show that the estate contains no assets, and the following are listed as creditors of the bankrupt:

Secured.
Albert M. Kent, Grand Rapids, chattel mortgage \$824.00
The above chattel mortgage covered a butcher and supply business in the city of Grand Rapids, which mortgage was foreclosed and the property covered by the same sold and applied.

Unsecured.

- Edge & Brethor, Grand Rapids . . . \$185.00
- Rademaker & Dooge Co., Grd Rpd 50.00
- Worden Grocer Company, Grand Rapids . . . 50.00
- Shipman Fuel Co., Grand Rapids . . . 6.75
- Creston Fuel Co., Grand Rapids . . . 102.00
- De Young Bros., Grand Rapids . . . 85.00
- G. R. Notions Co., Grand Rapids . . . 10.00
- Brooks Candy Co., Grand Rapids . . . 5.00
- Walker Candy Co., Muskegon . . . 10.00
- Othof Candy Co., Grand Rapids . . . 15.52
- National Grocer Co., Grand Rapids . . . 6.15
- Swift & Co., Grand Rapids . . . unknown
- Van Westenbrugge Co., Grd Rpd 11.20
- H. Hamstra & Co., Grand Rapids . . . 8.50
- M. Killean, Grand Rapids . . . 19.55
- J. A. Mutton Co., Grand Rapids . . . 3.56
- C. W. Mills Co., Grand Rapids . . . 9.00
- Miss Keating, Grand Rapids . . . 40.40
- Leitelt Iron Co., Grand Rapids . . . 19.75
- Mr. Ebling, Grand Rapids . . . 2.00
- National Biscuit Co., Grd Rpd unknown
- Sheenan Stayman, Grand Rapids . . . 7.55
- Paul Hake Flour Co., Grand Rapids . . . 5.00
- Voigt Milling Co., Grand Rapids . . . 14.00
- Vanden Brugge Co., Grand Rpd 3.00
- Mr. Houseman, Grand Rapids . . . 5.01
- Mr. Witt, Grand Rapids . . . 7.00
- Mike Nassif, Grand Rapids . . . 5.00
- A. Babcock, Grand Rapids . . . 50.00
- G. R. Gas Co., Grand Rapids . . . 5.46
- Standard Oil Co., Grand Rapids . . . 1.60
- De. McCaul, Grand Rapids . . . 20.00
- G. R. Paper Co., Grand Rapids . . . 9.60
- Watson Higgins Co., Grand Rapids . . . 8.00
- C. D. Kent, Grand Rapids . . . 26.88
- Christensen Coal Co., Grand Rapids . . . 13.50
- W. F. McLaughlin Co., Chicago . . . 27.00
- Heckman Biscuit Co., Grand Rapids . . . unknown
- Aikman Biscuit Co., Pt. Huron . . . 69
- Metzer Register Co., Indiana . . . 4.00
- Norman Campbell, of Grand Rapids, has filed a voluntary petition in bankruptcy, adjudication has been made and the matter referred to Referee Wicks. First meeting of creditors has not been called. The schedules reveal that there are no assets and the following are shown as creditors:

- Martin Wheelon, Grand Rapids . . . \$ 35.00
- Dr. S. P. Tuttle, Grand Rapids . . . 7.00
- Commercial Fire Ins. Co., Washington, D. C. 100.00
- M. L. Perkins, Ada 250.00
- John Trear, Grand Rapids 45.00
- Houseman & Jones, Grand Rapids . . . 28.00
- Young & Chaffee, Grand Rapids . . . 33.00
- Ira M. Smith Co., Grand Rapids . . . 27.00
- Louis Huhshone, Grand Rapids . . . 3.30
- Grand Rapids News, Grand Rapids . . . 3.00
- Mich. State Tele. Co., Grand Rapids . . . 3.00
- Vanden Bosch Realty Co., Grand Rapids . . . 35.00
- William Smith, Grand Rapids . . . 10.00

Swan Swanson, of Grand Rapids, has filed a voluntary petition in bankruptcy, adjudication has been made and the matter referred to Referee Wicks. The first meeting of creditors has been called for April 14, at which time creditors may appear, elect a trustee and transact such other and further business as may properly come before such meeting. The schedules of the bankrupt show assets listed at \$7,715, of which \$7,500 is shown as stock in a certain oil company of doubtful value, liabilities shown at \$1,781.59, and the following listed as creditors of the bankrupt:

