

MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS

\$1 PER YEAR

Thirty-Third Year

GRAND RAPIDS, WEDNESDAY, APRIL 19, 1916

Number 1700

The Old Red Pump on the Corner

Old red pump on the corner!
Here's to your matchless brew;
You with a job like a woman's—
Never an end in view.
Morning and noon and evening
Your arm extends to greet
The tired and thirsty thousands
Of the hot and dusty street.
Friend of both prig and prelate,
Foe not to race or creed,
Yours is a holy mission—
To give men the drink they need.

See how they come as pilgrims
Seeking an ancient shrine,
Grasping your cup like bibbers
Famishing for favorite wine
Merchant, fireman and newsboy,
Motorman, darky and drone
Draw on your cooling treasure
As if each drop were his own.
Some of your friends are palsied,
Some of them blind and old,
But each finds joy and vigor
In your draught so clear and cold.

Old red pump on the corner!
Of woes you have your share;
They say you gather microbes
And spread them everywhere.
Of course we know grim Science
Must view you with alarm
And make you seem a menace
Devoid of worth or charm,
But we of humbler learning
Find, when the day is hot,
You may be germ-prolific,
But, Pump, how you hit the spot!

William Herschell.

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

Piper's Pure Ice Cream

is so far ahead of all others it's lonesome

Piper Ice Cream Co.

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FLOUR

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Freight Traffic Manager,
Detroit, Michigan



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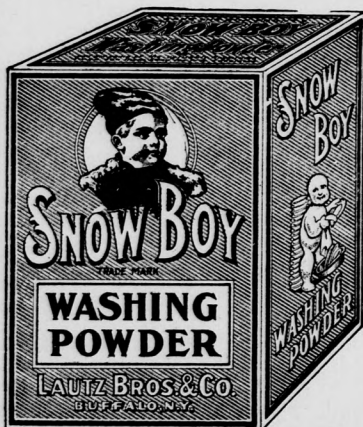
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ALWAYS A GREAT SHOW

DAILY 2:30 and 8:15

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



NEW DEAL

MORE PROFIT

Snow Boy Washing Powder 24s

FAMILY SIZE

Ask Your Jobber's Salesman

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

Lautz Bros. & Co.

MICHIGAN TRADESMAN

Thirty-Third Year

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AFTER THE WAR.

The cessation of the war will unquestionably create a great financial disturbance, and we shall be fortunate if it does not reach the point where it will be called a world-wide panic. The same reason exists for expecting misfortune on the part of a country or countries overburdened with debt as in the case of an individual. While the person is going through the bankruptcy process he either ceases business or turns his trade over to others to be managed under strict rules greatly limiting its volume. The menace of the debts of the belligerents now clouds the world sky and holds in check everything not pecuniarily connected with the war directly or indirectly. When the conflict is over distrust will be still more marked, for the stimulus will be gone and all will know that the time of settlement has arrived. The most natural conclusion is that Europe will buy from us only those things that she must have, mainly foodstuffs. Even there one must expect some curtailment, for every man and woman will be put to work in the old world, to create food which the Europeans will not have the money to buy. With the impoverishment there comes the impoverishment of their dependencies which constitute a great percentage of the remainder of the world. Then, sadly it must be said, there will not be so many mouths to feed as there were when the Kaiser precipitated this awful war.

If the Europeans buy goods from us, what will they pay us with? They will not be able to send merchandise to us on the same scale as formerly, and they will need large supplies to repair their own belongings. They cannot pay us in gold, for the small amount they could safely spare would be a bagatelle in any considerable volume of international trade. Indeed, it will be one of the first endeavors of the financiers of Europe to get back from this country as much as possible of the \$425,000,000 of the gold that has come to us in the past year and a half. They cannot pay us in paper money, for we would not accept such money any more readily from them than they would have accepted our depreciated greenbacks during the civil war. Nor will investors in this country accept their bonds after

the present emergency has gone by.

The claim that the destruction of capital in this war will impair the business efficiency of the world for a long period still stands good. Experience on a smaller scale has shown that such impairment makes its victims smaller buyers and destroys their credit. It is none the less true of great masses of men. Moreover the waste of capital will really go on for a long period after the war, taking the form of interest on the enormous debts, possibly the payment of a portion of them, and crushing taxes on the people. To make the thing clearer by an individual case, conceive of a European of small means who must give up 10 to 20 per cent. of his income to the government to help pay for this fight and who at best never has had many of the luxuries. Will he not be obliged to exercise the most careful economy? Multiply this case by 400,000,000. As to the statesmen, they will be casting about to see how much of the equipment of the war can be speedily converted to peaceful uses.

There are twelve ways to make a million dollars. There may be more, but an advertising man told 150 members of the Sphinx Club in Manhattan about the dozen. Among them is a man's collar that will not choke him while being worn, that can be attached without buttons that rub the neck and that will not bind the cravat. A second is a corset that after once being fitted will clip tightly to the figure without lacing. A third is a shoe that ties with one or two snaps, and a fourth is a non-leakable and easily fillable fountain pen. An electric rug beater that can be set up like a curtain stretcher, and a new automobile fuel cheaper than gasoline were mentioned. Inventors anxious to make a million or more dollars are offered these suggestions without money and without price.

The United Hatters of North America believe the consumer should pay for hats just as he does for everything else, including the cost of living. The hatters want more money, but instead of asking their employers for a raise they are showing the latter that while other articles of wearing apparel have gone up the prices of men's hats remain about the same as they were ten years ago. The hatters want the consumer to pay them more wages. If the manufacturers raise the price of the hats they can afford to give the increase to the hatters without cutting down their own incomes. It is a clever scheme and if it is put into force and effect, of course, the consumer will pay it, or go hatless.

J. D. Telder succeeds E. Ellis in the grocery business on Dozema court.

Manufacturing Matters.

Plymouth—The Plymouth Manufacturing Co. has engaged in the manufacture of toys and novelties with an authorized capital stock of \$25,000, of which amount \$15,000 has been subscribed and \$2,500 paid in in cash.

Detroit—The Gloor-Garman Co. has engaged in the manufacture of tools and in the general machine business with an authorized capitalization of \$10,000, of which \$5,000 has been subscribed and \$1,000 paid in in cash.

Detroit—The Detroit Gas Turbine Corporation has been incorporated to manufacture gas motors and turbines with an authorized capitalization of \$25,000, all of which has been subscribed and \$2,500 paid in in cash.

Detroit—The Avion Co. has engaged in the manufacture of internal combustion engines and heavier than air flying machines and parts with an authorized capitalization of \$15,000, all of which has been subscribed and paid in in cash.

Saginaw—The Henry Passolt Co. has been incorporated with an authorized capital stock of \$24,000, \$18,000 of which has been paid in in cash. The company will manufacture and sell soap, perfumes, extracts, fertilizer, potash and other chemical by-products.

Sturgis—The Kalder & Scattergood, Incorporated, has engaged in business to manufacture phonographic accessories and other mechanical and electrical devices with an authorized capital stock of \$1,000, all of which has been subscribed, \$250 paid in in cash and \$750 paid in in property.

Pontiac—The Keyser-Coleman Co. has been incorporated to manufacture dairy and food products with an authorized capital stock of \$30,000 common and \$10,000 preferred, of which amounts \$25,000 common has been subscribed, \$10,000 paid in in cash and \$15,000 paid in in property.

Coldwater—It is reported that the Hoosier Manufacturing Co. factory has been sold to Sears, Roebuck & Co., of Chicago. The business was established eighteen years ago and has not been very successful—for the stockholders—but of much value to Coldwater. The rumor is neither denied or affirmed.

Traverse City—The Montamowen Co. has been incorporated to engage in the manufacture of lawnmowers, with an authorized capital stock of \$200,000, common and \$50,000 preferred, all of which amounts have been subscribed, \$300 common paid in in cash and \$19,970 common and \$50,000 preferred paid in in property.

Campaign in Favor of the Stevens Bill.

Much has been heard of the Stevens bill recently, and while sentiment is slowly growing in its favor, more

drastic action must be taken by all persons interested if favorable results are to be obtained at the coming session of Congress.

A post-card campaign along the following lines should produce results:

Let each individual mail a post card daily to the Congressman from his district and also one to his Senator. On this card let there be some pertinent reasons given why the Stevens bill should become a law. Every wholesale house, every manufacturer, every retailer, every organization of wholesalers, of manufacturers, of retailers and of clerks should do likewise.

The cost of such a plan to any one concern or individual would be but two cents per day. Cards could be sent 100 days at a cost of \$2.

Suppose this plan was adopted by individuals and organizations all over the United States and the campaign carried on for one hundred days. What effect would it have on the lawmakers at Washington? Imagine thousands of cards pouring into the capital daily, hundreds to each Congressman and Senator. Could they well afford to overlook the demands made?

Every merchant can give a hundred reasons why the Stevens bill should become a law. For the purpose of the above campaign these should be presented in a concise, snappy and to-the-point form. No stereotyped rules should be followed, but rather an endeavor should be made to instill a personal note into each communication. James A. Arkin.

National Wholesale Grocers' Convention.

Grocers who attend the wholesale grocers' convention in Boston the week of June 12 will, if they arrive by Monday, June 12, have the privilege of witnessing the exercises connected with the dedication of the new Massachusetts Institute of Technology buildings consuming three days, June 12, 13, and 14. It is estimated 7,000 alumni will return for the festivities.

The Charles River basin, on the border of which the new buildings have been erected, will be crowded with all manner of sea craft including torpedo boats of the United States Navy, steamers, yachts, motor boats, etc. The programme is the most elaborate ever undertaken in Boston.

The wholesale grocers open their convention June 14, so that by arriving early in the week members can witness these exercises without interfering with their convention duties.

A four-flusher is a man who drinks beer from a champagne bottle.

An easy way to borrow trouble is to lend money.

THE BROAD VIEW.

The Anti-Discrimination Law Still on Trial.

The Tradesman recently addressed the following letter to Joseph W. O'Brien, of Grand Haven, State Agent for the Home Insurance Company, and known all over the State as one of the most sane, sensible and fair minded men connected with the insurance business.

Grand Rapids, April 1—Whenever I am a little short in funds and do not feel like blowing \$4 to see a good comedy and feel as though I must have variation from the humdrum of every day life, I throw the words conspiracy, compact or combine at some fire insurance agent. He immediately gets red in the face and talks so incoherently that I am unable to get head or tail of his thought. For several days I do not lack for amusement, and as showing the freemasonry which exists between the fire insurance agents, I need only state that I get telephone messages from all over the city remonstrating with me and protesting against the use of such obnoxious words in connection with the fire insurance business.

Newspaper men are in the habit of having such things thrown at them and take it good naturedly as part and parcel of the events of every day life.

I am somewhat at sea on the anti-discrimination law because I cannot locate in the statute the benevolent objects ascribed thereto by the insurance agents and I am wondering if you, with your clear mind and broad vision, cannot write something for the Tradesman that will straighten things out. I do not think the insuring public, as a rule, want to be unreasonable and ungenerous, but, of course, it does resent underhandedness and subterfuge and hypocrisy. The history of the rating bureau of this city has been replete with bad faith, broken promises and nearly everything else that good business men ought not to resort to.

If you can kindly give the insurance side of the matter lucid expression, without resort to insinuations which no gentleman will employ—and you are an ideal gentleman—I should be very glad to have you do so. E. A. Stowe.

Mr. O'Brien's Reply.

Grand Haven, April 17—Your very kind favor of April 1 should have received earlier reply but for my absence from home and assuring you of the timidity with which I approach your "Howling Temple" I submit these brief remarks for your consideration.

On the "kick off," let me say to you that the anti-discrimination law is a statute with which the fire insurance companies themselves have had nothing to do. It is purely a bill fathered and fostered by the local agents of the State of Michigan and these men, in my estimation, have a perfect right to bring about good practices and raise the standard of their business to a plane worthy of the respect and admiration of the citizens of their respective communities.

The only criticism, if any, which comes to my mind of the anti-discrimination bill is the fact that some, not all, local agents are only too ready and willing to put the blame of the bill up to the insurance companies, which institutions, as above indicated, had nothing whatever to do with its conception or enactment.

The law in itself is almost too young to decide what its results will be and it is rather silly for anyone on either side of the controversy to make any great claims for or against it. It has not reduced rates. It has not prevented fires. It has not added to the insurance cost of any individual in comparison with any individual owning like property under like circumstances.

The law has only been in effect since August 24, 1915, and it is too early to make any claim for its benefits or dis-

comforts. It is my personal opinion that it is the first stepping stone towards State regulation, which may or may not be what the insuring public desires or the insurance companies are ready to accept. This question of State regulation leads into another channel of indefinite latitude and abuse, wherein men who know nothing whatever of the ethics of fire insurance are empowered with unlimited authority which experience has shown results disastrously to all interested.

Capital should be encouraged for investment for a proper term, especially if that capital be needed in the protection of the basic foundation of American credit and finance.

Many people who are students of fire insurance are ever ready to criticize the enormous profits which they assert are made in the business, but the many wrecks of fire insurance companies distributed along the pathway of the last fifty years holds out little or no inducement for investors who have any information or experience with the subject and are depressing arguments against investments of that nature.

The law of supply and demand in the fire insurance business does not apply, but the law of general average in which the premium receipts of Grand Rapids go to pay the losses in San Francisco and other conflagrations does apply; hence the enormity of the business is beyond the grasp of the ordinary student and he dismisses the subject without entertaining, in the light of intelligence, any arguments in favor of an increase in the tariff on his individual risk. In years past it was crudely inconsistent to advance or reduce a rate because no intelligent reason could be given for it other than the "loss exceeds the premium," but in the days of modern appliance of scientific methods and the reasonable application of schedule rating, no man should pay more than his neighbor surrounded by like conditions and similar features of construction. This may sound to you "monopolistic," but no business, regardless of its size, can be conducted without knowing its every detail. This is what the insurance companies are endeavoring to ascertain and will in the end be beneficial to the insuring public rather than otherwise. Personally, I should like to see the anti-discrimination law given a fair trial in Michigan and to make it still better the idea should be carried further and applied to the whole United States, for, truly speaking, the property owner in one state surrounded by similar conditions, such as construction and fire prevention and fire protection, should pay the same rate as his neighbor although he be three thousand miles distant.

Competition in years gone by was looked upon as the life of trade. It is now considered by many students of political economy as the death of trade and it should be the pride of every citizen in our country to build up rather than destroy these institutions which replace homes, rebuild cities and reimburse and preserve the credits of our great industrial institutions.

Joseph W. O'Brien,

State Agent, Home Insurance Co.

The Tradesman commends the breadth of vision set forth in Mr. O'Brien's letter. It will be noted that he does not question the veracity and impugn the motives of those who may differ from him on the fundamental principles of the new law, which is refreshing in view of the ill tempered and uncalled for vituperation and abuse which has been resorted to by some local representatives of the insurance companies.

"Well, Johnny, how did you like school?" "I didn't like it a bit. The teacher put me on a chair and told me to sit there for the present. And I sat and she never gave me the present."

Sagacious Suggestions From Saginaw Salesmen.

Saginaw, April 17—Saginaw retail merchants of the West Side are planning a big spring opening. They have engaged the Rutherford carnival organization for one week. They will pitch their tents on the unimproved part of Rust Park, just north of Fordney avenue. Saturday, April 22 will be opening day and continue until the following Saturday.

Mike Conaton, Jr., spent last week in Detroit. He attended the John W. Ladd Co. special sales meeting. He was accompanied by Mrs. Conaton.

Grand Counselor W. S. Lawton was in Saginaw last week on business.

Frank R. Hamburger, of the Detroit Association of Credit Men, gave an interesting talk on Sales, Terms and Discounts before the Saginaw-Bay City Credit Men's Association last Tuesday night. The meeting was held in the new Y. M. C. A. building in Bay City.

Albert Munger, former Postmaster at Freeland, has returned to Saginaw after a year's absence in Indianapolis. He represents the Gale Manufacturing Co.

Mrs. Krause, daughter of our venerable H. E. Vasold, former Secretary and Treasurer of Saginaw Council, is in St. Mary's hospital, recovering from a serious operation. Late reports are that she is doing nicely.

Gov. Frank B. Willis, of Ohio, has been secured to deliver the commencement address at the Saginaw high school graduation exercises to be held in the Auditorium June 22. Local U. C. T.s will remember him as the man the traveling men of Ohio worked hard to elect because ex-Governor Cox, who was running for his second term, came out with the statement that the traveling men were not necessary and simply added to the high cost of living. He found out in a very short time how much power they had and the good they could do by the vote tendered Mr. Willis. He attempted to play two fiddles at one time and broke both bows.

There are 106 applications for saloon licenses in Saginaw. That means Saginaw is wet. However, we only need 101 saloons. In 1917 there will be 101 empty booze rooms. A good chance for more groceries.

Hello! Here's the dark horse! Notices have been sent out by Auto City Council that H. D. Bullen is a candidate for Grand Sentinel. If size means anything in this office, he surely is qualified, but I feel he can render a bigger service to his brother travelers by sticking to his job as scribe for the Tradesman, at least this year yet, as we would gladly support him for this office but for the fact that we have a most able local candidate to pull for at this end of the line in the person of H. D. Ranney.

A beautiful new theater, known as the Palace, will open here Monday, April 24. It has a seating capacity of over a thousand and is said to be one of the finest picture houses outside of Detroit. It is under the management of W. V. Newkirk, a man of wide experience in the photo play business.

John A. Cole, of Cass City, has purchased the John A. Caldwell implement business of the same place.

The writer had the pleasure of meeting Supreme Counselor Frank S. Ganiard last week in Jackson. He reports his health of the best and business fine.

Saginaw Council held its first memorial services April 9 in Foresters temple. A large crowd was in attendance and an excellent service was held. Gordon L. Grant delivered the general eulogy in a most able and touching manner.

B. N. Mercer, Secretary and Treasurer of Saginaw Council, has returned from his trip South, where he had gone seeking rest and health. He looks tip top and, judging from his

talk, it is a good thing he has an office to fill, as the Southern climate, with its orange groves almost won his heart.

Keep your eyes on Sagacious Suggestions next week. There is a treat coming. The ladies told me not to say a word about it this week or even tell who was going to furnish the treat. You couldn't even guess what I am talking about.

Good night! Some one else took a rap at the Honest Groceryman. He seems to have the goods on him, too.

Anthony "Tony" Sansone, champion orange salesman and representative for the Cornwell Beef Co., is on the sick list. We have it from good authority he has been writing so many orders the past few weeks it caused dizziness. He claims selling oranges is simply a side line for him.