Preferred.
Taxes, Plainfield township, Grand Rapids \$ 17.50

Secured.
Herpolsheimer Co., Grand Rapids \$478.53
George C. Brown, Grand Rapids 150.00
Christenson & Cross, Grand Rapids 212.50

Unsecured.
Anderson Bros., Grand Rapids . . . \$214.14
Rowe Realty Co., Grand Rapids . . . 115.00
Peoples Savings Bank, Grand Rpd 85.00
C. F. Peterson Coal Co., Grand Rapids . . . 23.30
Kutche Hardware Co., Grand Rpd 35.00

Humsey & Works, Grand Rapids 50.00
J. M. Hayden Co., Grand Rapids 30.00
Dr. Clarence Hernam, Grand Rpd 35.00
Dr. B. Nelles, Grand Rapids . . . 20.00
E. A. Shellman, Grand Rapids . . . 1.50
G. R. Foundry Co., Grand Rapids 2.00
Meyer Transfer Co., Grand Rapids 8.00
Dr. Burleson & Burleson, Grand Rapids . . . 50.00

Standard Oil Co., Grand Rapids 10.00
Echo Printing Co., Grand Rapids 10.00
Security Transfer Co., Grand Rpd 5.00
A. M. Miller, Grand Rapids . . . 25.00
G. H. Folger's Sons, Grand Rapids 50.00
Henry B. Struhs, Grand Rapids . . . 19.12
Fourth Nat'l Bank, Grand Rapids 75.00
March 30—In the matter of Harry B. Wisner, Grand Rapids, the first meeting of creditors was held this date. Claims were allowed. The referee appointed George B. Kingston, Grand Rapids, as trustee. The estate consists of a small amount of furniture and fixtures used in the conducting of a boarding house and dining room. It is doubtful if there will be a dividend.

March 31—In the matter of Edward E. Stein, bankrupt, Herps, the first meeting of creditors was held this date. Claims were allowed. The final report and account of the trustee, showing total receipts of \$853.43, disbursements of \$540.64 for administration expenses, bankrupt's exemptions and first dividend of 10 per cent., and a balance on hand of \$312.79 was considered, and the same appearing proper for allowance and there being no objection thereto was approved and allowed. The meeting was held open pending collection of certain small assets and for the entry of the final order. There will be a final dividend to creditors.

April 3—The Hallock Advertising Co., Ltd., Grand Rapids, has filed a voluntary petition in bankruptcy, adjudication has been made and the matter referred to Referee Wicks. Edward L. Smith, Grand Rapids, is in charge as custodian. The schedules show assets of but \$200 and creditors consist of numerous small advertising accounts in all parts of the country, aggregating the sum of \$802.74. The first meeting of creditors has been called for April 18, at which time creditors may appear, prove their claims, elect a trustee if desired and transact such other and further business as may come before the meeting.

April 3—Lambertus Rademaker, of Grand Rapids, has filed his voluntary petition in bankruptcy, adjudication has been made and the matter referred to Referee Wicks. The first meeting of creditors has not been called. The schedules of the bankrupt reveal that the estate contains no assets, and the following are listed as creditors:
Estate of Martin Van Oeveren, Grand Rapids \$ 214.77
Mrs. James Van Strien, Grand Rapids 2,990.37
Haak & Haak, Luther 189.50

In the matter of Harry Ransford, bankrupt, Ionia, the first meeting of creditors has been held this day. Claims were allowed. The schedules of the bankrupt revealing that the estate contained no assets, it was determined that no trustee be appointed and the estate be closed in twenty days.

April 4—Edwin C. Richardson, of Grand Rapids, formerly in the contracting and building business at that place, has filed a voluntary petition in bankruptcy, adjudication made and the matter referred to Referee Wicks. The first meeting of creditors has been called for April 17, at which time creditors may appear, prove their claims and transact such other and further business as may properly come before such meeting. The schedules of the bankrupt reveal assets of \$2,006.40 and the liabilities are listed at \$7,692.10, with the following shown as creditors of the bankrupt:

Secured.
G. R. National City Bank, Grand Rapids \$800.00
Anderson Tool & Supply Co., Detroit \$229.25
Building Contractors Association, Grand Rapids 22.50
Bower & Geller, Carson City . . . 545.00
Dunn Electric Co., Grand Rapids 106.64
H. F. Cox Co., Grand Rapids . . . 460.00
Foster, Stevens & Co., Grand Rapids . . . 203.23
Grande Brick Co., Grand Rapids 363.69
Golden Boter Transfer Co., Grand Rapids 6.87
F. H. Hirth, Grand Rapids . . . 139.80
J. Lullhon, Carson City 15.00
S. A. Morman Co., Grand Rapids 215.41
Frederick H. McDonald, Grand Rapids 58.01
Marquette Lumber Co., Grand Rpd 18.00
National Fireproofing Co., Detroit 125.20
Pittsburg Plate Glass Co., Grand Rapids 43.63
Rockafellow Grain Co., Carson City 764.74
C. A. Spears & Son, Grand Rpd 1,603.99
William Van Heest & Co., Grand Rapids 21.22
Toledo Wire & Iron Works, Toledo 495.55
W. P. Williams, Grand Rapids . . . 54.10
Weatherly Co., Grand Rapids . . . 658.15
Grand Rapids Lumber Co., Grand Rapids 165.09
Hammer & Kortenof, Grand Rpd 120.29
Winter & Stryker, Grand Rapids 131.12
Standard Builders Supply Co., Grand Rapids 293.72
George Forester, Grand Rapids 28.00

Theodore Byne, Grand Rapids . . . 54.00
In the matter of Martin B. Wilbur, bankrupt, Mecosta, the final meeting of creditors was held this date. The final report and account of the trustee which shows total receipts of \$453.78, disbursements of \$221.75 for administration expenses, and a balance on hand of \$186.79 was considered and the same appearing proper for allowance and there being no objection thereto was approved and allowed. The final order was held up pending decision on certain matters, and it is probable that a small dividend will be paid.

In the matter of John S. Kamhout, the final meeting of creditors was held this date. Claims were allowed. The final report and account of the trustees, showing total receipts of \$699.70, disbursements of \$250 on account of bankrupt's exemptions and a balance on hand of \$449.70 was considered and the same appearing proper for allowance and there being no objection thereto, was approved and allowed. Final orders for distribution was entered and a first and final dividend of 6 per cent. declared and ordered paid to general creditors.

April 5—In the matter of Ida Mathew, bankrupt, Edmore, the final meeting of creditors was held this date. Claims were allowed. The final report and account of the trustee, which shows total receipts of \$365, disbursements of \$173.69 and a balance on hand of \$191.31, was considered, and the same appearing proper for allowance and there being no objection, approved and allowed. The final order has been held up, but there will probably be a very small dividend to creditors.

April 6—An involuntary petition in bankruptcy has been filed against the Arcadia Co-operative Co., of Arcadia, a corporation doing a general store business at that place. Adjudication in bankruptcy has been made and the matter referred to Referee Wicks, who has also been appointed receiver. Adrian Cole, of Travers City, is in charge as custodian. The same party formerly held the assets as trustee under trust mortgage, and as such made sale of the stock in trade and fixtures for the sum of \$900. Report of this sale has been made. The schedules of the bankrupt have been ordered filed on or before April 17. At the time of noticing the first meeting of creditors, notice of the sale will also be given and creditors directed to show cause why the same should not be confirmed by the trustee in bankruptcy.

In the matter of the De Witt-Potter Co., bankrupts, Grand Rapids, a decision has been rendered by Judge Perkins, of the Kent Circuit Court, on the suit instituted by the trustee to recover horses, wagons, routes, good will, stock in trade, etc., alleged by such trustee to have been wrongfully converted by William H. Potter, E. Bert Potter and John H. Rennels, former members of the De Witt-Potter Co. It was alleged that the above mentioned assets were taken from the De Witt-Potter Co. fraudulently just prior to bankruptcy. The Circuit Judge, in his decision just rendered, confirms the contention of the trustee and orders the trustee to take possession of all of such assets and convert the same for the benefit of the creditors of the De Witt-Potter Co. The defendants are determined to have been operating since the illegal transfer as agents for the trustee. The defendants are enjoined by order of the court from interfering in any manner with the trustee in his possession of such assets and directed to make all such accountings as ordered by the bankruptcy court.

St. Joseph Referee.
St. Joseph, March 27—In the matter of the Spencer & Barnes Co., a corporation bankrupt, of Benton Harbor, an order was made calling a special meeting of creditors at the court house in St. Joseph April 11 for the purpose of proving claims, the allowance of preferred claims, the payment of administration expenses and the declaration and payment of a first dividend of 15 per cent. From the present indications unsecured creditors will receive total dividends of about 33 per cent.

March 28—In the matter of the Whitcomb Hotel & Mineral Baths, a corporation, bankrupt, of St. Joseph, the trustee filed petition for the appointment of an attorney for the purpose of investigating the transfer of certain property with a view of discovering assets. The petition was granted by the defense. From the present outlook, unless more assets are discovered, unsecured creditors will receive less than 3 per cent.