Poor Teddy Roosevelt has again met his Waterloo! He spent a lot of time in Trinidad trying to find something new. He finally jumped onto a poor little bird and brought it to America as proof that he found something new. Poor boob! The Agassiz Museum at Harvard University has had a mounted specimen of this bird for more than thirty years. Another proof that he is thirty years behind the times! What won't that man do for a little notoriety?

Frank Bremer, Treasurer Saginaw Sheet Metal Works, is recovering from an accident while doing gymnastic work recently. Every one is wondering what he is training for. I am sure if the truth was known he was breaking that donkey for special duty at Traverse City in June. He is able to move around with the use of a third peg.

Prices on most everything have gone out of sight, except the Michigan Tradesman. For one dollar you get more sound news for less money than with any other paper published. True, you don't get the hair raising, blood thirsty and maniac news, but who needs such stuff? All such writings are for newspaper graft. Feed your brains and don't wreck your nerves. Subscribe for the Tradesman this week.

Dress up week was a big success for the local merchants last week. No doubt you will feel their success the first of next month.

Joseph Marx is sporting a new smile, not all because he enjoys a good business manufacturing paper presses, but mainly because it is a boy. This young gentleman is fourteen years younger than what was their youngest. Horace Fox and Tom Pattison, please take notice.

Charles Morris, of Midland, has opened a new grocery store. Lee & Cady's Saginaw branch furnished the stock.

The Dow Chemical Co., Midland, is building a large dormitory and dining hall for its employees. The city is unable to furnish homes enough for the men.

The Saginaw Motor Car Co. was organized here last week. The capital stock is \$100,000, one-half paid in in cash. Shares are selling at \$10. Yale Eighth is the name of the car to be manufactured. Price \$1285. The officers are:

President—J. A. Cimmerer.

Vice-President—J. W. Grant.

Secretary—W. C. Wiechmann.

Treasurer—H. E. Oppenheimer.

General Manager—L. J. Lampcke.

Saginaw Council held their regular meeting Saturday night. The attendance was above the average. The new officers were in their places and everything went fine. One candidate, John J. Tomkinson, was ushered into the Council. The matter of joining the Detroit councils is running a special train to Traverse City was taken up and committees appointed to look after same. Before the Council was called to order A. W. Seeley, who is one of the promoters of the New Steel King tractor organization, which is trying hard to raise enough capital

to locate in Saginaw, gave an interesting talk, outlining the purpose and advantages of such a company in our midst. It is very likely the company will locate here, as almost enough stock had been sold Saturday night.

Wish some scribe would tell me how to interest the boys enough to get them to send in news items and help the writer make his work more interesting. Mighty hard in a small town like this to find enough to write about. If its news you have for me, address it to 1323 Tuscola street.

L. M. Steward.

Jaunty Jottings From Jackson.

Jackson, April 17—Jackson's prosperity is talked far and wide.

The Peoples National Bank announces that it will erect an eight-story building on the present site at once.

The Jackson Rim Co. has placed an order for 10,000 barrels of cement for an addition on its plant.

The Hayes Wheel Co. has booked one order for wheels to be delivered in the next eleven months which amounts to more than the yearly output was three years ago.

The Fox Machine Co. is building a mammoth factory and people are coming to Jackson so fast that it is hard to find housing room for them.

Ray Pringle, of Mulliken, was in the city a few days ago attending a meeting of the U. C. T.

Charles Lamb, junior member of the firm of J. G. Lamb & Son, of Ypsilanti, left home for Grand Rapids Monday. Can it be he is in the market for furniture?

M. Heuman, Grand Secretary, attended a meeting of Detroit Council in company with Grand Counselor W. S. Lawton and Supreme Counselor Frank S. Ganiard last Saturday evening. Both he and Lawton say the Michigan grand jurisdiction is in a most flourishing condition.

Davis & Co., of Ypsilanti, are spending some of their surplus for paint to decorate the inside of their store. The color is white and that always looks good to the writer.

Burns & Spies, fancy grocers at Adrian, have completed alterations and their store is now one of the most attractive grocery establishments in Southern Michigan.

S. E. Lewis and William M. Kelly were both presented with Past Counselor's caps at the last meeting of Jackson Council. The expression on their faces, as well as the remarks each one made, gave evidence that they appreciated this honor very much. They well deserved the gifts.

The Michigan State Cannery, located at the Jackson State Prison, is working the retail grocery trade on its canned goods products. We understand it sells direct to the retailer.

Dean S. Fleming, of D. S. Fleming & Co., merchandise brokers, has just returned from Philadelphia, New York and other Eastern points on an extended business trip. The firm is constantly branching out and has just completed a warehouse for the storing of merchandise for the firms it represents. Jackson is an ideal point for distribution and jobbers in neighboring cities are drawing supplies from this house.

Jackson will have 75,000 population by 1920. Spurgeon.

Boomlets From Bay City.

Bay City, April 17—The Saginaw-Bay City Association of Credit Men held their monthly meeting in the dining room of the Young Women's Christian Association Tuesday evening and, after partaking of dinner, listened to an able paper by Frank R. Hamburger, of the Detroit Association of Credit Men on the subject of Sales, Terms and Discounts. Mr. Hamburger urged upon his audience the wisdom of sticking closely to the discount terms and compelling the customers to do likewise. He also advised dealers to make a rule

to collect interest on past due accounts. The next meeting will be held at Saginaw. Charles L. Pellot, of Saginaw, is President and Frank D. Smith is Secretary and Treasurer. Herman Bartling, of Bay City, is Vice-President.

Acting on the order of Mayor Kelton, the police department served notice on all places maintaining punch boards, dice games and other forms of gambling that they must put them away by Saturday night. Good for you, Mr. Mayor! We hope you are sincere this time and that you will see that your order is enforced.

Mrs. N. B. Weaver, wife of N. B. Weaver, hardware merchant of Standish, died Monday, after a lingering illness.

The Milford Roller Mills, at Milford, burned to the ground Tuesday morning. The loss on building and machinery is \$13,000; on contents, \$5,000; insurance, about \$9,000. F. B. Hubbell, the owner, says it will be rebuilt.

Co-operation is the new slogan of the Board of Commerce and George W. Ames offers a prize of \$10 for a design typifying this word.

The Bay City Board of Commerce offers a prize of \$25 to the person who drafts the best design for the tablet of fame which the Board proposes to place in the city hall upon which to inscribe one name each year of the person who has done the greatest good for Bay City.

The Michigan Central Depot at Vanderbilt burned Friday morning. By the misplacing of a switch three freight cars plunged into the building which almost instantly broke into flames.

After being tied up by high water since March 28, the interurban line on the West Side of the river, between Bay City and Saginaw, has been reopened. The water washed out the track in several places.

W. T. Ballamy.

Seventeen Travelers Reside at Eaton Rapids.

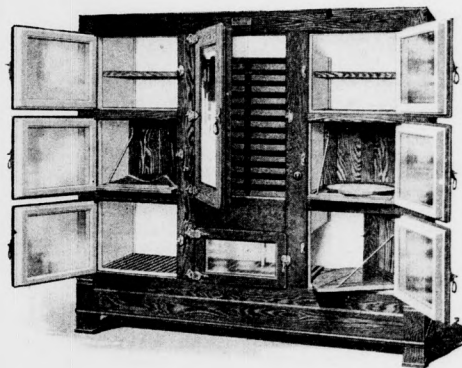
Eaton Rapids, April 17—In pursuance of my promise to you in your office the other day, I beg leave to submit herewith a list of the traveling men who reside in Eaton Rapids, as follows:

- A. W. Annis, Brandaue Shoe Co., Detroit.
- E. H. Brown, Simmons Shoe Co., Toledo.
- H. P. Eagan, Stoughton Wagon Works, Stoughton, Wis.
- S. Godfrey, National Loan & Investment Co., Detroit.
- W. S. Godfrey, Stearns Salt & Lumber Co., Ludington.
- E. E. Horner, Eaton Rapids Woolen Mills, city.
- Harry Knapp, Bankers Insurance Co., Lincoln, Nebr.
- Harry Mest, Lee & Cady, Detroit.
- H. J. Moulton, Amsterdam Broom Co., Amsterdam, N. Y.
- J. E. Maupin, Hoge-Montgomery Shoe Co., Frankfort, Ky.
- Hall Maupin, Aetna Insurance Co., Hartford, Conn.
- J. DeCoursey, Eaton Rapids Marble Works, city.
- Howard Perkins, J. E. Bartlett & Co., Jackson.
- George Russell, Northrup, Robertson & Carrier, Lansing.
- Thomas True, True Combination Rack Co., city.
- L. J. Smith, Smith Egg Case Co., city.
- Edward Rank, Beatty Felting Co., Mishawaka, Ind.

A better town could not be selected for headquarters, as we have ten trains daily on the M. C. R. R., East and West, and four trains, North and South, on the N. Y. C. R. R. The living expense is much less than in larger towns not as well located.

W. S. Godfrey.

A man's true worth is best reckoned not by the amount of money he possesses but by the amount of good he does with his money.



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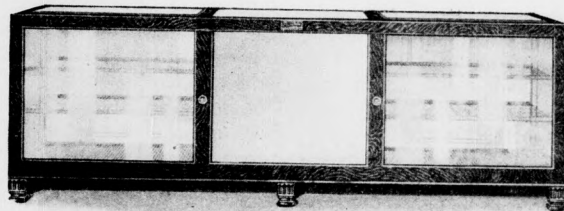
**Ice King Refrigerators
and Refrigerator
Display Counters**

**For the Grocer and Marketman
Absolutely the Finest Produced**

Extremely handsome in design and finish; thorough in every detail of construction; thicker walls and heavier insulation than any other made; white enamel inside finish; smooth fiber board lining; no cracks or joints to catch dirt; unsurpassed in refrigerating properties; the utmost obtainable in beauty, durability, economy, efficiency, safety and satisfaction.

Place one in your store, and your customers will talk about it; you will take pride in showing it to them; it will create confidence in your methods of handling perishable foods; that means a bigger and better business.

**Sold on easy monthly payments
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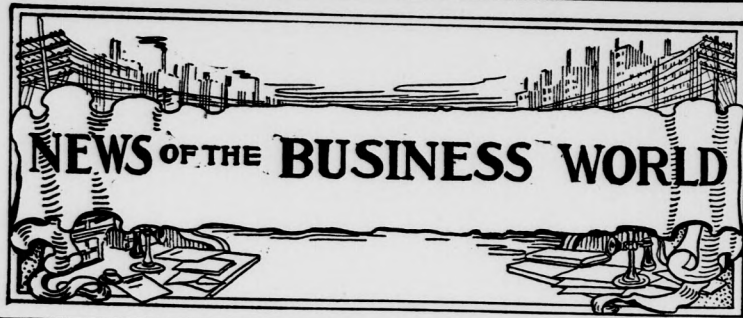
Quality through and through

Ligonier Refrigerator Co.

210 Cavin Street

Ligonier, Indiana

Formerly the Banta & Bender Co.



Movements of Merchants.

Vanderbilt—Yuill Bros. succeed J. G. Berry in general trade.

Shelby—C. E. Bechtel is building an addition to his drug store.

Tustin—Miss Cecile Bentley has engaged in the millinery business.

Shepherd—Thaddeus A. Lockwood succeeds E. Parmelee in general trade.

Williamsburg—W. B. Hobbs succeeds W. E. Rondabush in the grocery business.

Zeeland—Ver Hage & Kraay have engaged in the electrical supply business.

Lansing—Fox & Savage have engaged in the grocery business at 401 River street.

Traverse City—Memmo J. Buschert succeeds Earl E. Irish in the plumbing business.

Grand Ledge—W. C. Rossman has sold his grocery stock to Blakeslee & Royston.

Big Rapids—Frank L. Jackson succeeds I. P. Mitchell & Co. in the grocery business.

Vicksburg—John Alwine succeeds John Sorenson in the restaurant and cigar business.

Fremont—The Simons Heating & Specialty Co. has changed its principal office to Detroit.

Belding—The Grand Rapids Brass Co. is building a brick addition, 80 x 50 feet, to its plant.

Ionia—The Stafford Manufacturing Co. has removed its headquarters from Chicago to this place.

Grand Haven—Fire damaged the A. Peters bazaar stock to the extent of about \$4,000 April 14.

Detroit—The Merchants Construction Co. has increased its capital stock from \$5,000 to \$25,000.

Three Rivers—Landsman Bros. have engaged in the clothing and men's furnishing goods business.

Pontiac—The capital stock of the Thomas Furniture Co. has been increased from \$25,000 to \$35,000.

Tustin—M. A. Swanson has closed his pool room and will open a general store in the same building.

Saugatuck—Misses Rena Ames and Rena Byron have opened a woman's exchange and fancy work store.

Caro—L. A. Hooper has purchased the H. H. Smith store building which he occupies with his drug stock.

Hartford—The Marquette Lumber Co., of Grand Rapids, has taken over the Blashfield & Son lumber yard.

Detroit—The Edward Henkel Co., wholesale grocer, has decreased its capital stock from \$150,000 to \$25,000.

Milford—Fire destroyed the F. S. Hubbell warehouses and roller mill April 12, entailing a loss of over \$20,000.

Charlotte—R. Crofoot is closing out his clothing stock and will retire from business owing to ill health.

Petoskey—M. I. Fryman is building an addition to his shoe store which will increase the floor space one-third.

Olivet—Charles Montague has purchased the Charles Kellogg grocery stock and will continue the business.

Laingsburg—Roy Slayton, recently of Eaton Rapids, has engaged in the furniture and undertaking business here.

Imlay City—Howard Burgess has sold his stock of electrical supplies to Ray Muir, who has taken possession.

Allegan—Fred A. Sawyer, Jr., has opened a coal and wood yard in connection with his hay, grain and feed business.

Vassar—Mrs. John McDonald, who has conducted a millinery store here for the past seventeen years, died at her home April 12.

Ishpeming—The Hughes Mercantile Co. is remodeling the Hughes block, where it conducts its grocery, meat and dry goods business.

St. Johns—H. M. Hoerner has purchased the Judd building and will occupy it with a stock of fresh and salt meats April 22.

St. Joseph—John Coombe and Norman Richardson have formed a copartnership and opened a flower store in the Union bank building.

Elwell—P. C. Colister and John Miller have formed a copartnership and will erect a modern cheese factory and occupy it about June 1.

Jackson—M. Piowaty & Sons, of Grand Rapids, have opened a branch produce house at this market under the management of E. M. Hart.

Hart—H. R. Lattin has purchased the Ewald & Cooper stock of general merchandise at Mears and removed it to his store building here.

Battle Creek—G. G. Spaulding, cigar and tobacco dealer at 391-2 West Main street, has sold his stock to Oscar Wilmarth, who has taken possession.

Edgerton—Sherrad & Lovelace have opened an implement store. They are erecting a store building which they will occupy as soon as completed.

Detroit—Economy Sign Co. has been organized with an authorized capitalization of \$10,000, of which amount \$5,000 has been subscribed and paid in in cash.

Merrill—George B. Davis, recently of Chesaning, has leased a store building and will occupy it with a stock of men's furnishing goods April 29.

Butterfield—M. Janema succeeds Chris. Ebels in general trade.

Ada—W. Fenner succeeds Ward & Ward in the grocery and meat business.

Holland—Otto Cohan, owner of the Harry Padnos clothing stock, has purchased the Louis Padnos clothing stock, at Zeeland, and will consolidate it with his own.

Owosso—Loomis & Osmer, grocers, have dissolved partnership and the business will be continued by Mr. Osmer under the style of the A. E. Osmer Co.

Charlotte—F. A. Ives has sold a half interest in his furniture stock to H. R. Sylvester and the business will be continued under the style of Ives & Sylvester.

Dighton—E. M. Hartley has admitted Miss A. E. Fox to partnership in his general store, which will hereafter be conducted under the style of Your Store.

Arcadia—Fred Wareham, dealer in general merchandise, has purchased the Arcadia Co-Operative bankrupt stock of George W. Hull and will consolidate it with his own.

Niles—Thomas Leonard and Joseph Miller have formed a copartnership and engaged in the meat business on Second street under the style of Leonard & Miller.

Kalamazoo—The grocery store of John Walraven at the corner of Burdick and James streets, was entered by thieves April 16 and considerable stock carried away.

Pontiac—Christopher Miller has sold his cement plant to W. Roy Thompson, who will add lines and builders' supplies and all essentials for construction work.

Ann Arbor—Charles J. Hutzal has leased a store building at the corner of Main and Liberty streets and will occupy it with a stock of women's ready-to-wear clothing April 22.

Orion—Voorheis & Shoup, agricultural implement dealers, have dissolved partnership and the business will be continued by C. R. Voorheis, who has taken over the interest of his partner.

Lapeer—Charles Zurbrigg, of Capac, and William Forsythe have formed a copartnership and engaged in the meat business under the style of the Sanitary Cash Meat Market.

Otsego—J. S. Brock has purchased the interest of his partner, Mr. Fullerton, in the furniture and undertaking stock of Brock & Fullerton and will continue the business under his own name.

Detroit—The Iceless Refrigerating Co. has been incorporated with an authorized capital stock of \$15,000, all of which has been subscribed and \$500 paid in in cash and \$9,500 paid in in property.

Kalamazoo—The P. M. Atkins Co. has engaged in the dry goods business with an authorized capitalization of \$3,600 common and \$3,600 preferred, all of which has been subscribed and paid in in property.

Detroit—Wally Sperry, Incorporated, has been organized to engage in the sale of cigars and tobaccos with an authorized capitalization of \$1,000, of which amount \$500 has been subscribed and \$250 paid in in cash.

Lansing—Samuel Millstein has purchased the interest of his brother, Edward, in the grocery stock of Millstein Bros. and will continue the

business at the same location, 740 North Pennsylvania avenue.

Detroit—The C. B. Smith Hardware Co. has engaged in business with an authorized capital stock of \$10,000, of which amount \$7,000 has been subscribed, \$3,000 paid in in cash and \$4,000 paid in in property.

Royal Oak—The Smith Crampton Co. has engaged in the general hardware, plumbing, heating and electrical wiring business with an authorized capitalization of \$10,000, of which amount \$6,000 has been subscribed and paid in in cash.

Falmouth—Willison & Buttermore have sold their stock of hardware and agricultural implements to Titus and Mart Van Haitsma, who have formed a copartnership and will continue the business under the style of Van Haitsma Bros.

Ironwood—The W. G. Peterson Co. has been incorporated to deal in general merchandise and fruits and vegetables with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed, \$1,250 paid in in cash and \$3,750 paid in in property.

Charlotte—The Booster Club is taking up the matter of the importation of bread into Charlotte from outside cities, which is now said to approach 3,000 loaves daily, while the city boasts of four bakeries. An examination of foreign and home-made bread convinced Club members that the Charlotte bread was as good as any from outside, and the Club will lend its influence to have bread made in Charlotte given the preference. The grocers claim the outside bakeries deliver their product direct to the stores, while they have to transport from the bakery all the Charlotte bread they sell.

Portland—James H. Churchill, the veteran merchant, died Monday and was buried Wednesday. He was 74 years of age and had been identified with the mercantile interests of Portland for sixty years. He began his career as clerk in the general store of his father, the late Wm. R. Churchill, subsequently clerking in the store of Charles H. Maynard when that gentleman was engaged in general trade. When Maynard sold his stock to John D. Woodbury, the deceased continued as clerk for the latter, subsequently forming a copartnership with E. D. Woodbury and engaging in general trade under the style of Churchill & Woodbury.

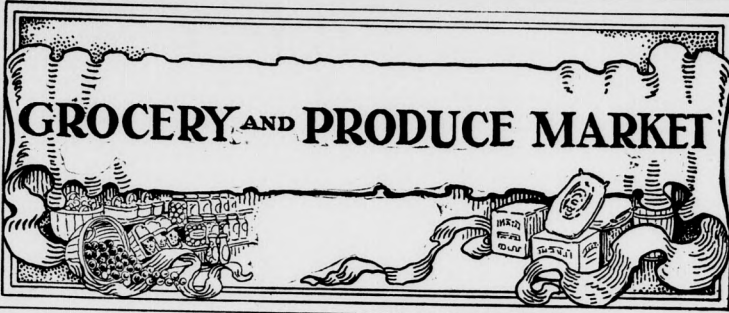
Manufacturing Matters.

Beulah—George J. Copper, of Cassopolis, has leased the creamery and will continue the business under the style of the Crystal Lake Creamery.

Chelsea—The Chelsea Screw Co. has been organized with an authorized capitalization of \$50,000, all of which has been subscribed and paid in in cash.

Grand Ledge—T. G. Townsend, who has manufactured cigars here for the past fifty years, has sold his plant to Charles Pike, who has taken possession.

Detroit—The Droyford Starter Co. has been organized with an authorized capitalization of \$5,000, all of which has been subscribed, \$1,000 paid in in cash and \$1,500 paid in in property.



Review of the Grand Rapids Produce Market.

Apples—Baldwins and Starks command \$3.50 per bbl.; Northern Spys, \$5 @5.50 per bbl.

Asparagus—90c per doz. bunches.

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

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

Beets—60c per bu. for old; 60c per doz. bunches for new.

Butter—Creamery grades have declined to 33@34c for tubs and 35@36c for prints. The make is very light and the consumptive demand is absorbing everything on arrival. Storage goods are exhausted and the trade are being entirely supplied with fresh butter. Local dealers pay 26c for No. 1 in jars and 27c in prints, and 20c for packing stock.

Cabbage—60c per bu. or \$2 per bbl. for old; \$3.25 per crate for Mobile.

Carrots—60c per bu. for old; 60c 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—At this season when eggs are rolling into the big central markets in a flood, it is interesting to note that there appears to be a very heavy early April movement of eggs. New York City's arrivals have not been large, but Boston's receipts are heavier for the first ten days of the month than in any of the previous five years and Chicago's arrivals are enormous. Local dealers are paying 20c, cases included.

Egg Plant—\$1.75 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; Illinois Green, 15c per doz.

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

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

Lettuce—16c per lb. for hot house leaf. Head lettuce, \$2.50 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—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 for a week ago. Country buyers are paying 65@70c. New, \$4 per bu.

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@3 per 24 pint case, Louisiana.

Sweet Potatoes—\$1.25 per hamper for kiln dried Jerseys; \$3.75 per bbl. for kiln dried Illinois.

Tomatoes—\$3.25@3.50 for 6 basket crate, Florida stock.

Turnips—60c per bu.

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

The Grocery Market.

Sugar—The market on refined is about ¼c higher than a week ago, the American and Howell having advanced their quotations to 7¼c, while all the other refiners are holding at 7.30c. Some of the refiners are out of the market and refuse to quote. There is nothing to say about the cause which has not already been said. The market is strong and a still higher range of values is confidently predicted by those who keep in close touch with the market. There are no reserve stocks in the United States, and with the combined foreign and domestic demand keeping refiners' meltings at around 70,000 tons per week, and shipments from Cuba limited on account of the scarcity of the tonnage, a most unusual situation confronts us. Total meltings by refiners since January 1 are 874,000 tons, an increase of 135,000 tons, while exports of refined sugar are 217,810 tons, an increase of 187,962 tons.

Tea—India-Ceylons are naturally the feature and holders have no difficulty in getting full figures from those compelled to replenish supplies. The transshipments from London will be badly curtailed by the loss of the Clan Campbell and the trade must eke along with the moderate arrivals for the present. Discussion of the possible effect of peace is heard, although most circles look for fighting during the remainder of the year. One theory was that

the first effect of an early announcement should be to break London, although it would take some time to get ships requisitioned by the government back into service and thus relieve the shipping famine.

Coffee—There is a slight advance reported in all grades of Rio and Santos coffee. Rio 7s are extremely scarce and firm. The cause of the advance appears to be strong conditions in Brazil. The price there is relatively higher than the price here. Mild grades are steady to firm and unchanged for the week. Java and Mocha grades are unchanged and quiet.

Canned Fruits—Apples are quiet and weak. California canned goods show no change and in moderate demand. Small Eastern staple canned goods unchanged for the week and in fair request.

Canned Vegetables—Tomatoes are unchanged. The same is true of corn and peas.

Canned Fish—The 1916 sardine packing season in Maine opened on Saturday. While the packers have not yet given any intimation as to what may be expected in the way of opening prices, the belief is held in usually well posted quarters that the initial figures will at least be no lower than the prices at present quoted on spot goods. This expectation is based on the known facts of what additional packing costs will be this season because of the advanced prices on everything that enters into the production of a case of domestic sardines. It is reported on good authority that another of the larger operators in salmon on the Pacific Coast is virtually sold out of salmon of every grade and description. This makes for a still stronger market for this commodity, but up to the close there was no quotable advance in spot quotations. Columbia River chinooks, being in a class by themselves, are not directly affected by the market movements in Alaska and Oregon fish, but in the present instance the close clean-up of sockeyes has created more of a demand for chinooks, particularly the halves. Prices on these as well as No. 1 have advanced somewhat, with little if any stock now obtainable on the spot.

Dried Fruits—At the mass meeting of Santa Clara county prune growers held in San Jose last Friday, an association having for its object the marketing of the crops of its members at a uniform price was organized. The association, according to the telegrams, guarantees to the growers in its membership not less than 4c base for fruit in their orchards. It was also stated that the consensus of opinion among growers in attendance at the meeting was that there would not be over half a crop of prunes in the county this year. Further details are expected by mail, if not anticipated by wire, early this week. There was nothing in the advices so far received as to the effect the growers' action, now that it has been finally taken, has had on the packers' market viewpoint. The possibility, amounting to probability, is believed here to have been anticipated by the general withdrawal last week of offerings of 1916 crop for future delivery. In all lines of Coast dried

fruits the market for both spot and future deliveries is decidedly strong with business showing marked activity in the jobbing. There are no developments, however, in the way of actual price changes or large transactions. Among other varieties of dried fruits a feature reported is the continued activity in domestic citron and peels for future delivery and the upward trend of prices, due to the prospect that no imported stock is likely to come into this market this year. Spot currants also show a hardening tendency as to prices, which remain considerably below the present cost to import. Little if any buying for American account is being done in the primary market, according to leading handlers of this fruit, because of the present high cost and freight prices, and they apparently look for a reaction on the other side, as they are advising their trade to buy sparingly during the balance of this season.

Cheese—The market is dull and prices are unchanged, with a light consumptive demand. Stocks are reported light, but owing to the high prices the consumptive demand is curtailed. Little change will occur until new goods arrive about May 1.

Rice—Prices are firm in sympathy with the South, where the scarcity of Blue Rose still continues to be the feature. New Orleans mail advices report only light receipts of rough rice accumulating, the bulk of which is for mills. The demand is active for both rough and clean, but on account of the scarcity of supplies trading is moderate. Prices are stronger. Foreign rice is scarce here owing to the embargo which checks receipts from the Pacific Coast. Shipments via Canada are coming through, it is said, in from two to three weeks. Quotations are unchanged for all kinds.

Provisions—The demand for all smoked meats is moderate, and the stocks are about normal for the season. No change has occurred during the week in price. Pure and compound lard are firm at unchanged prices, but if there is any change there will probably be a slight advance. Dried beef, barreled pork and canned meats are all unchanged and quiet.

Salt Fish—The situation as to mackerel is unchanged. There are practically no small sizes of Norways about. Prices are very high and the situation tight. Cod is practically over its season and very scarce.

Frank H. Downs, manager of the Lansing branch of M. Piowaty & Sons, was married last Saturday to Miss Sadie Rossman, who has been stenographer for Casabianca & Son for the past eight years. The ceremony took place at Grace church, Rev. George P. T. Sargent officiating. The happy couple will reside at 802 Washington street, Lansing.

J. W. Calkins has engaged in the hardware business at Michelson. The Michigan Hardware Co. furnished the stock.

Milheim & Beary have engaged in the grocery business at Hopkins. The Judson Grocer Co. furnished the stock.

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, April 17—Building permits taken out in Detroit last week totaled \$1,030,160, as compared with \$442,880 for the corresponding week last year.

Real estate salesmen selling property in and about Detroit are disposing of vacant property to residents in all sections of the State. Warnings have been issued by the Real Estate Board to investigate through competent parties the possibilities and actual value of their prospective investments. There is much vacant property which will undoubtedly prove good investments, if purchased. Then, again, there is much that will not.

F. H. Trask has opened a drug store at 956 Crane avenue.

It has always been deemed a pleasure for the layman to meet a traveling salesman, but since the advent of the automobile and automobile raffle tickets, it seems better policy to take to the tall timbers when the jolly salesman appears.

Our old acquaintance, the fly, has returned and it remained for the missus to have the honor of making the first capture, a la Villa.

Perry Newton, local representative for the Scharf Tag & Label Co., of Ypsilanti, has returned to his road duties, after being confined to his home ten days by illness.

Supreme Counselor F. S. Ganiard, Grand Counselor W. S. Lawton, A. G. MacEachron, member of Grand Executive Committee and Grand Secretary Maurice Heuman paid an official visit to Detroit Council last Saturday night and when the meeting adjourned there appeared more enthusiasm over the future of the Council than has pervaded the Council chamber for some time. Plans were formulated for increasing the membership which will be carried out in the near future. It is needless to say the distinguished visitors were well received by the members. Each is held in the highest esteem and none who have ever held the various offices of honor have discharged their duties with greater satisfaction than they. The entire membership in the State is proud of them. Fred J. Moutier, Junior Grand Counselor, was also in attendance being a member of the Council. Mr. Moutier is also made of the timber that produces good executives and he is loved by all who know him for his modesty and sterling honesty. The future of the Grand Council looks bright after glancing through the list of those who will eventually succeed to the highest office in the organization.

J. Kocsis has succeeded A. Maertens in the meat business at 3131 Jefferson avenue, East.

A. G. Gulden, former Detroit, was in the city for a few days last week. At one time Mr. Gulden represented A. Krolik & Co., covering the territory in Southern Michigan. He was obliged, owing to poor health, to relinquish his position and moved to Georgia. He has been selling tires for the past eight years and is making his headquarters in Atlanta. He looks the picture of robust health.

Anthony Klepaczyk, dry goods merchant at 339 35th street, has again assumed his duties in the store, after an absence of two months, during which time he was confined to his home by a serious illness.

From our state we learn that J. A. Simmons, formerly of Benton Harbor, has succeeded L. H. Fuller as Northern Michigan representative for the National Biscuit Co. and will make his headquarters in Manistee.

The Michigan Electric Welding Co. has purchased the property at 500-512 Hart avenue, adjoining its present location and will erect a modern factory building at some future date.

The announcement of the candidacy of the H. D. Bullen for the office of Grand Sentinel of the U. C. T. presages a stiff fight for A. W. Steven-

son for that honor. Mr. Bullen is well known throughout the State and has many friends. Like Mr. Stevenson, he is equipped in every way to administer the office efficiently. It is a good sign when men of the character of either of the avowed candidates are willing to give up their time to assume the strenuous duties incumbent on the officers of the organization.

Mrs. Reske has opened a shoe store at 291 Arndt street.

Fred A. Sollman has been appointed general manager of the Vitrolite Sanitary Construction Co., 96-98 Larned street, West. He was formerly connected with the Batchelder Marble Co.

Official figures give Grand Rapids Council a membership 470, while Cadillac Council is credited with 486. Both councils have made a gain since the last statement. With all due deference to the recently appointed scribe's veracity—or, to be modest, his lack of knowledge—as to actual figures pertaining to membership, we shall be obliged to await the official announcement in the Sample Case. In the mean time the honors rest with Detroit.

The Central Savings Bank has approved contracts for the construction of a branch bank at Fourteenth and Grand River avenues. Another branch is being completed at West Forest and Woodward avenues.

A new addition to the factory of the Chicago Pneumatic Tool Co., Second and Amsterdam avenues, is being built.

Patrick Brophy has opened a tailoring establishment in a new building at Continental and Jefferson avenues.

Meloche Brothers open their new drug store on Thursday, April 20, on Jefferson avenue, East.

Beltrami & Rush, caterers, have leased the store occupied by Edward A. Fetters, florist, for a number of years. Mr. Fetters will move into the store adjoining.

The Federal State Bank will build a branch bank at the corner of Traver and Michigan avenues.

Paul Berns, well known in Grand Rapids, where he formerly resided, later making his headquarters in Milwaukee, has resigned his position with the Globe Soap Co., of Cincinnati, and has joined the sales force of the real estate firm of Goossen, Hill & MacKenzie, 1720 Dime bank building.

The question is, Will Roosevelt's candidacy be approved by the Kronik Kicker?

The Michigan State Telephone Co. has approved contracts for the construction of a three-story building to be used as the East exchange, on East Congress street, near McDougall.

The seventeen-story addition to Hotel Statler is rapidly nearing completion and will contain 200 rooms, making 1,000 rooms in all in the hotel.

Judging by the way Uncle Sam's aeroplanes have been dropping down, one might with impunity say that it should make it soft for the aviators.

B. Reynolds, druggist, 2389 Jefferson avenue, East, has purchased the A. Van Sickland drug store at Mack and St. Clair avenues.

Good garden resolutions are now in order.

We usually plant the garden seeds while the missus raises something else when we neglect the garden.

Many a man who would not wear his hat in the house thinks nothing of bringing home a fully developed jag.

Villa might have found it much worse. Suppose the Tradesman got after him.

One-quarter of the exports to the Allies are comprised of munitions of war. The other three-quarters are probably material to fit the soldiers to use it.

A salesman is a man who can draw a large salary and get away with it.

A poet is a person who can get his poems published in the Tradesman. In fact, he is more than a poet—he is a wonder.

What has become of the Lenton resolutions?

This is the time of year when the

furnace is willing to do what it should have done last January.

Henry Ward Beecher once said: "Joy is more divine than sorrow; for joy is bread and sorrow is medicine."

James M. Goldstein.

Gabby Gleanings From Grand Rapids.

Grand Rapids, April 17—Considerable noise and commotion was created when we were appointed scribe and great clamoring was in evidence for our telephone number and street address. We are at a loss to know what this was for, as we were under the impression that it was to get items in the Tradesman, but as so few have volunteered anything, we now suspect it was to get acquainted with our wife. We will not object to the latter, if you will kick in with some news.

Rollie Richards, of Columbus, Ohio, spent Sunday in Grand Rapids.

Edward Styron, of the Styron-Beggs Co., manufacturing chemists of Newark, Ohio, spent Sunday at the Pantlind. Mr. Styron reports his business 100 per cent. better this year than last, in spite of the increase in the raw commodities.

Frank Walter, of the W. P. Williams Co., has returned from a Northern trip and says considerable new building has been started in Northern Michigan, for which his goods have been specified. The W. P. W. Co. is enjoying the best business in years.

Roy Hinckley, proprietor of the Hartford House, Hartford, is busier than a one armed paper hanger with the hives, getting Rhum Court, immediately adjoining the hotel, ready

for the boys and the summer sessions. Mrs. Hinckley is conducting a series of Fischer parties for the guests. Ask Mrs. Hinckley for particulars and partners.

George Prater, manager of the Wolverine Nursery Co., was a Grand Rapids visitor this week.

Frank Horton, dealer in general merchandise, Hastings, was recently elected Mayor of that city. If Mr. Horton conducts the office with the same energy and success that he applies to his private business, Hastings will be some busy place the next two years.

George Bruton, of the Worden Grocer Company, was limbering up his new six cylinder Buick last Saturday.

Theodore G. DePeel, Onondaga druggist, has transferred his stock of goods to his new store, which has been fitted throughout with new fixtures. Onondaga people and the surrounding community should feel proud of this store, which is second to none in the county.

Earl J. Gleason, son of F. M. Gleason, hardware dealer at Copemish, and bride have returned from an extended honeymoon. Their many friends wish them many years of wedded bliss. Mr. Gleason will continue with his father in conducting the hardware business.

Huckle Bros., publishers of the Osceola County Herald, at Reed City, have purchased the property owned by Mrs. Munger and will erect a modern building to replace the building recently destroyed by fire. They have ordered up-to-date machinery and their plant will be one of the best

The Quality Index

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

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

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

NATIONAL BISCUIT COMPANY

equipped printing establishments North of Grand Rapids.

D. Van Valkenberg, of Whitehall, has purchased the plumbing and heating business formerly owned by Mr. Pierce and will consolidate it with his own. Mr. Pierce has accepted the position of general manager of the village lighting and water plant.

Wilbur S. Burns, proprietor of the Wilbur Burns Soap Co., has returned after a successful four weeks' trip to the copper country. Mr. Burns has opened over 400 accounts since Jan. 1 and has also established a very active mail order business.

Grand Chaplain F. W. Wilson, of Traverse City, is conspicuous among his fellow travelers, being the possessor of a brand new "yaller" portfolio.