March 29—In the matter of Charles M. Seder, bankrupt, of Benton Harbor, an order was entered by the referee, confirming the trustee's report of sale of the stock of dry goods of the bankrupt estate to Neil Enders, of the same place, for \$500.

March 30—In the matter of the Spencer & Barnes Co., the adjourned first meeting of creditors and the hearing on the trustee's petition for William G. Newland to account for the sum of \$4,800 was held at the referee's office. The referee found that Mr. Newland had accounted for the sum of \$4,150 and by

agreement of the parties interested an order was entered for the respondent to deliver to the trustee the sum of \$600.

March 31—In the matter of Lester Kittell, Milo Kittell and Kittell Brothers, a copartnership, of Riverside, an order was made by the referee confirming the trustee's report of sale of assets, above the bankrupt's exemptions, to George Hughes and Eri Cole, of the same place, for \$60.

April 1—In the matter of Bert Reuben, bankrupt, of Paw Paw, an adjourned first meeting of creditors was held at the referee's office and the trustee's first report and account, showing total assets of \$890, was approved and allowed. Certain administration expenses were ordered paid and a first dividend of 10 per cent. on all unsecured claims filed to date was declared, whereupon the meeting was adjourned for three months.

April 3—In the matter of Jane Goozen, bankrupt, of Dowagiac, the trustee filed his supplemental final report and vouchers, whereupon an order was made closing the estate, recommending the discharge of the bankrupt and discharging the trustee. No dividends were declared, as there were not sufficient assets to pay the actual administration expenses.

In the matter of Adelbert Sargo, bankrupt, of Kalamazoo, an order was entered closing the estate, discharging the trustee, also recommending that the bankrupt be granted his discharge. The record book and files were returned to the clerk's office.

In the matter of Ralph J. Barnes, bankrupt, of Otsego, the trustee filed his supplemental final report and vouchers, showing distribution of all the funds of the estate. The trustee entered an order discharging the trustee, closing the estate, whereupon the record book and files were returned to the clerk of the court.

In the matter of Irene German, bankrupt, of South Haven, there appearing no assets to administer and no cause to the contrary having been shown, an order was made by the referee closing the estate. The referee also made a certificate to the district judge that the bankrupt be granted her discharge. No dividends were declared to creditors.

April 4—In the matter of Charles E. Gray, bankrupt, of Kalamazoo, the first meeting of creditors was held at the latter place and James Grant, of the same place, elected trustee, his bond being fixed at \$2,000. The bankrupt was sworn and examined by the referee without a reporter. Upon the sale of the assets of the bankrupt estate Alexander Velleman, of Kalamazoo, purchased the stock of goods of the bankrupt at 100 Portage street for \$3,000. Adolphus Fixel, for A. Krolick & Co., of Detroit, purchased the bankrupt's interest in the dry goods firm of Gray & Atkins for \$2,100, and the personal property on the 4 1/2 acre farm for \$485. Notice was given that at the next meeting a first dividend of 10 per cent. would be declared and ordered paid on all unsecured claims.

April 5—In the matter of Abe Meyer, bankrupt, of Kalamazoo, the first meeting of creditors was held at the latter place, and as no creditors were present or represented, an order was made that no trustee be appointed, also that the bankrupt be allowed his exemptions as claimed. The bankrupt was sworn and examined by the referee without a reporter, whereupon the meeting was adjourned without day. Unless cause to the contrary is shown, the estate will be closed in thirty days.

April 6—In the matter of Charles E. Gray, bankrupt, of Kalamazoo, the receiver filed a report with the district judge recommending that the sale of the property made to Alexander Velleman, of Kalamazoo, for \$3,000, and to Adolphus Fixel for \$2,585 be approved, whereupon an order was made by the judge confirming the sale and directing the receiver to transfer the property.

April 8—In the matter of the Spencer & Barnes Co., the trustee filed petition for authority to sell certain assets at private sale, the same consisting of furniture released at Chicago from attachment proceedings. It appearing for the best interests of the estate that the same be sold at once, an order was entered by the referee directing the trustee to dispose of the same. The trustee filed a report showing that William G. Newland had offered \$1,100 for the same, whereupon an order was made by the referee that the confirmation of the sale be considered at the special meeting of creditors April 11.

BUSINESS CHANCES.

For Sale—One Cretor upright cabinet pop corn machine. Good as new. Gasoline for power and fuel. Cost \$125, sell for \$75. Owner has no use for it. J. M. Armbruster, Hastings, Michigan. 31

Hardware For Sale—Excellent location, clean stock, good trade and excellent prospects for spring and summer. Good reasons for selling. 526 Allegan St., Lansing, Michigan. 30



There's a FRANKLIN CARTON SUGAR for every home use—Fine Granulated, Dainty Lumps (small cubes), Powered, and Confectioners' XXXX, in cartons of convenient weight for your customers—1 pound, 2 pounds and 5 pounds, according to grade. Therefore, it is easy for you to supply your customers with all their sugar in FRANKLIN CARTONS, which are ready to sell when you get them, saving you time and bother and preventing loss by overweight. Tell your customers that you can sell them any grade of sugar they want in Franklin Cartons.

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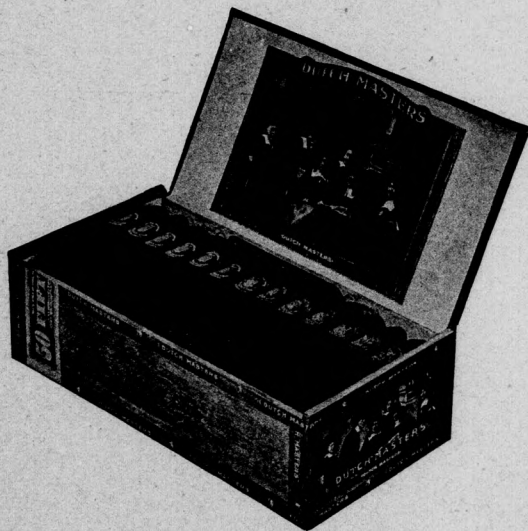
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the Shredded Whole Wheat Wafer. It is made the same as Shredded Wheat Biscuit except that it is compressed into a wafer and baked by electricity. Unlike many so-called whole wheat flour products, it has the whole wheat in it, including the bran-coat, which is so useful in stimulating bowel movement. You should always keep this crisp, snappy, delicious wafer in stock. It is delicious when eaten with butter, soft cheese or marmalades.



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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*.

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A wide assortment of cane sugars will help to please all customers.

The variety of cane sugars which we offer indicates the service and satisfaction of buying from the American Sugar Refining Company, just as variety of merchandise argues service for the retailer.

You can get any variety or grade of cane sugar from the American Sugar Refining Company, including Domino Cane Sugars, in packages, as follows:

Domino Tablet Sugar. Full-size pieces in 2 and 5-pound packages. Half-size pieces in 2-pound and 10c packages.

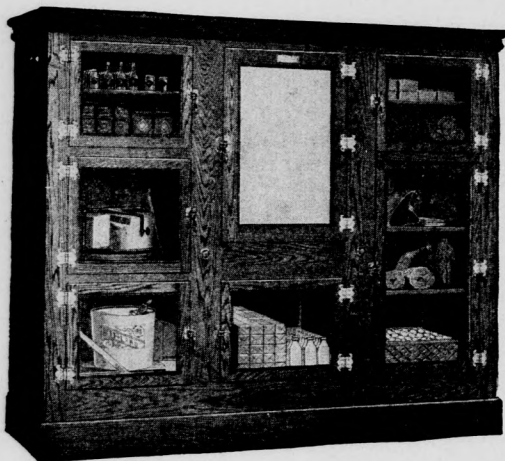
Domino Granulated Sugar. In 2 and 5-pound packages.

Domino Confectioners Sugar and Domino Powdered Sugar. In 1 pound packages, 24 to container.

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New York

The Most Complete Line of Sugar in the World



Either Makes or Loses Money

That's exactly what your refrigerator does. It's either the means of loss, or a source of profit. It either preserves your perishable foods, stops the waste from spoilage, makes possible an attractive display and saves ice or it does just the opposite and wastes your good money—and lots of it. As long as you are in business to make money why not have refrigerator equipment that helps you increase your profits instead of decreasing them? If you want money makers get

McCray Grocers' Refrigerators

Any successful grocer will tell you if you ask him that McCray Refrigerators have answered this one big problem for him. He will explain how his spoilage has been reduced to nearly nothing. He will tell you how the beautiful display cases made his perishable foods more attractive and more salable, and consequently increased his sales on them. He will also

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McCray Refrigerators come in a large variety of styles and sizes and are built to order to meet any need. They may be arranged for either ice or mechanical refrigeration and conform to all legal requirements on display of perishable foods.

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