Sam C. Craig, of the Hayward Bros. & Wakefield Co., of Chicago, has moved from Chicago to Grand Rapids and resides at 649 Fountain street. He will be Brother Craig after the next meeting.

C. A. Simonds, who has been traveling for J. H. McLain, of Canton, Ohio, in Northwestern Ohio and Eastern Michigan, has accepted a position with the Studebaker Corporation in Grand Rapids, handling both trucks and pleasure cars.

Ira Gordon, of the F. E. Myers & Bros. Pump Co., is making some alterations and additions to his residence.

"Bill" Drake, by the use of some witty remarks, thereby keeping his opponents' mind off the game, made Rockwell find it necessary to wire home for money after a recent rhum tournament.

Paul McWilliams, of Chicago, who has been visiting his father, H. G. McWilliams, on Atlas place, returned home Sunday.

Alfred Stott, son of Tally Stott, who recently had his tonsils and adenoids removed, is getting along nicely.

E. F. Wykkel, and L. V. Pilkington Sundayed in Petoskey.

James R. Stafford, formerly at the Park Hotel, St. Louis, for thirty-five years, is now manager of the Phelps Hotel, at Greenville, together with his able assistant, Mrs. Stafford. We predict the Phelps will enjoy some nice business.

F. E. Ranney, Mayor of Greenville, and President of the Ranney Refrigerator Co., was a business visitor in Grand Rapids last week.

Henry E. Crow, Past Master of Doric Lodge, No. 342, F. & A. M. Grand Rapids, is a candidate for Grand Marshall and is the unanimous choice of the Grand Rapids Blue Lodges and the Grand Rapids Past Masters Association. His election is being urged by 150 Grand Rapids travelers. Many masons outside of the city are also pledging their support.

We are very glad to report the elevation of our eminent Junior Warden, E. J. MacMillan, who was recently made President of the Board of Trustees of Plymouth Congregational church. His influence is urged upon a few Grand Rapids travelers.

James Phillips is back on the territory with a specialty line for Carson-Pirie-Scott & Co. and is considering moving back to Grand Rapids. Jim is one of the old guard of No. 131 and we welcome him back.

Business is good. The thing that goes the farthest towards making life worth while, that costs the least and does the most is just a pleasant smile; the smile that bubbles from a heart that loves his fellow men will drive away the clouds of gloom and coax the sun again; it's full of worth and goodness, too, with manly kindness bent. It's worth a million dollars and it doesn't cost a cent.

Senior Counselor Borden has sold enough shares in the Oakland car to

buy some gasoline and took his car out to-day for the first time.

Harry L. Wood, of the Rudy Furnace Co., Dowagiac, spent Sunday with his family in Grand Rapids. Glowing accounts emanate from Mr. Wood regarding the business of this fast coming concern.

Owing to the death of Frank Avery, of Hillsdale, and the cancellation of the meeting of Hillsdale Council, Supreme Counselor Ganiard and Grand Counselor Lawton attended the meeting and luncheon of Detroit Council, No. 9, Saturday evening. These gentlemen will attend the May meeting at Hillsdale, at which time Jackson Council will cross bats with Hillsdale in the first ball game of the season.

Cadillac Council, No. 143, has organized a commandary drill team and with their new uniforms are going to Traverse City sixty strong.

The uniform for the Traverse City convention consists of the following: Black shoes, white trousers, black belt, white shirt, black four-in-hand tie and white hat. Chairman Hydorn has arranged with Joe Major, of Grombacher & Major, to supply the part of this outfit that any of the boys lack and urge that you get in early and place your order.

Claude Lawton was in Chicago over Sunday.

Beardsley, Hoag, Hardwood and Dr. Ferguson attended a funeral in Nashville Thursday. Ask them about it.

The ladies report considerable encouragement in their endeavor to put on a successful leap year dance April 29. A great many more tickets must be sold to ensure complete success and it is up to the boys. Did you get yours?

The annual Bagman meeting will be held April 22 for initiation and election of officers in the U. C. T. chambers on Ionia street. A banquet

in the evening at the Crathmore Hotel and a theater party at the Empress furnish the social feature.

E. R. Haight.

Neither Good German Nor Good American.

The biggest, broadest and wealthiest German of Grand Rapids called at the Tradesman office yesterday to renew his yearly subscription. In the course of a pleasant conversation, he remarked: "I thought the Tradesman was a little hard on the Kaiser at the beginning of the war, but information from close friends and relations in Germany, received first handed, leads me to believe that the Kaiser is the worst enemy Germany ever had, because he precipitated this awful war solely to protect his tottering throne from destruction. He is surely 'in' for a good licking. Any man in this country who sides with the Kaiser in this contest is not a good German nor a good American. I cannot understand how any intelligent man can find anything to commend in a tyrant who has destroyed his people, ruined their reputation for gentleness, truthfulness and peacefulness, deliberately murdered five million people and turned the wheels of civilization in Europe backward a hundred years. I am of German descent, but in this great contest between liberty and slavery, democracy and tyranny, humanity and barbarism, I stand by the German people—my people."

An emotional actress may shed real tears if she can't make her audience do it.



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

Barney says—

I used to think that the President of our Company was too particular about the way in which we shipped our orders, but the increase of our business during the last fifteen years convinces me that the merchants in Western Michigan must like our way of doing business, judging from the amount of goods we are shipping.

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

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as Second Class Matter.

E. A. STOWE, Editor.

April 19, 1916.

THE GREATEST PEACEMAKER.

The achievement of John Hays Hammond, Jr., of Gloucester, Mass., is so wonderful that, except for clear demonstration of its genuineness, one would classify the story of it among the feats of a wild imagination. It is to the credit of our Government that an appropriation of \$750,000 is contemplated to purchase all the patents and the rights of the inventor. It is said that Mr. Hammond had offers of much greater amounts from European countries but preferred to place the device under the control of his own country. This is a demonstration of patriotism which must ever be remembered to his credit. It is now a question whether this country will be able to retain its control. If the device rests entirely on patent which are carefully described in the records of the Government, one cannot expect any such good fortune, for in time the whole story will be known. Indeed the spy system now in use by the European powers is such that even the profoundest secret is not safe from their inquisition. The presumption however is that there are essentials of mechanism or control which are entrusted to the knowledge of only a few persons in the inner circles of the army and navy. With a fair supply of the boats and other equipment devised by Mr. Hammond this country would be entirely safe from invasion by powers other than those contiguous to our territory. It has been the history of devices of offense and defense invented by Americans that we have made little use of them and that they have been perfected by other countries and applied with terrible effect in war. The list of such means of warfare is a long one.

With this device a torpedo can be discharged against a battleship, guided on its way and aimed so as to take effect at a distance of twenty-eight miles. For shorter distances the accuracy appears to be greater than that of the best rifle practice. The first impulse and the guiding power is a radio-dynamic force, which can be applied either from shore or from an aeroplane a mile up. The control may be from a station some distance from the water and well protected. One method is that of

placing the torpedo in the prow of a boat which can be propelled at fifty miles an hour and at the proper time releasing the torpedo from the boat to go to its target. The astonishing statement is made that with this device a bamboo rod one inch in diameter standing upright at a distance of three and one-half miles can be hit ten times out of fifteen.

Hammond is only 26 years old. He is said to have been working on this device for eight years and to have expended \$300,000, which was furnished by his father, the eminent mining engineer. If all is true of his invention that is now believed, this young man is worth to the United States more than can be expressed in any ordinary measurement of values, particularly if we are able to retain control of the mechanism. He may yet prove himself the great peacemaker on this earth, for an aggressive power will think twice before exposing its ships to the attacks of these torpedoes. Evidently the successful peacemaker is one who must make peace by superior force. A man whose brain can produce this device must have capabilities for other inventions which will be of untold value to mankind.

Now that Deacon Ellis is relegated to the obscurity he deserves, there will be some opportunity for Grand Rapids to make rapid strides in a manufacturing way. So long as we had a man of such caliber at the head of our city government, there was not much chance for progress. He was in cahoots with the labor unions and always encouraged them to make unreasonable demands and inordinate claims. He brought union organizers into the city at his own expense to instigate trouble among the furniture workers and thus precipitated the greatest strike the city ever experienced. When the opportunity presented itself to secure one of the largest factories in the State, without cost to the city, he championed a movement in the Common Council which destroyed the opportunity. No great industry can be built up on the basis of union labor. Ellis' encouragement of union labor was solely selfish on his part. He cares no more for the working man than he does for the many victims of his gambling career. He is now a very rich man, based on the start he got in life as the owner of a gambling establishment, and he is now in a position to enjoy his ill gotten gains to the fullest possible extent any one can enjoy a competence obtained as he obtained his.

A French magistrate who gained a well deserved reputation for his knowledge of the souls of criminals was once asked where he got his knowledge. When a culprit came before him he would begin to write and at a certain moment would drop his penholder. He noticed that if guilty the prisoner would pick up the pencil, but if innocent he would let it remain on the floor. He had observed that there was a certain politeness and obsequiousness among the guilty which were lacking by the innocent. The guilty criminal also often protests too much that he is innocent.

GOVERNMENT OWNERSHIP.

The control of many utilities by government ownership, or by a plan equivalent to ownership, is gaining a larger place in the minds of legislators and others than it has held heretofore. The method of pushing this propaganda is not by advocacy of the principle of state socialism, but by gradually taking up one industry after another or some detail of an industry. In this country the Government road in Alaska is a recent example. This project has in it less of a railroad scheme than of attempted control of the commodities that will be carried on the road. There has long been a fear that powerful interests would get possession of the mines and forests of that region and deprive the people of the country at large of a proper share in the emoluments. The Panama Canal is a conspicuous example of Government ownership and operation, but that undertaking is of such a character that there could be little objection. It is doubtful whether private capital would have gone into the project or could have operated the canal at a profit, if rates were to be such as to make the new route any more attractive than the old one. The proposed armor plate works are yet only half way through Congress, and it is doubtful whether the House will consent to the plan, still more doubtful whether so difficult an undertaking can be carried through by the Government and made really useful within a reasonable number of years. The mortgage bank with which so many of our statesmen wish to contribute to the prosperity of the farmers would probably be entirely a Government institution. As to shipping the public is familiar with President Wilson's ideas in regard to Government participation, and his bill is perhaps the one piece of legislation he is most anxious to get through at the present session.

It cannot be that this country will go far in that direction. Individual initiative and freedom in business affairs is one of the prime principles with a majority of our people, and it is only persistent advocacy by socialists and others that has softened American antagonism to Government control. Nor is the competition of the Government fair to business already established or to the citizen who wishes to enter upon an enterprise. Almost as bad as a bankrupt competitor is a government which has less motive for making a profit than individuals and to which even a loss in business would be of comparatively small importance. A government caring nothing for profit could do business at rates which would bankrupt individuals or corporations.

The experience of European countries has sometimes been cited in support of government ownership and operation. It has been shown, however, that even in peace times the government owned roads of Europe are less efficiently operated than privately owned and have no advantages which make out a case in their favor. True, in time of war the imperative action of a government has its advantages, but ownership is not necessary for such action. The government can take what it pleases and can secure instant obedience to its requirements, even in the case of privately

owned property. Lord Hamilton said in a recent public address that the work of the committee of general railway managers in the United Kingdom was greatly superior to that of the government in the management of transportation. Nevertheless, the control of various utilities in England since the war broke out has been held up by the advocates of government ownership as an argument in favor of their ideas.

While there will be from time to time a moderate tide toward these theories, the general drift of human affairs must be in the other direction. That is what democracy means, and not until democracy develops into state socialism—if that time should ever come—will there be any great accession of utilities to the United States Government.

A former manufacturer of millstones thinks he has more than his share of his own goods around his neck. Since 1892 he has been paying alimony to a divorced wife. She remarried, her husband died and her daughter was married and divorced. But the alimony went on all the while Husband No. 2 was living and still goes on after he is dead. The millstone manufacturer has been paying \$4,000 a year to his ex-wife for the support of herself and two daughters, but one daughter is getting \$1,000 alimony from a divorced husband. Evidently the millstone manufacturer has been thinking he is carrying a heavy load, for he has asked the court for relief. His income last year was \$5,800, but after paying \$4,000 to his former wife he had \$1,800 with which to support himself and his second family. He can not get rich rapidly on that income.

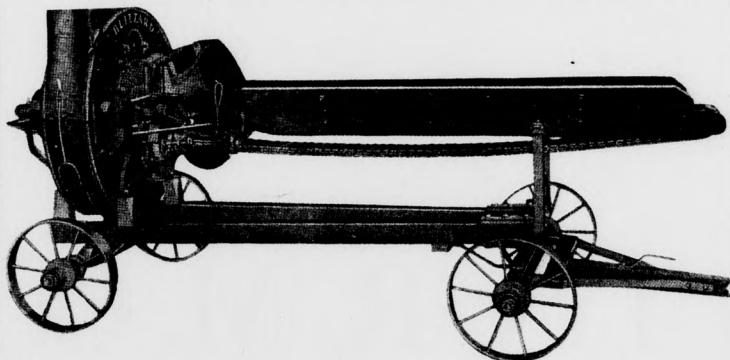
A Camden, N. J. butcher sold mutton at a ridiculously low figure and the people who bought and ate it said it was good mutton and they did not see why other butchers could not sell at the same figure. But a pure food and drug inspector came along and found that the butcher was selling goat meat for mutton. The goat meat was not bad in any way, but, according to a New Jersey law, meat must be truthfully tagged. The butcher violated the law by having the goat meat labelled mutton. The people who ate the goat meat for mutton probably would not have bought goat meat under its own name, but when they thought they were eating mutton they relished the meat.

The "true name" bill which has been before the Massachusetts Legislature has been killed in the House, after a hot session. The bill would have compelled guests at hotels to register none but their true names. It was argued against it that, for instance, if Maude Adams registered at a Massachusetts hotel as "Maude Adams" she would be violating the law. The same would be true if Ethel Barrymore registered her stage name. Famous persons sometimes travel incognito and detectives often do not care to have their true names displayed to public view on hotel registers.

Patience may be the lazy man's only virtue.

Most men are industrious from necessity.

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Danger in Locking Up Too Much Capital.

In dry goods primary markets, merchants are giving serious thought to the danger that lies in a rapid expansion in the volume of trade, accompanied by the extraordinary rise in values which is taking place. They foresee the quick locking up of capital which must occur when these values are transmitted fully to jobbing and retail circles, and they realize the possibilities that lie in any great credit shock that may occur in war times in financial circles. The conditions for the moment are excellent, so far as production and consumption may serve as a test, the mills being employed more fully than ever before, and the purchasing power of the people being at a very high level. Distribution is more or less interfered with by congestion on the railroads, and by irregular production due to labor troubles of various kinds. But the jobbing and retail trades report most favorable conditions wherever temporary difficulties, such as weather and delayed deliveries of merchandise, do not intervene.

There is no lack of confidence in the general fundamental soundness of the present position, merchants say, and when they speak of anxiety they refer more particularly to the evidences of a desire to speculate on the part of large users of goods; and large distributors, whose business has been of record breaking volume. With money very cheap for those in good credit, with foreign trade distinctly favorable from the domestic viewpoint, and with all classes of labor fully and most profitably employed, the most conservative distributors have bought liberally, and they are continuing to buy even with prices at top levels.

Some idea of what has happened may be secured from the following facts: The silk trade has been enjoying abundant prosperity, but looking forward to future production, manufacturers are confronting the highest prices for raw silk that have ever prevailed since the silk industry became a very large factor in this country. The last period of high prices in 1906-1907 is referred to only to show that many prices are much higher than they were then.

In the wool goods division prices have reached a level unknown to the present generation of merchants. Worsteds yarns that have sold as low as 92 cents per pound are bringing \$1.40 per pound and spinners are so well employed that they cannot accept business for immediate delivery. Staple grades of men's wear goods

that have sold as low as \$1.15 a yard fetch \$1.67½ in the present market and some buyers are ready to make commitments for deliveries extending into the next spring season. A staple line of dress goods that has sold as low as 29 cents a yard has been bought for 42½ cents.

In linens, prices are up a full 100 per cent. on some goods, and a 50 per cent. advance over pre-war prices is not uncommon. In this instance the cause is apparent, lying in restricted imports, shortage of flax, and inability to manufacture abroad. In burlaps, the price advances from the low point have exceeded 60 per cent. on many staples, and, indeed, some traders cite advances of nearly 90 per cent. on certain of the jute products. In this case, restricted imports figure largely, and they are due to shipping conditions, to the control of the output abroad by the warring countries, and to other causes frequently cited in the daily market reports.

In cotton goods, many prices have arisen to levels not touched before in nearly thirty years. In a number of instances, and this is true of all textiles, prices have been abnormally advanced because of dyestuffs scarcity. A staple gingham that sold at 7½ cents in the boom days of 1907 is bringing 8 cents. Many denims, the cloths that go into workingmen's overalls, are priced at the highest levels known since the Civil War, an example being a cloth that brought 27½ cents a yard, that normally should be worth about 17½ cents. A fine yarn cloth that sold at 4¼ cents about eighteen months ago is now bringing 7½ cents. These are only random instances, and by no means represent isolated cases.

Hundreds of dry goods notions have doubled in price since the war started. Some are unobtainable at any price because of the lack of imports from various countries. Carpets, rugs, furs, and a host of other things that go to make up the stock of the dry goods stores of the country, have advanced anywhere from 40 to 60 per cent. since the war, and the curious anomaly exists of this country's buyers being able to profitably distribute the costliest dry goods handled at any time in this period of destruction and poverty abroad.

That there is underlying the trade

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 Ask about our way
BARLOW BROS. Grand Rapids, Mich.

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Of course not.

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Fragrant—Delicious
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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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a great confidence in the future is shown by the extraordinary activity that prevails among construction companies and mill machinery concerns supplying the demands of those who are increasing their equipment, or organizing and building new factories. Although some mill machinery prices are twice as high as they were two years ago, corporations and individuals are contracting for new looms and spindles to further enhance the great output already referred to.

Up to the present time there has been less expansion in dry goods store construction than in mill construction. The jobbers and retailers have been directing their efforts to securing profits from established facilities. To that extent the conservation has been wholesome, yet the locking up of capital in merchandise because of the price advances may explain that phase of the situation quite as well as a suggestion that true conservation prevails.—New York Journal of Commerce.

The People Pay for the Jitney Competition.

Grand Rapids, April 17.—The general spirit of corporation baiting which has become prevalent in recent years, with the general laxity in wretchedly mis-governed cities, such as Grand Rapids, offer inviting fields for the operation of the jitney. It is now something over a year since the jitney was introduced in Grand Rapids through the co-operation of a sham and pretended "friend of the working man" who was then our chief executive. Many were out of employment on account of the preceding slackness in furniture manufacture, so that the number joining the rush soon went up into the hundreds. Improving conditions in general employment and the finding out on the part of the more sensible that under proper regulations there is no profit in the jitney business in a town the size of Grand Rapids, soon largely reduced the nuisance to a minimum. Naturally it did not occur to any of those entering the field that any regulation of such traffic would be necessary. So when an ordinance did pass the Council, in spite of their blind opposition, they were more than indignant and quickly attacked its legality in the higher courts. Through the complaisance of the city authorities, who are busy with the vastly more important matter of retaining themselves in office, the majority of the operators are "law unto themselves," skimming the cream of the business with no regard to regulations. In this manner some are able to get what they consider fair returns for their time and tires, and this leads others not so fortunate to hang on, hoping against failure to improve the returns.

One of the most flagrant violations of the ordinance, and the most evident rule which should govern such an institution, is that the jitneys run for the big trade only. They are amenable to no rules as to hours. This, of course, is a natural result of operating without any governing organization. There is nothing to prevent any one with a permit to start on a route at any time and to quit at his own pleasure. There is no hard and fast rule as to hours or regularity of operation, so that it practically amounts to piracy on the street car receipts. The novelty and more rapid ride conduces to a decided popularity, especially with the young.

The lack of authority and regulation and the contempt of the drivers for the powers that be and the ordinances lead them to many petty annoyances and violations especially aimed at those who may not see fit to patronize them. Such an one is soon picked out and made to feel their displeasure. The writer is well noted, on account of a lack of patronage from the beginning, and he is frequently made to jump toward the sidewalk when standing close to the rail and that with a car within a short distance. It is to be presumed that such drivers do not know how flagrant a violation of the vehicle ordinance such conduct is, but the lack of intelligence which prompts it makes their whole work much more dangerous for the city than is generally realized.

Individual annoyances are of little consequence in comparison with the effect of such business parasites on the legitimate development of the street car system. It is the popular idea that the movement amounts only to a petty raiding on the receipts of a wealthy corporation and becomes legitimate spoil. Cities of the size of this are generally begin-

ning to look for the time when rates of fare shall be less than 5 cents, but when profits are thus raided, there is nothing for the management to do but to sit back and let the conditions correct themselves. Who can say how many years, even, the present raiding is likely to put off the time when a possible reduction will be discussed?

In another way the matter is operating to the injury of the city in the interference with improvements and extensions. When the jitney craze struck the city, conditions of growth were presenting some serious problems to the railway management. It was becoming imperatively necessary to add equipment and mileage to meet the new requirements. Naturally, the most serious raids occurred in these portions of the system and compensated in some degree for the loss of profits in the postponement of the time for adding equipment and service. As there are fewer to be inconvenienced and so made to grumble, the fact that the city is thus suffering the setback is overlooked. So, also, the company when requested to make extensions has an adequate excuse in the fact that such investments do not pay and, in view of the diminished profits, cannot be afforded. Thus the city pays for the piratical raids on legitimate business many times over when all the results are carefully computed. W. N. Fuller.

Commercial Clubs May Divert Trade.


Calumet, April 17.—Col. J. P. Petermann, of Calumet, has been named President of the newly organized Federated Commercial Clubs of Northern Michigan and Northern Wisconsin, which was formed at a meeting of representatives of more than a score of clubs at Ashland, Wis. early this week. Col. Petermann is also one of the delegates named to confer with the heads of the Soo line railroad at St. Paul in regard to that railway building the "Mellen cutoff," which will give the copper country and other Northern Michigan towns a more direct service to St. Paul and Minneapolis. Wisconsin members at the Ashland meeting made it plain that they make common cause with Northern Michigan in promoting the commercial advantages of Lake Superior towns. Laxity of Detroit, Grand Rapids and other Southern Michigan manufacturers and commercial bodies has resulted in much of the iron end copper country trade going to Wisconsin, Minnesota and Illinois points.

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We Make a Specialty of
Trimmed and Tailored Hats
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\$12.00 to \$36.00 dozen

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MATTRESS & CUSHION CO.

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Side Lights on a Bicycle Tour of Europe.*

It was the last of May, 1902, after a long and severe illness that left me in a condition of discouragement and moroseness, in spite of any will power that I might bring to bear upon the situation, that my friends sought in some way to alleviate the condition by making all sorts of suggestions of things for me to do. Nothing seemed to fit the need. Finally, my bosom companion from early boyhood, Henry Reynolds, who was at that time Secretary of the State Board of Agriculture and located at Lansing, came over and spent a day with me without feeling that he had accomplished anything. As he picked up his hat to depart, he turned around and said, "Charlie, let's go to Europe," and I replied languidly in the language of a small boy, "let's." This was rather unexpected to him, but in three or four days he had completed his arrangements and we were on our way to New York City, accompanied by his 17 year old son and having the promise of O. C. Simonds of Chicago to accompany us on a trip across the Atlantic if he could possibly arrange his business satisfactorily. It was while on board the train between Lansing and Niagara Falls that my friend unfolded to me gently but firmly the deep-laid plot he had thought out very carefully—that we should do our traveling upon reaching the other side upon bicycles. The very proposition quickened the movement of my blood, because of its utter absurdity. I recalled at once a dogmatic statement that I had made a year previously in a letter to a friend who was learning to manipulate a wheel, to the following effect: "It takes away nearly all the respect I have for a man of dignified bearing, the head of a family, when he puts himself astride two tandem wheels, no matter how dexterous he may be in his evolutions," but my friend was an enthusiastic wheelman and the other two companions were quite devoted to the bicycle, and I was reduced by sickness and became as clay in the hands of the molder.

We felt, inasmuch as there was a little time to spare before we could possibly arrange a date for sailing, that we would do well to become intimately acquainted with a few things easily seen in our own country before the departure, so we spent a couple of days at Niagara Falls and took in every possible feature of this great natural curiosity and got the striking manifestation of grandeur

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

thoroughly impressed upon us. While we stood on the Canadian shore, near Table Rock, my friend, who had been a great traveler and had visited many countries in three continents, said, "After all, this feature of the falls transcends any single attraction I can recall in all my travels."

Upon reaching New York, we felt that, inasmuch as Prospect Park, Brooklyn, was in most of its attributes the greatest park in the United States we would become acquainted with some of its details, that we might compare the work of art with similar ones which we might see abroad. We were strongly impressed by the artistic quality of every appointment and the practical application of it all to the needs of a great city in furnishing a delightful means of recreation. Looking upon twenty acres of tennis courts and ten acres of croquet ground and watching the joy of all the participants in these beautiful forms of recreation, we were proud of our country and its metropolis.

We took several days in carefully learning the important municipal undertaking in the great city, desiring to have an answer, if possible, to legitimate questions concerning our greatest city that might be propounded to us on our trip. In other words, we wanted to be so equipped that we would not be ashamed of our ignorance of certain features of our own country.

One day while in New York, Mr. Reynolds said, "I think you ought to take advantage of the opportunity to learn at least to balance yourself on a wheel before sailing, for as soon as we arrive in England we must certainly take to the bicycles." He piloted me to a hall and I soon awoke to the unusual sensation of sitting on next to nothing in midair with a darky propelling me and watching beneath and between me the "wheels go around." I have flashes of remembrances come over me occasionally of some of the details of this lesson under the guidance of a handsome young colored man. Some of his expressions were original and of perfect application. Once, in sending me off by myself and watching my strenuous endeavors to keep from running into a post and questioning which side of it my machine would go, he called out, "Hesitate and you are lost." Another time when he lifted the erratic machine from my prostrate body and assisted me to rise he said, "It is only through adversity we can reach the higher existence."

After getting on shipboard and my friend was wrenched with the agon-

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ies of seasickness, my sympathies all went out to him in his affliction, but I could not help recalling his grimaces and evident amusement over my peculiar gesticulations in connection with handling the wheel, and for an instant I thought, "Well, all things are even by now."

Our difficulties in finding any unengaged apartments on shipboard, looking toward immediate departure, were far greater than we had anticipated, so we haunted the steamship offices to possibly find a cancellation of which we could take advantage. This finally occurred and we secured a large stateroom for four on the Augusta Victoria, a German liner of fine reputation and, as we ascertained later, most satisfactory attributes and accommodations.

We found very few people on shipboard whom we knew, but it was very easy making acquaintances and the voyage was characterized by favoring winds and smooth seas. Two of my companions, Mr. Reynolds and his son, were seaisick most of the way, but Mr. Simonds and I were fortunate in having no affliction of this kind and we enjoyed to the limit the delightful rest and attractive companionship during the voyage. The only sorrow was connected with the affliction of our associates.

It is wonderfully interesting to enjoy informal acquaintanceships made on board a trans-Atlantic steamer. While getting the most restful satisfaction out of complete relinquishment of obligations, one acquires a fund of information from all parts of the world which could hardly be secured in the same length of time in any other way. We are loath to part with many of these companions upon arriving at Southampton.

We immediately took train for London and the immediate responsibility, after finding comfortable quarters, was to secure our machines. Having no knowledge and very little interest in things of this character, I simply watched the movement of my fellow travelers. Finally, Humber wheels were secured with Dunlap tires. They were the very best we could secure at that time. They would be considered very clumsy affairs to-day. One of these machines weighed forty-two pounds, which nowadays is considered double the necessary weight, as the maximum of strength is secured with a light weight wheel. They cost us 20 pounds (\$100) each and my first experience in handling my new companion in tribulation was in moving the machine from a position on the platform to the baggage room as we took train from London to Glasgow, from which latter point our trip was really to begin. One of my associates looked after the tickets; another looked after certain pieces of baggage and the other two were left with the four wheels. When we found where they were to go, two of the wheels manipulated by one who was skilful in handling them found their way to the baggage car without difficulty. It seemed an easy thing to do, but I found to my sorrow and greatly to the amusement of bystanders that to one not used to mov-

ing articles of this kind the accomplishment was connected with some serious difficulties. In truth, some of the bystanders were soon helping me to extricate myself from beneath both of the wheels. I am usually happy in giving pleasure to other people, but confess something of annoyance during this episode in contributing in this way to the pleasure of a group of Britains, for whom, from a two days' connection with the breed, I had not developed a great affection. It would seem as if one who had had some experience in the manipulation of a wheelbarrow and the acquirement of balance upon a one-legged mill stool should be somewhat prepared for the simple experience of this kind that must come to every wheelman. In this I was doomed to disappointment.

That was a marvelous ride on the "Flying Scotchman" from London to Glasgow through the most beautiful landscape that the world could produce. I never before appreciated so thoroughly what beauty there was in ground. When added to this is the most artistic grouping of trees for hundreds of miles of territory, the scene is made complete.

I announced to my companions that I was perfectly willing now to forget all my unpleasant conceptions of the Englishman for his country's sake. We had taken precaution in London to join the Cyclist Touring Club and had obtained maps and books and a great deal of information connected with hotels and repair shops and received cards that would be useful to us as methods of introduction. We had addresses of consuls and other people that might give us information which would add to the pleasure of the trip. Upon arriving in Glasgow, we found beautiful hotel accommodations and while my companions were arranging the details of our first movement in the cycling tour, I was perfectly oblivious to the details of the arrangements and spent my time in writing letters.

Exclusive.

It was a bright Sunday afternoon on a pleasant road somewhere on Long Island, one of those roads much affected by week-end motorists. The little car with the family partly of six snugly packed into the space officially appointed for five had stopped by the wayside for father to tinker with the carbureter or perhaps for mother to gather autumn leaves of many and gorgeous colors. Which, does not matter. Anyway the little car was stationary and Reginald, perched upon the front seat was reviewing the procession of other motor cars that swept past in an unending stream. Presently a great, shining thing—a Rolls-Royce or something like that—slid purring like a kitten and empty except for the proud negro in livery, who sat in the chauffeur's seat and drove the monster.

Little Reginald, whose experience was limited to the family car or carry-all parentally piloted, spoke up:

"That man," said Reginald sagely, "don't like his folks much."



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Balmy Breezes Blown Over From Port Huron.

Port Huron, April 17—The Port Huron Construction Co. has closed a contract with the Monroe Motor Co., of Flint, for the manufacture of 30,000 auto engines to be built within the next two and a half years. The Construction company has been running night and day for several months on engines for the Regel and other companies. The new order will necessitate a larger working force and additional machinery.

Indications point to an exceptional number of resorters at the beaches this year. Reservations for cottages and hotel accommodations are already in advance of former years. This is explained by the report that some of the resorts on the Canadian side are not opening this season on account of the war.

Little Bros. have secured a contract from the Buick Auto Co. to manufacture a large number of castings for different parts of the Buick car. Two new buildings are being erected by Little Bros. to take care of their increased business.

The new St. Clair county atlas, published by G. A. Ogle & Co., of Chicago, is now completed and is being distributed throughout the city and county. This is the first atlas of the county since 1897.

The Michigan Bean Co., of which A. L. Chamberlain is manager, is taking an active part in impressing upon the farmers of St. Clair county the importance of this industry and the prestige that the Michigan bean has the world over. In a complimentary circular from the company we read: "A bit of the history of Michigan bean industry shows that ten years ago only three and one-half to four million bushels were grown—to-day, a normal crop of seven million bushels is marketed. Europe's greatest bean authority, Paul Straus, of Budapest, Austria, says that for three years after this war is over, Europe will be obliged to continue importing our beans, and meantime the superior quality of Michigan's beans will have so impressed itself upon Europe that we shall have trade for ten million bushels of Michigan beans at a good price. Please bear in mind, that in no other section known in the world do the same conditions of soil and climate abound as in this Great Lake region, and these conditions only will produce beans with the desired physical composition and flavor. Any rich, well-drained sod land, will grow good beans. The better soil, the better results. Good beans are grown on sand, sandy-loam, clay or muck-mixed-clay soil, but good drainage is necessary. Michigan beans have lifted more mortgages, built better buildings, bought more automobiles, given the boys and girls better education and put more Michigan farmers on their feet than any other crop."

That the Michigan Bean Co. has faith in its statements is evidenced by the preparations it is making for the handling of the industry. Mr. Chamberlain came down here from Sandusky last July with the idea of locating an office here, merely to do a brokerage business in beans in a small way. After looking over the situation, he was impressed with the future of St. Clair county as a bean producer and with the facilities of Port Huron for handling the product. He saw the possibility of a fine elevator along the shipping docks at the foot of

Grand River avenue, and the Producers Elevator Co. was incorporated. The success of the company was so apparent as the bean season drew on that other bean men in the Thumb district became interested—such men as Frank Merrick and William Orr. Through them the Michigan Bean Co. was organized with a capital stock of \$100,000, all paid in in cash. This is a consolidation of the Producers Elevator Co. of Harbor Beach, the Boslo Grain Co., of Crosswell, the Owendale Grain & Lumber Co. and the Vestaburg Elevator Co. At all of these places branches are established under the one general management. The storage capacity of the elevator here is 50,000 bushels. About 125 girls are employed in hand picking the beans and an average of thirty carloads are handled every month. With the construction of the bean company's office building and the new D. & C. docks, fronting the elevator, the waterway entrance to Port Huron is going to present an entirely different appearance.

Clarence Kellogg.

Henry Idema As a Fisherman.

No one ever supposed that Henry Idema, President of the Kent State Bank, was much of a disciple of Izaak Walton, but the Tradesman is able to present positive proof that the com-



mon understanding is incorrect. About a month ago Mr. Idema went to Boca Grande, Florida, determined to capture a so-called Silver King. He fished patiently, without result, for five days, but the last day of the week he succeeded in hooking a tarpon which weighed 105 pounds. Mr. Idema was about as exhausted as the fish was when the man who rowed his boat finally gaffed the denizen of the deep. Mr. Idema is having his fish mounted for presentation to the City Museum.

Detroit—The Detroit Bearing & Casting Co. has been organized with an authorized capital stock of \$110,000, of which \$82,300 has been subscribed and paid in in cash.

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AUTOMOBILES AND ACCESSORIES

Owes Debt of Gratitude to the Pioneers.

When the automobile industry was in its infancy and in fact for a good many years after, it was, except in rare instances, difficult to go to the average financial institution and secure any money.

This compelled the automobile manufacturer to adopt business methods which have, in the long run, been the salvation of the industry and which to-day distinguish it from other manufacturing business of similar magnitude.

To-day there is no other industry which is done on the same clean, conservative basis as the automobile industry. The fact that the average automobile manufacturer could not go to the average bank and borrow money in the same way and manner as the manufacturer of crockery or tables or any other so-called staple commodity, but was compelled to finance himself out of his own business, or by such help as he could obtain from his stockholders, forced him in the beginning to realize that the methods prevailing in old lines of businesses could not be successfully applied to the automobile industry.

These pioneers who laid the foundation of the great automobile industry of to-day were wise in their generation and began a policy which to-day distinguishes the automobile industry from any other, the policy of selling for cash.

From the beginning it has been the custom to require a deposit in cash to be placed with the dealer or manufacturer when the order for a car is given. The balance of the purchase price is payable on delivery of the completed car. This was wise in the beginning from another point of view, for in the early days of the automobile it was not the reliable vehicle it is to-day.

With the credit payment plan there might have been a tendency on the part of the buyer, should his car give trouble, of throwing it back on the seller. The establishment of the cash-on-delivery plan, plus a fair and reasonable interpretation of the guarantee, however, made the relations between the buyer and the seller much more satisfactory.

It also places the automobile business on an absolutely safe basis. This condition undoubtedly would not have prevailed had it not been that the bankers and financial institutions were chary of furnishing the automobile manufacturers with the amount of capital they needed.

At the present time the automobile

business runs into an immense volume. This requires large sums of money for the payment of material and for the payment of labor, all of which is bought practically on a cash basis.

Without the cash-on-delivery feature it would be difficult to finance the industry. The entire automobile industry owes a debt of gratitude, not to the financial interests of the country, but to those wise, far-sighted business men who saw the vision of this great industry, built it up and pioneered its way without the legitimate banking and financial help which they had a right to expect at that time.

Not only were the banking interests throughout the country as a rule unfriendly to the automobile industry in the way of loaning it money for carrying on ordinary legitimate manufacturing operations, but it was quite a common practice for the average country banker to refuse to loan his clients money if they wanted it for the purpose of buying an automobile.

In fact, so wide-spread did this attitude become that financial papers, only a few years ago, printed story after story of farmers and business men who were mortgaging their real estate to buy automobiles.

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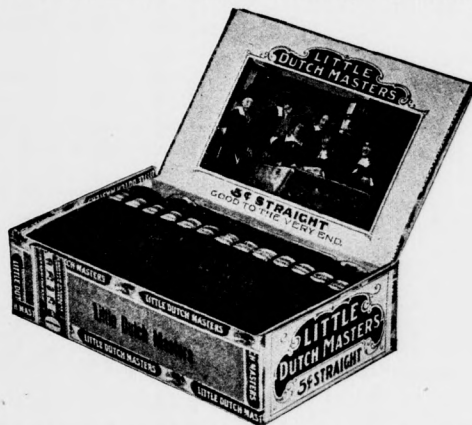
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Michigan Retail Hardware Association.
 President—Karl S. Judson, Grand Rapids.
 Vice-President—James W. Tyre, Detroit.
 Secretary—Arthur J. Scott, Marine City.
 Treasurer—William Moore, Detroit.

Pushfulness Is Needed in the Paint Department.

Written for the Tradesman.

Outside the utter failures, there are two main classes of hardware dealers—those who go aggressively after the business, and those who put enough pushfulness into their store-keeping to just worry along. With the better understanding of the principles of merchandising, this latter class is year by year growing smaller, while the ranks of aggressive business getters show corresponding increases.

Craig was until recently one of the indifferent class. He had a fairly modern store in a good location. He had bought an established business, was himself a personally likeable fellow, and congratulated himself that he got along fairly well. The business ran along quite comfortably, Craig managing to get by without undue expenditure of effort. Occasionally he dug into a trade paper, and took a spurt of enthusiasm for some new idea or other. These spurts undoubtedly helped the business; they acted like tonics; but the fit of enthusiasm was usually evanescent. After a little while Craig would drop back into the rut of "just so-so" which for years had characterized the business.

Now, according to the law of probabilities, a man who tries and tries must sooner or later succeed—provided he lives long enough. And by the same logic a man who takes occasional spurts of enthusiasm will sooner or later develop in one of these spurts a momentum which will not merely carry him past his slowing-down point, but will keep him going right along.

A few years ago—it was the year before the war—Craig took a spurt of clean up and paint up enthusiasm. Incidentally he mapped out an aggressive advertising campaign, with a well-selected prospect list. He included Ben Dillinger on his list, after much deliberation. Dillinger lived in an old, gray cottage which hadn't been painted in eight years and whose frantic howls for paint Dillinger never heard. Craig hadn't much hope of landing Dillinger, but there was a painting job for somebody, some day; and maybe—well, there was a gambling chance of doing some business. Craig started off with a personal letter of his own. He decided to follow up with personal calls upon a number of prospects—including Dillinger.

Then a running fire of literature, covering the entire painting season. Then, to finish up, another round of personal calls, with personal letters to the prospects whom he could not reach himself. In short, Craig was going the most aggressive of them one or two better; which is a habit these spurdy people have, whom they get going.

The campaign whizzed along nicely. Craig sent out his opening gun, then made his calls—including a call on Dillinger, who hemmed and hawed but couldn't be induced to see paint on that shabby, weather-beaten cottage. Then came the steady fire of literature. But by the time the campaign was nearing its close, Craig's spurt had evaporated.

He checked over the list for his final round of "clincher" calls. He had sold a lot of paint—no doubt of it—but he had convinced himself that there were a lot of prospects in that list who couldn't be budged. One by one he scratched them off. He rounded up about a dozen people, was turn-

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Barrel Lots Chattanooga Mineral Red Dry90 per 100
Any quantity Yellow Ochre, White Ochre, Whiting01½ lb.
Venetian Red, Plaster Paris and Sweeping Compound02 lb.
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No. 1 Interior Varnish 98c, No. 1 Floor, \$1.29, High Grade 1.50
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Gal. Cans Pure Lard Oil, 90c; Neats Foot Oil, 75c; Thread Cut Oil50
80 and 150 lb. Steel Drums, Best Sweeping Compound01½ lb.
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100 Steel Crow and Pinch Bars, 10 to 32 lbs.03 lb.
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5-8, 3-4, 1 and 1-7-16 Round Iron 2.90 per 100
3-4 and 1 inch Jute Rope08 per lb.

Owing to the heavy advance in the price of raw material and the difficulty of obtaining the same, the price of spray material has advanced heavily and is hard to get prompt shipment on, but we have several carloads on hand bought last fall ready for shipment, which we own right and will sell the same way.

Lime sulphur solution, 50 gal. bbl., 13c per gal.; ½ bbl., 15c; 10 gal. cans, 22c; 5 gal. cans, 25c; 1 gal. can, 30c. No charge for packages. Dry Soluble sulphur compound, 100 lb. steel drums, \$6.25; 10 lb. cans, 90c; Fish Oil Soap, 9c pound.

Paste Arsenate of Lead, 100 lb. kegs, 9½c; 50 lb., 10c; 25 lb., 10½c; 10 lb., 12c; 2 lb., 13c; 1 lb., 16c. Dry Arsenate of Lead, 100 lb., 19½c per lb.; 25 lb., 21c; 10 lb., 23c; 5 lb., 24c; 1 lb., 25c; ½ lb., 14c.

25c size, 40% Rose Nicotine, \$2.00 per dozen, ½ lb. Genuine Black Leaf 40, 62c; ½ High Pressure Spray hose, 10 ft. Spray Couplings, Nozzles and Cut-offs, 35c each.

Pure Pine Tar, gal. cans, 40c; quart, 15c.

Full line of Barrel and Bucket pumps.

Paris Green—Bordeaux and Bug Finish at market prices.

Above prices only guaranteed for immediate orders.

Mention Tradesman Offer No. 1, and watch this space for No. 2 offer on Auto Accessories Next Week.

Foster, Stevens & Co.

Wholesale Hardware



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

Grand Rapids, Mich.

ed down by most of them, and quit. He didn't even send the recalcitrants that promised personal letter to wind up the campaign.

In short, his paint campaign finished—with warm weather coming on—very lamely, like a speech without a peroration.

When fall came on, Craig pondered a renewal of the campaign, and decided he'd better not. He'd landed all the people who could be landed, except a few, and these he could look after personally.

He didn't look after Dillinger. In September old hard-shell Dillinger, the fellow who couldn't be budged, who had turned down every paint dealer in town on an average at least twice—Dillinger put three coats of brilliant white paint on his shabby cottage.

Craig met him a day or two later. "Why didn't you buy your paint from me?" he demanded, bluntly.

"Old chap," said Dillinger, "I came mighty near doing it. ("Why didn't you, you old fossil?" mused the hardware dealer). One afternoon I got thinking of some of those arguments in the stuff you sent me. And right when I passed that hardware store on the corner, just across the bridge, and there was a paint display in the window. I went right in and attended to the business then and there. Paint's a mighty good thing."

"You bet it is," agreed Craig. "Next time, be sure and see me. I'll promise you won't have a chance to forget me."

Craig went after what was left of his prospect list with as little delay as possible, and did a pretty fair line of business before the fall season wound up. He felt sore for a long time about Dillinger, and about the way he sold another man's paint to cover Dillinger's shabby cottage. Eventually he grew philosophical about it, reasoning that another man's paint was better than no paint at all, and that if he kept awake and watched chances, he'd even up by getting the benefit of the advertising campaign of some competitor who decided to let up at the wrong moment. And, anyway, so he decided, the incident was just what he needed to give him a correct perspective.

Here's how he sized up the paint proposition as it affects the retail hardware dealer:

First. Paint was made to cover buildings; therefore, every building put up represents a chance to sell paint.

Second. Every owner of a building is a prospective paint customer. He may buy because he wants to beautify, or because he wants to preserve, or because he wants to sell—it's up to the dealer to discover which argument hits him hardest.

Third. If you don't keep after a customer long enough to sell him your paint, it's entirely probable that you've kept after him just long enough to sell him someone else's.

Fourth. It's better to let the competing dealer "let up" in his campaign and give you the benefit, than to

give him the benefit by letting up yourself.

Fifth. You can't sell to everybody on your prospect list, but you can sell to more people if you keep after them than if you quit.

Sixth. The more a customer knows about paint, the more the painting proposition appeals to him. That a customer turns you down after a season's campaign isn't a sign that he'll be forever obdurate; it merely means that his paint education hasn't reached the decisive stage yet.

Seven. Money spent in paint education is money invested. Whether you or the other fellow reaps the dividends depends entirely upon which of you keeps up the fight.

Eight. Every freshly painted house is an advertisement. It pays to help the customer to get a good job.

Nine. Paint pays for pushing.

Ten. There are three great essentials in selling paint. The first is persistence. The second is persistence. The third is persistence.

Craig calls this his paint decalogue, although it sounds more like Euclid than Moses.

He's just sold Dillinger—that old, hard shell Dillinger—the paint for re-painting that cottage. Dillinger is a thorough paint convert, and believes in painting regularly and systematically. Still, Craig feels that Dillinger owes him one order he will never get. On the other hand, he's inclined to admit that he owes a lot of profitable business to Dillinger.

Victor Lauriston.

Many Lines In One Bill

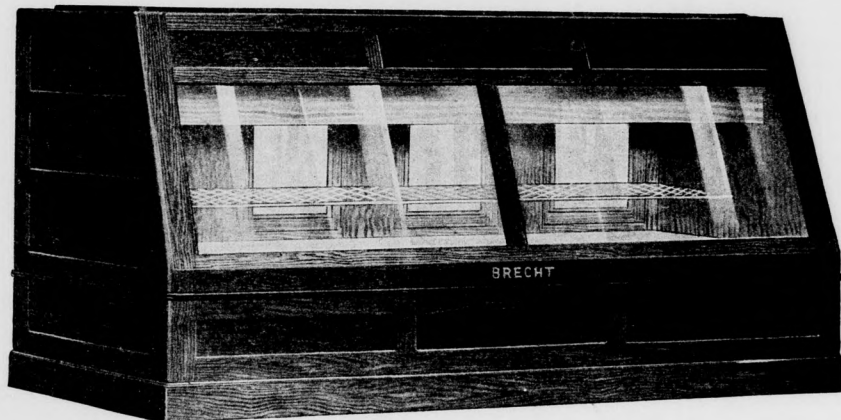
Buying on this principle gives you variety without over stocking. It gives you many profits on the same investment in place of a few. It saves you money on freight.

Our monthly catalogue—America's Price Maker in general merchandise—is dedicated to this kind of buying.

Butler Brothers

Exclusive Wholesalers of General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas



KEEP your fresh meats, vegetables, delicatessen, etc., all day long, also over night and over Sundays in a BRECHT Patented Display Floor Case. Thorough Dry Air circulation, temperature below 40 degrees, therefore your products are always fresh and attractive until sold. No more "taking out over night." Plate Glass and fancy oak; enameled white inside; metal adjustable shelves in full view of your customers at all times. Thoroughly insulated; front has three sheets glass, two air spaces. Worth \$25.00 a week to you as a silent salesman.

N. B.—Gentlemen: For over 65 years "BRECHT" has been synonymous with progressive ideas and new equipment for the wholesale and retail meat trade. BRECHT goods stand first: "Quality first, last and all the time" is the BRECHT slogan. Therefore, when BRECHT guarantees a display refrigerator you may be sure it is absolutely right.

The Modern Method



Only Satisfactory Case Made Thoroughly Tested Thoroughly Guaranteed A Thing of Beauty

A Valuable Asset to Any Store
A Money Maker
A Money Saver

A silent salesman worth \$25.00 to you every WEEK you are in business and sells \$25.00 down \$25.00 a month for nine months. Buy one today, Brecht guarantees it. Send us your order.

The Brecht Company

St. Louis, Mo.

New York, 174 Pearl Street

10 feet long
3 feet deep
4 1/8 feet high

Keeps fresh meat fresh
40 degrees temperature or lower as wanted

Freeze if you choose



Five Efficiency Points of Shoe Retailing.

Fifth Paper.

Written for the Tradesman.

I am almost sorry this little discussion is coming to a close. For somehow I find myself warming up in a sort of cumulative manner to these efficiency points that we have had under consideration. But this article winds out the series. The fifth and last efficiency point that I propose to notice is this: The Art of Multiplying Oneself.

It might have been stated in other terms, and perhaps more accurate terms; but this simple statement will serve our purpose.

The retail shoe dealer cannot personally attend the wants of all his customers. Even the very small shoe shop has one or two salespeople; and if the shoe department has attained anything like adequate proportions it will require a plurality of clerks to man it. And, of course, the larger the store, the larger the number of subordinates that will be required to keep the business running.

Consequently the matter of selecting and training salespeople is one that practically every merchant has to consider. It is one of the most vital matters that claims his attention. Many a going business has failed to go successfully—beyond the point where the proprietor had to rely upon the assistance of others. He knew how to turn the trick himself, but he couldn't teach his help how to do—or, if he could have so taught them, he didn't take the time and pains necessary for so doing. Maybe he was unfortunate in some measure in getting his help, but the blame rests primarily upon himself. He failed to realize the absolute need of multiplying himself.

Hand-picked fruit is a phrase produce men often use. And there's a whole lot in it. Shake the tree and you bruise the ripest fruit, and even some of the near-ripe fruit becomes damaged by the fall. Hand-picked fruit is free from bruises, scars and other objectionable features. It keeps longer, looks better, and brings a higher price. Of course this manner of gathering fruit isn't as rapid as the method of shaking the tree; and it costs a little more; but it pays in the end.

Retail shoe salesmen ought to be hand-picked: in other words, selected with care. But here the fruit analogy ends; for the next thing in order is training—and that involves quite another idea.

Having selected your clerks carefully, it remains to train them so as to make of them the kind of salespeople

you would like to have in your store. Who is going to do this but yourself? Who but yourself can do it? Who has the same interest that you have in seeing it done? Obviously and logically the task is yours. It's up to you, mine friend.

Now as a practical shoeman there are certain things that you know beyond a peradventure. You acquired this valuable information by costly experience, it may be; not without effort have you gotten this information that is worth so much to you as a shoe dealer. Pass it on to your salespeople. Cause them to know the things which help you to be an efficient shoe salesman. Moreover there are things—lots of them—about salesmanship in general, and shoe salesmanship in particular, that you have wrought out in the course of your experience as a dealer. Let the clerks have the benefit of this tested experience. Observation, experience, reading, and reflection have been your teachers; and you are no mere novice in the game. By personal supervision and timely coaching, you can help your salespeople to travel the road much faster than you yourself traveled it when you went over it the first time. Your position as employer not only entitles you to the privilege of supervising the training of your clerks, but more than that this very relationship that exists between you and them makes it imperative that you assume the responsibilities of leading and directing them. If they are the right sort of people they are more or less plastic. Some of them may not be as apt as others, but all of them can learn your ways of doing things; and, under the right sort of leadership, the personality of the boss can, in a sense, be duplicated in his helpers.

Why is it that the clerks of one establishment are uniformly courteous and considerate? The courtesy and consideration of some one man has been duplicated in others of the same establishment. Why is it that the salespeople of a given store seem so well informed about the merchandise they sell? They can really talk intelligently and entertainingly about it: know what sort of materials enter into its manufacture; why it is made as it is and not otherwise. Does anybody suppose for a moment that it is merely accidental that these salespeople seem thus so well versed on the merchandise they sell? Hardly. It is evident somebody has been interested in seeing that they got at the sources of information. They have been definitely trained. Somebody has been multiplying through others his own personal efficiency.

In an article of the present series

Outings in Stock

READY TO SHIP



R. K. L. Quality in every pair

The Outing Season Has Opened

Take advantage of our stock department and size up your outing shoes. We carry them in stock in all styles for men and boys.

Rindge, Kalmbach, Logie Company

Grand Rapids, Mich.

Shoes that sell Summer or Winter are a Mighty Profitable Line to handle

- - The - -

Bertsch Goodyear Welt

Shoe Line, is about the best that your money can buy

Here is a line that is an ALL YEAR ROUND SELLER. With extra quality and extra value throughout.

We have always striven to make them the best that your money can buy, and our increasing business is proof of what we have accomplished.

Every pair has in it the best raw material, the best grade of findings, and is made by the most skilled labor obtainable.

For building up your trade and holding it you won't find a better value in shoes on the market. OTHER DEALERS ARE MAKING FRIENDS AND PROFIT WITH THESE SHOES—WHY NOT YOU?

We will be glad to send catalogue or salesman with samples on request.

THEY WEAR LIKE IRON

HEROLD-BERTSCH SHOE CO.

Manufacturers Serviceable Footwear

GRAND RAPIDS, MICH.

dealing with personal-service, the writer called attention to the fact that, in the retail shoe business, this feature is necessarily an important one owing to the nature of shoes as personality-commodities. There are so many things to be considered in fitting a customer, and the fitting process, aside from the selection of shapes, leathers and styles, is a matter requiring not a little information and skill of a precise nature. And this merely serves to emphasize the need of care in seeing that the salespeople are trained to impart this sort of service. They are not apt to acquire it accidentally; and the thing isn't ordinarily born in people. It doesn't come to even the brightest over night. It comes only in response to a definite wish to know how—and this wish must generally be introduced into the salesperson by his employer. And along with the wish there must be the proper direction, else there is going to be lop-sided development. Faults must be corrected before they develop into fixed bad habits that interfere seriously with a salesman's success. In the beginning we may assume the salesman doesn't see his own mistakes; otherwise he would be stupid for making them. They should be pointed out to him by the one who is in a position to see them most clearly: namely, his boss.

Strong points can be made still stronger if they are not interfered with by little mannerisms that are objectionable. And where is the really strong and forceful personality that hasn't its mannerisms—some of which are positively hurtful to the business of making sales? And where is the young man or woman who doesn't work better under proper encouragement? What sort of an employer are you? Do you think it is a part of your duty as boss to wear a frown? to assume an atmosphere of aloofness and general superiority? to order your aids about as if they were chattels or things rather than living personalities?

It's no wonder some merchants do not get any better service than they do from their salespeople. They are not entitled to any better. They are getting as good as they are entitled to. They don't go at it right. Their whole attitude is wrong. Their scheme of management and training isn't calculated to develop efficiency. Instead of multiplying a single fruitful personality among many, they are multiplying capable salespeople. Thus good energy is unused, or diverted into wrong and hurtful channels; and as a result the business lags.

Learn the fine art of multiplying yourself. Make them feel they are in the game. Be a real leader. Train your clerks to teamplay. Make them feel that you are thoroughly human. Get them to be strong for you as a living personality, and for your shoe store as a going business. You can't be all over the store at the same time. You must depend upon others. Isn't it worth your while to make these others upon whom you depend themselves dependable? Can you think of anything that will yield larger returns in proportion to the investment

than time and pains spent on the training of salespeople? You may have the finest assortment of shoes in shoedom, and the swellest little shoe shop in the burg; but every salesman you have is a link between you and the public; and it behooves you to know that your link links.

Cid McKay.

Pros and Cons of the Metric System.

New York, April 10—I note your recent editorial statement that by compulsory legislation, our present system of weights and measures should be abandoned in favor of the metric system, and state that opposition to such change is directed against "the compulsory adoption of the decimal system."

Permit me, as a student of this subject for many years, to point out the error of this implication. Decimal notation and the metric system are two distinct propositions, although very commonly confounded. The convenience of the metric system of weights and measures, especially in scientific work and in complex calculations, is largely due to its use of decimal notation, but still more to the interrelation of its units of length, volume, and weight, whereas our present system lacks this latter admirable quality and permits of decimal notation only to a limited degree. On the other hand, for all the ordinary transactions of daily life, not the decimal but the binary system of division is in universal use, even in metric countries, and always will be, for the human mind naturally divides things into halves, quarters, etc., not into tenths, hundredths, etc. Even in France to-day the unit of weight for domestic purposes is the livre (= one-half kilogram), and this is divided into half-livres, quarter-livres, etc.

No one denies the unfortunate complexity of our present system, nor its lack of co-ordination between the units of length, volume, and weight, but neither can any one deny that we now have that great desideratum which led France (and later Germany) to adopt the metric system, namely, uniformity—uniformity not only throughout our own country, but also, practically, throughout the British Empire. Said John Quincy Adams in his ever memorable report of 1821 on this subject, "Is your object uniformity? Then, before you change any part of your system, such as it is, compare the uniformity that you must lose, with the uniformity that you may gain, by the alteration."

To change our units of volume and weight might not be extremely difficult, for they are used chiefly in transactions relating to the present and the future, but to change our units of length (and area) would impose a vast burden of expense on all our mechanical industries, and involve them in a chaos of difficulties for generations to come, because measures of length "are linked irrevocably to the past," and are imbedded in our structures, machines, products and science. In France, after 115 years, some of the old units of length still persist, and as late as 1916 an official decree was issued forbidding their continued use.

Henry R. Towne.

Handsome is that handsome does. The reason why some folks are so homely is that they never do anything handsome.



Clean as a Whistle

The Line of

Hood Tennis Pumps

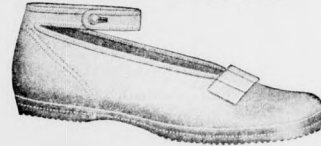
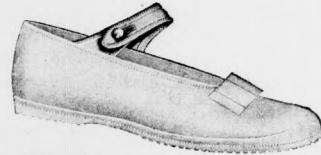
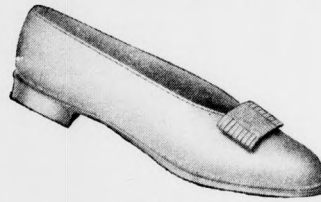
Study these items:

The Women's Hood Pump with pneumatic heel @ \$1 20.

The Women's Hood "Lakeside" Mary Jane, with instep strap or ankle strap (be sure to specify) @ \$0.84, the Misses .77, the Child's .70.

The Women's "Bay Side" Mary Jane with ankle strap only.

Women's@ \$0.58
Misses'@ .53
Child's@ .48



Write for Catalogs

We are the Largest Tennis Shoe Dealers in Michigan

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

Rouge Rex Shoes



"For the man who works"

Our Wolverine Kip stock, especially tanned in our own tannery, for Rouge Rex shoes, gives the service that makes the wearer recommend them to his neighbor.

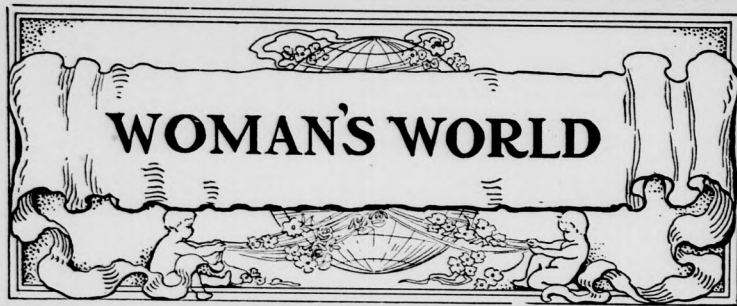
Our Wolverine Kip outing shoes are great for comfort and long for wear. They feel good on the feet, and thus sell quickly at good profits for the dealer.

Send for our new, complete catalog. It has the new styles, and is full of practical selling suggestions.



Hirth = Krause Company

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



WOMAN'S WORLD

A Square Deal Toward the Old Folks. Written for the Tradesman.

Sad to say, a great many old and elderly persons are not getting a square deal from their own children. In a sense, like many of the ills from which people, even the most excellent, suffer, this is their own fault—the natural consequence of a course of conduct for which no one but themselves can be held really responsible.

If you desire to be lonely and neglected, even harshly treated and put upon in your old age, you have only to train your sons and daughters from babyhood up, in selfishness. Be excessively and foolishly solicitous regarding their ease and pleasure. Let their desires and preferences be paramount. Save that they may spend extravagantly. Sacrifice that they may be indulged. Make a doormat of yourself, and utter no complaint when the young people thoughtlessly and ruthlessly tread on you.

"But will not parental love and self-denial, given so freely, eventually soften the obdurate hearts and bring appreciation and its own proper reward?" does some one say? It would seem that it must. In actual fact it rarely does. The boy or girl who is not trained to regard the rights of father and mother, seldom in middle life develops into the dutiful son or daughter.

An amazing change has taken place in common opinion as to the mutual obligations of parents and children. According to the ethics that prevailed from the earliest civilization until very recent times, the child owed to its parents an infinite debt. For the gift of life he never could hope fully to repay. His utmost reverence and devotion were only their just due, and these all too small with which to discharge the appalling obligation.

With the revolutions of modern life the child's rights came in for consideration. Not unnaturally the pendulum swung far out in the opposite direction. The huge debt was thought to be the other way. Conscientious fathers and mothers came to feel that having brought their sons and daughters into a world of care and trouble, they were in duty bound to make the way of life for them as smooth and pleasant as possible.

Many got the mistaken notion that all manner of indulgence was the child's just due. Taking its beginnings forty or perhaps even fifty years ago, there has been witnessed an era of pampering and petting and spoiling of children, such as the world never before saw. In many families self-abnegation has been wholly on the side of the parents. No self-denials were required or expected of the chil-

dren. And this state of affairs not during early childhood alone, but continuing on after the children were grown and supposed to have taken up the serious burdens of life.

This one-sidedness of training and habit may furnish an explanation of the cases where persons who meet their obligations faithfully, are strangely blind or else indifferent to the claims of an old father or mother for even so much as kind treatment.

Here is James Eddystone, the only son of a very affectionate father. Always "Jimmy's" interests have been the first consideration. His plans never must suffer interruption. He never must be put to the slightest inconvenience. Very generously the father has given of his means to aid the son's undertakings. The substantial bit of property which "Jimmy" owns is largely the result of these donations. For some years the old gentleman has been an almost helpless invalid, but he has to get along with such care and attention as he can secure by hiring. His son seldom takes the time and trouble even to go to see him.

Yet James Eddystone is not a bad man. He is scrupulously honest in business, kind to his wife, a good neighbor and citizen, and even a member of the church. But "father" he seems to regard as one from whom he can take favors indefinitely and to whom he need make no return. And the old gentleman, poor soul! scarcely allows himself the common comforts of life. His income is small, and he refrains from encroaching on the principal, because, should he use up any of his property, he can not leave as much as he has planned for "Jimmy."

With so many there is the feeling that anything is good enough for the old folks. Worn and shabby clothes, a dilapidated house, cheap food. Men

and women who would hotly resent criticism are guilty of actual greed in financial dealings with their own parents.

The Armlings are now in a bitter quarrel with her mother over money matters. They want the old lady to let them have control of her property. This she very sensibly refuses to do. She is wretched in the home which she has given them, and no day passes that she is not made to feel that they are looking forward to the time when her presence no longer will annoy.

The Armlings are not outlaws nor degenerates. They are counted fine people. They have two bright children, and as parents are even unusually conscientious. But they are woefully lacking in giving to the old

Mr. Flour Merchant:

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

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

Purity Patent Flour

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

**GRAND RAPIDS GRAIN &
MILLING CO.,**

Grand Rapids, Michigan

Ceresota Flour

Has been connected with the history of our flour business for over twenty years.

It is now, as it always has been, the *leader in quality* among the *Spring Wheat brands*.

Judson Grocer Co.

The Pure Foods House

Wholesale Distributors

GRAND RAPIDS, MICHIGAN



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

THE FIRST AND FOREMOST
BUILDERS OF COMPUTING SCALES

GENERAL SALES OFFICE
326 W. MADISON ST. CHICAGO

ALWAYS OPEN TERRITORY TO FIRST CLASS SALESMEN

mother the consideration which she thoroughly deserves.

Old age at its best and brightest is hard enough. The passing away of friends and acquaintances often makes the time seem like an almost continuous funeral to the person who is upward of 60. "The ranks are getting thin," said an elderly woman lately on learning of the death of two old school friends. The man or the woman who lives to advanced years sees most of the close family ties sundered. To physical discomfort and disability there often are added more or less of mental depression and gloom. The interests and occupations of youth and middle life are gone. If the days are rendered darker yet by the coldness and ingratitude of sons and daughters, if the old person is made to feel that he or she is only in the way, the situation is pitiful in the extreme.

While of late emphasis has been laid almost wholly on the duties of parents toward their children, we all know that sons and daughters have a duty toward their parents, a duty so great and fundamental that it will not admit of repudiation. One of the things which should be implanted in the minds of the boys and the girls now growing up is the wholesome truth that they owe to father and mother a debt that can be repaid only by respect, kind treatment, and loving care. Quillo.

Warned to Beware of Seed Weeds.

East Lansing, April 17—I am enclosing a few paragraphs relating to the seed question which I shall appreciate your inserting in the Michigan Tradesman at the earliest opportunity. The practice described in the article was brought to my attention only recently and I have no way of reaching the seed trade to advise them in regard to this matter except through the columns of a widely circulated paper such as yours is.

Bertha A. Hollister, State Seed Analyst.

False Labeling of Seed.

The State Seed Laboratory has recently been made aware through its seeds inspectors that one or more firms, outside of the State, are violating Act 202, Public Acts 1913, known as the Pure Seed Law, in the following manner:

Instead of indicating on the label the actual degree of purity of the seed, as required by the law, they place on the label the degree of freedom from weed seeds, which is usually a totally different thing from purity. To illustrate, a sample of timothy may be labeled "over 99½ per cent. free from weed seeds." The buyer takes this to mean that the seed is 99½ per cent. pure, whereas the analysis made of this seed shows that the actual purity is not over 96½ per cent.; there being from 1½ to 3 per cent. of other kinds of seeds, such as alsike clover, red and white clover, and blue grass, and about 1 per cent. of seeds properly classified as weed seeds. This is unfair not only to the man who buys the seed, but also to firms who label their seeds properly. Since to obtain seed which is actually 99½ per cent. pure is a much more expensive process than to secure seed which is 96 per cent. or 97½ per cent.

pure, the last per cent. or two of purity adds several cents per pound to the cost of the seed.

All parties are warned against being deceived by such labels and are urged to report all such cases of violation of the law to the Seed Laboratory, East Lansing, so that proper steps may be taken to secure legal action against the offending firm or firms.

Anti-Discrimination Argument Suggests Benedict Arnold.

Petoskey, April 17—I have been reading with interest the articles in the Tradesman regarding the anti-discrimination act by Mr. Crosby, yourself and Mr. Campbell. You seem to have answered Mr. Crosby very effectively. There was, however, one paragraph in Mr. Crosby's first communication that struck me most forcibly and upon which you do not touch. This paragraph reads as follows:

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

Imagine, for a moment, any blue blooded American citizen whose forefathers fought, bled and died opposing the principle of "taxation without representation," even by the mother country, and then imagine a descendant of possibly the third generation being ready and willing to submit to "taxation without representation" and that by a private corporation or combination of corporations. It suggests Benedict Arnold and pie to me. And now it occurs to me to ask, what is the matter with William Alden that his paper should champion this deal? Is he also affected with a pie appetite?

The saddest spectacle of all is a trusted employe of the State working with all his might for the enemy. It all suggests a mighty big pie, and plenty more where this came from. Those who object to putting their neck into the yoke are classified as vicious and ignorant.

If the people wanted this act, it seems strange that the bill had to be introduced through the Insurance Department.

The people usually know what they want without having it suggested to them or without having it crammed down their necks by a bunch of philanthropic corporations.

I have been informed that the people still retain a small equity in the State Capitol. A. B. Klise.

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



Registered, U. S. Pat. Off.

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

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

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

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

REYNOLDS FIRE SHINGLES



Reduces Fire Insurance Rates
Will Not Ignite from Flying Sparks or Brands
Sold by All Lumber Dealers

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

1916 IMPORTANT CHANGES TANGLEFOOT



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

KEEPS the CAT OUT of the SUGAR



Foils Mice and Flies and Dirt and Other Pests

Look at the goods in your store that are open to dust and dirt and mice and flies and the hands of "samplers." How much do you have to throw away? Figure it out for a year. That loss can be completely saved by installing a

SHERER PURE FOOD COUNTER

It's the greatest money saver ever devised for a grocer. It stores 30 lines within arms reach. Displays each line behind a clean glass window; protects goods from dirt and dust and "samplers." Utilizes valuable space now wasted with ordinary counters.

Brings new trade by making your store more attractive, and makes sales by putting the goods where they can be seen. It's an asset which pays big dividends. It starts the Shererization of your store.

40,000 Grocers Are Enthusiastic about the "Sherer"—wouldn't be without it! Find out about it. Our Booklet E tells why you lose money every day you wait. It's free. Write for it to-day.

SHERER-GILLET CO.
1707 S. Clark St., Chicago



EVEREADY FLASHLIGHTS

The superiority of EVEREADY Flashlights is proved by the remarkable popularity which they have won.

About 80% of all the flashlights sold in the country are Eveready's. Last year over 18,000,000 EVEREADY Flashlights, Tungsten Batteries and Mazda Lamps were sold. This year sales are still better.

ALL EVEREADY'S are fully guaranteed. It's a great line for you to handle. Let us tell you more about it.

C. J. LITSCHER ELECTRIC COMPANY

Wholesale Distributors

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



THE MEAT MARKET

Prime Steam Rendered Lard.

In order to make prime steam rendered lard the stock should be cooked as soon as possible. Laying it over and holding it until there is an accumulation large enough to make a full tank always makes an inferior article. But, if the tanks are in readiness immediately after the killing and the stock is placed in them at once, a fine white lard will be the result. Prime steam lard should be cooked about eight hours under a steam pressure of sixty pounds. It is best to cook it about two hours at the start, with plenty of water. Then allow it to settle and draw the water off, after which put in fresh water and finish the cooking. Of course, in cooking this stock it is always essential to have a set of cocks in the top of the tank to permit the escape of the gases. Have the tanks so arranged that the water will go in from the bottom and not from the top. The waterpipes being so arranged that it will flow in from the bottom, the lard can be raised up to the cocks and drawn off to the last particle. The water must be let in slowly. After all of the lard is off, the drop is let fall, and the whole mess dropped into the tank, where it is carefully skimmed. Then the water is run off and the remaining stock pressed in a tankage press.

Lyons Sausage.

For twenty-five pounds take ten pounds of veal that has been previously salted; chop same very fine. Then chop ten pounds of lean pork half fine, add five pounds of salt pork cut in small cubes and use for each pound of sausage meat one-half ounce of salt, twenty-three grains of salt-peter, fifteen and one-half grains of white pepper, eight grains of paprika, four grains of cloves, and for the whole mass add three grains of orange water. Chop the pork and the spices together. The veal is then thoroughly kneaded into the mass and the whole tightly stuffed into beef casings. When all the sausages are stuffed they are immediately smoked warm, then cooked for fifteen to twenty minutes, then hung up to cool, and then placed in boiling water again to remain in it for fifteen to twenty seconds.

Goettingen Bladder Sausage.

If 100 pounds of this sausage is to be made you must have sixty calves' bladders steeped in thyme, seventy-five pounds lean pork (soft fat and small sinews may be left in it) and twenty-five pounds of fat pork. Chop these together until fat and pork appear as small cubes. Add three

pounds of salt, five and one-quarter ounces of ground pepper, one and one-half ounces of saltpeter, five and one-quarter ounces of sugar and one and one-fifth ounces of ground cardamom seed. Knead the mass thoroughly and stuff tightly into calves' bladders which have first been skewered, then bound and provided with loops. Dry sausage and then smoke lightly. Bladders have to be handled cautiously in handling and smoking, so that they do not get wrinkled or defective in other ways, particularly that the meat does not sever from the bladders.

Pork Placed in Cure.

The only statistics available are those published by the Federal Bureau of Animal Industry, which only cover the products handled under inspection. This bureau reports that for the fiscal year ending June 30, 1915, 2,913,327,776 pounds of pork were placed in cure and 234,320,254 pounds of beef were placed in cure. There were manufactured 1,167,476,994 pounds of steam and kettle rendered lard, 24,552,747 pounds of leaf lard, and 85,703,981 pounds of neutral lard.

Shrinkage in Bologna.

It all depends on the kind of bologna you are manufacturing. Long bologna will shrink on an average, 8½ to 11 per cent.; large bologna, 7¼ to 10 per cent.; round bologna, 8½ to 11 per cent.; bag bologna, 6 to 9 per cent.; bologna in weasands, 6 to 9 per cent. These are average shrinkages; they may run slightly lower or slightly higher.

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.

G. B. READER
Successor to MAAS BROS.
Wholesale Fish Dealer



SEA FOODS AND LAKE FISH
OF ALL KINDS

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

W. P. Granger

Wholesale
Fresh and Salt Meats
Poultry, Eggs and Oysters

Shipments of Hogs, Veal and Poultry
Solicited

Daily Remittances

Telephone 61,073

112 Louis St. Grand Rapids

**Watson-Higgins
Milling Co.**

Merchant Millers

Grand Rapids, Michigan

Owned by Merchants

Products Sold Only
by Merchants

Brands Recommended
by Merchants

**Standard
Computing Scales**

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

Accuracy and Durability

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

W. J. KLING, Dis't 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

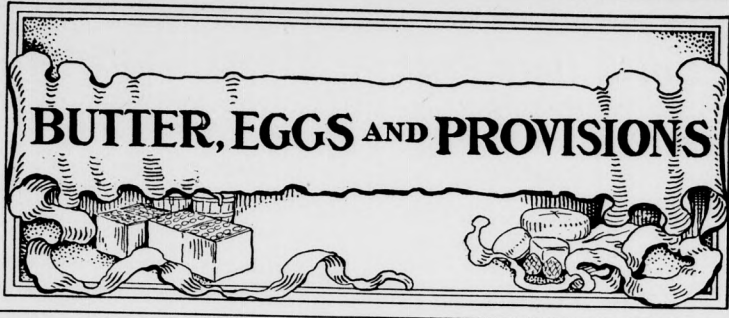
FICTION AND FRICTION

*It Doesn't Take Much to Change One Into the Other—and
That's as True in Business as in Anything Else, Mr. Grocer*

FICTION is all right in story books, but it has no place in the dealings between a manufacturer and the men who are to pass his goods along to the consumers. Same way with FRICTION. It's a good thing to light matches with—in the right way and at the right time—but mighty bad in our business relations. It's 33 years, Mr. Grocer, since we've been co-operating with you to kindle light in the world, and we're rather proud to testify that we don't know much about either fiction or friction in our friendly relations with you. On the whole, it rather strikes us as a

SAFE MATCH

THE DIAMOND MATCH COMPANY
THE GREATEST MATCH MAKERS IN THE WORLD



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

Drafts on Adulterated Eggs.

A few of the egg shipments arriving on this market have lately shown a considerable proportion of more or less defective eggs, and in rare cases it is possible that these defects have been pronounced enough to bring the eggs in the classification of "adulterated" as recently defined by the Federal authorities. Under this definition a standard thirty-dozen case of eggs will be considered adulterated if it contains one and one-half dozen or more "eggs which contain yolks stuck to the shell, moldy eggs, black spots, mixed rots, addled eggs, black rots and any other eggs which consist wholly or in part of a filthy, decomposed, or putrid substance." [By the way would dirty eggs, carrying more or less manure come under the latter definition?]

With the first evidence of serious depreciation in the quality of any of our current receipts, receivers have been giving more thought to the possible effect of the new regulation on their business and its safe conduct. The question has been raised as to the effect that this new move of the pure food authorities is going to exert upon the practice of paying drafts against shipments of eggs without exact knowledge of their quality. Under prevailing trade practice drafts, when drawn against shipments, are honored if at all before the eggs can be examined, and if a draft should be paid on a lot of eggs which proved to be "adulterated" under the new ruling the receiver would be very likely to incur a loss, which would be greater or less according to the attitude of the pure food authorities, the dispatch with which the eggs were released for re-handling, and the course of market values between the date of receipt and final resale.

When a pure food inspector finds a lot of food which is classed as adulterated under the Federal law the usual plan is to seize the stock and proceed against it in an action before a United States District Court. If a claimant appears, and if the goods are such that they can be put in condition to conform to the law, they are usually released, providing the owner furnishes a bond to obey the law. This takes time and means more or less expense to the claimant, so that even though the food officials were disposed to be as lenient and

accommodating as possible it might be difficult to avoid loss, and there would be the additional odium of being mixed up in court proceedings of this character, even though no blame rested upon the receiver of the goods.

Owing to the uncertainty as to the manner in which the new rule is to be enforced, it would appear to be good policy for egg receivers to exercise more care in the payment of drafts upon shipments of eggs of doubtful character or coming from sections where quality of current receipts is likely to run poor. And in any case where drafts are paid against shipments of eggs a written guarantee from the shipper that the consignment at point of shipment conformed to the new regulation might be advisable, although such a guarantee even if honestly given, would be no certain protection. At some seasons of the year eggs depreciate seriously in quality between time of loading at shipping point and unloading on the docks here.

It looks as if our egg merchants may have more to worry about this season than the high prices prevailing for April eggs.—New York Produce Review.

Labels for Egg Substitutes.

"Egg powder" in the opinion of the Bureau of Chemistry of the United States Department of Agriculture is synonymous with "powdered egg" and "Service and Regulatory Announcements No. 17" of the Bureau states that articles which do not contain powdered egg or which contain other ingredients will be regarded as misbranded within the meaning of the Food and Drugs Act if they are labeled "egg powder" without qualification. The Bureau also holds that an article should not be labeled "egg substitute" unless it possesses the properties of eggs. These questions each manufacturer must settle for himself before shipping his product in interstate commerce. The Bureau of Chemistry is without authority, it is said, to conduct experiments to determine for individual manufacturers whether their products will accomplish the results claimed for them, and the manufacturers must do this work themselves.

A mule does not get ahead much while he is kicking—neither does a man.

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.

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.

HART BRAND CANNED GOODS

Packed by
W. R. Roach & Co., Hart, Mich.
 Michigan People Want Michigan Products

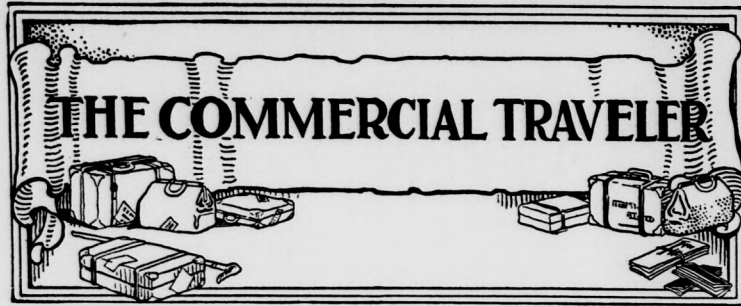
Make Us Your Shipments
 When you have Fresh Quality Eggs, Dairy Butter or packing stock. Always in the market. Quick returns. Get our quotations.
 Kent Storage Co. Grand Rapids, Mich.

SEND US ORDERS
ALL KINDS FIELD SEEDS
 Medium, Mammoth, Alsike, 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

The Vinkemulder Company
 Jobbers and Shippers of
 Everything in
Fruits and Produce
Grand Rapids, Mich.



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.

Pickings Picked Up in a Windy City.

Chicago, April 17—The city park department employes are now working on the bathing beaches along the shore of Lake Michigan. These beaches are numerous and they are always crowded during the summer months. In addition to the city beaches, there are any number of open streets leading to the lake which make it very convenient for the people living near to take a dip; also all parks other than those near the lake have swimming pools. Any day during the week one may see thousands of swimmers. Street openings are free beaches and the municipal beaches are also free, including locker, suits and other necessities. The sand beaches make a fine playground for children and mothers and nurses flock to them in great numbers. This is great pastime in Chicago.

J. J. Fisk, with Spaulding & Merrick Tobacco Co., was called to Paw Paw last week to attend the funeral of his brother, J. P. Fisk. The deceased was well known in Northern Michigan as the proprietor of Fisk Lodge, at Central Lake.

A number of old boats which have been laid up for two or three years in Chicago river will be put back in service this year to help carry the freight that is reported piling up in the freight sheds.

Detroit again comes in for some free publicity. This was caused by the Tigers taking the first game.

American-made toys are being displayed in the loop hotels this month and from the noise one hears from the salesmen and manufacturers as to what the sales have been and will be, Germany has lost out on her great toy shipments to this country.

Still the same salesmen make the statement that they cannot compete with German dolls.

The talk of late is, "If Cobb will only strike out."

There are so many vacant flats in Chicago that owners and agents are giving concessions of from thirty to sixty days. Detroit should have a few of these.

Business in general is a little backward in the city.

Individual styles in ladies' hats this year will cut down some of the high costs of living, some of the milliners say.

One looking over some of the hotel registers the past week would know that Detroit was on the map. Baseball did it. Detroit's mayor was with the crowd.

If the baseball season had opened on March 17 this year, the sale of green ribbon would have taken a slump. Thousands of fans at the South Side baseball park carried away considerable green paint which was smeared on their clothes from the seats in the stand, which had just received a new coat of paint.

R. A. Haughton, representative of the Cleveland Plain Dealer, Chicago Herald, Pittsburg Gazette-Times and Cleveland Leader at Detroit, was a Chicago visitor the past week.

J. A. Falney, of the United States Mail Service of Detroit, visited Chicago last week. C. W. Reattoir.

A good name is rather to be chosen than great riches; but there is no law against acquiring both.

Hotel Phelps

Greenville, Mich.

James Stafford, late of the Park Hotel, St. Louis, Mich., Manager.

Up-to-date Chef
 First-class Service
 Reasonable Rates

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

Grand Rapids
MERTENS
 Rates \$1.00
 With Shower \$1.50
 Meals 50c
 FIRE PROOF
 THE NEW WIRE FOR RESERVATION
 A Hotel to which a man may send his family

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

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

The New Winter Inn

GREENVILLE, MICH.

W. H. MILLS, Proprietor

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

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.

S Broeksma Stuart M. Wells

Broeksma & Wells

TAILORS

15 Division Avenue, So.

5 doors south of Cody Hotel Grand Rapids, Mich.

HOTEL CODY

EUROPEAN

GRAND RAPIDS, MICH.

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

Park Place Hotel

Traverse City, Mich.

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

All outside Rooms.

American plan.

W. O. HOLDEN, Mgr.

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

Bell



System

When there is an important transaction in hand it is often desirable to go or send a representative to close it up—but nine times out of ten it isn't necessary. You can "talk it out" over the wire and confirm by letter.

If time is an element, and it is, almost invariably, you have saved at least fifty per cent of that valuable element by using

The Telephone Way

Michigan State Telephone Company

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, April 17—Fifteen years ago last Wednesday Ed. Stevens resigned his position with P. C. Keliher and accepted a position with Eddy & Reynolds, but he did not remain long with Eddy & Reynolds, as Ed. was on the progressive order and allowed no cobwebs to accumulate around his ambition. He had an opportunity to get with the Musselman Grocer Co. and only a few years passed before his ability was recognized by the company changing managers at the Soo branch and Ed. was right on the job for the position and given a chance to make good, and that he has made good, there is no doubt, as the chances for his successor are very limited. Ed. is a man among men and attending strictly to business does not occupy his entire time. He was elected Treasurer of the Y. M. C. A. by the board of directors two years ago and re-elected last week with the assurance that the "Y" would have a new building of its own in the near future which will be a credit to the city. It is about conceded that Ed. knows where the finances are coming from. He is also a director of the Anchor Mission and an active member of the numerous fraternal orders and a large stockholder in the Soo Auto and Engine Works. He is of a cheerful disposition and counts his friends by the score, being one of our live wires and a Soo booster.

Ed. Trygg, who for the past ten years has been clerk in M. Winkelman's store at Manistique, has sent in his resignation to take effect May 1 and has accepted a position as traveling salesman for the Quality Biscuit Co., with territory in Central Wisconsin and headquarters at Milwaukee. Ed. is one of the popular men at Manistique and his host of friends wish him every success in his new field. The life of a traveling man has always appealed to Ed. and he will undoubtedly be a full fledged member of the order in the near future.

The Booth Newton Co., wholesale produce dealers, have outgrown their present quarters and have purchased the Atchison block, on Portage avenue, at present occupied by J. R. Merrifield with his cigar factory. This enterprising firm is planning to make extensive improvements on the building, adding another story. This is a central location, being between the union depot and the boat dock, and is considered an ideal location. The success of this enterprising company is largely due to the fact that a pair of harder workers or more active men would be hard to find. Mr. Booth looks after the city trade, while Mr. Newton takes care of the outside trade with his trusty ford. It was a common sight to see Mr. Newton plying through the mud, rain or shine, being the first to make the trip in the spring and the last trip in the fall, looking after the river business. Both men are entitled to all the success they have achieved and further success is sure to crown their efforts.

The Civic Organization, consisting of St. Ignace business men, has a new rival consisting of the Ladies' Civic League, which was organized last week. The ladies plan to make a thorough cleanup of the town and expect to have St. Ignace known as the City Beautiful. It was always considered, however, that St. Ignace was on that order with its beautiful parks and flower gardens. The further embellishment of the city will be watched with marked attention.

George R. LaFleur, of Cedarville, who for the past winter has been catering to the tourists' wants in Florida, expects to close the season on April 20 and return to Cedarville, at the Snows, and re-open his inn for the tourist season. From all accounts George has had a prosperous

business in the South this winter, but will be pleased to get back to the good old Snows again.

Henry Ford declares his vote is a victory for peace. And we think Hank is right. Henry's vote sure put the quietus on one of Michigan's most brilliant senatorial disturbances.

It is reported that the Cedar Inn, at Cedarville, will re-open again this summer for the tourist trade by F. M. McClintock, who also conducts the Hollenbeck, at St. Petersburg, Fla. This will be good news to the Northern tourists looking for accommodation at the Snows, as well as the traveling public. Last year was Mr. McClintock's first year at Cedarville. He was a great asset to Cedarville and did much toward enlarging the tourist business at the Snows, giving the town much advertising as well.

H. C. Johnson, of Engadine, has resigned his position with the Freeman Lumber Co., and moved to Hilton, where he expects to reside.

The ice crusher Algoma started last Friday to force an opening through the Soo River, between the Soo and DeTour.

The steamer Islander, plying between Mackinac Island and St. Ignace, made her first regular trip last Tuesday. It took her two and a half hours to make the passage from St. Ignace to the Island and she is now running daily service on regular schedule, which is indeed good news to the traveling fraternity and others who have been deprived of making the Island during the winter.

Two carloads of automobiles were shipped from the Soo last week to J. D. Erskine, at Allenville. It seems that most every one can afford a ford in the village towns this spring.

We are informed by the DeMar Electrical Co. that it has received numerous enquiries from various sections of the states regarding its new electrical apparatus which was mentioned in these columns a couple of weeks ago. One enquiry from New York resulted in an order to install a plant as soon as possible. The new proposition, whereby the farmers can light up their premises and generate electricity by the wind process, seems to appeal to a great number throughout the State, as the farmers have been looking for just such an outfit.

The D. S. S. & A. Railway officials are planning to spend in the neighborhood of \$8,000 in repairs and improvements on the union depot here. We always considered the South Shore depot one of the prettiest places along the road, but with the additional expenditure it will undoubtedly be still more attractive and the South Shore officials are to be congratulated upon the interest they have taken in the Soo affairs which are greatly appreciated by the local merchants and the many visitors that spend the tourist season in this part of the country.

The old channel in St. Marys River opened for navigation last week. Kibby & Shields are now making regular trips, carrying the mail to Sugar Island points.

The Soo is to have a new creamery, James Thompson, of Brimley, being back of the proposition. Mr. Thompson expects to run the creamery all year round. He has several good sites in view and is anxious to get started on the new building as soon as possible, which he intends to erect of cement or brick. Mr. Thompson does not doubt but what he can get plenty of cream to keep the creamery going, as Chippewa is in its infancy still in the dairy products and large future development is looked for. The creameries at Rudyard and Rosedale expect to start about May 1 for the season.

Sid O'Loughlin, of Raber, formerly one of our popular young men, had the misfortune to lose his valuable dog while paying the Soo a visit last week. The dog was a cocker spaniel and coming to the city for the first

time became excited in the hustling busy whirl here and ran under an automobile in front of Charley Field's cigar stock. As the auto was heavier than the dog, the latter naturally got the worst of it. Deputy Sheriff Sayers happened along at the time and took one parting shot at the dog which relieved the animal of further misery. The dog was a family pet and Mr. O'Loughlin feels the loss very keenly, as the dog was a favorite with his children, also a good bird dog. Sid had refused \$100 for him.

William G. Tapert.

Organization To Boom Resorts and Industries.

Baldwin, April 17—As you know, I have been a subscriber to the Tradesman a great many years, during which time I have found in it many valuable suggestions. In fact, it has been my business text-book.

So good a text-book has it been, that my business here has been an undisputed success—in fact, has outgrown the town. So now I am seeking through the same source means to stimulate the development of the town.

About a year ago we organized a Commercial Club to boost and develop the resorts about here and have succeeded in enlisting capital to establish colonies on four lakes, in addition to the resorts already here, beside carrying an advertising campaign of some \$600 in the Chicago papers.

This year the Club has decided to extend its sphere of activity and go after industries to utilize the waste power flowing down our streams. In this work I have taken an active part, believing that only through the interest and co-operation of the entire people could such a work be successful. As you will see from the enclosed application blank, and the rates, this should be a comparatively easy matter. Further, we have invited our outside dealers to take memberships, believing that through the increase in their individual business with us, they would be interested in the growth and development of the community. Further, taking an interest in this way, they would be quick to point out to us any industry looking for a site. We have already received many memberships from outside and it now looks as though our plan was to be a success.

My object in writing this is to enlist your attention in the hope that some portion of the letter may be worthy of a place in your columns, not alone to spread the plan for the use of other towns, if it possesses merit, but that we may have your criticism for the local use.

The cost of membership in the organization is as follows:

Class 1—\$2 per month.

Class 2—\$1 per month.

Class 3—50 cents per month.

Honorary members—\$1 per year.

I shall be glad to receive memberships from any readers of the Tradesman who would like to give Baldwin and Lake county a boost.

Lotus Caplan.

Not Insolvent at Time Payment Was Made.

Marquette, April 17—The First National Bank of Iron River won in the suit for \$1,600 brought by C. C. Ritze, trustee in bankruptcy for J. J. Drey, in United States District Court. The jury reported to Judge Sessions about 11 o'clock Sunday morning, after they had considered the matter for over eight hours. Their report was that there was no cause for action.

Drey operated a general store near Iron River, until his place of business was destroyed by fire on April 11, 1915. He received \$17,500 insurance money after this fire, of which \$1,600 was paid to the Bank on a note. Soon after this, bankruptcy proceedings were started against him.

The case hinged on two points, whether Drey was insolvent at the

time he made the payment, and whether the Bank had cause to their debt than the other creditors would receive. Either of these points, if decided in the negative, was sufficient to warrant a verdict for the Bank.

The proof was completed Friday afternoon, and after hearing of the arguments, the case was given to the jury about 11 o'clock Saturday morning.

At 4:30 in the afternoon, they reported that there was no prospect of an agreement, and Judge Sessions called them in to the court room and explained some of the more important aspects of the law of the case to them. They were excused about 6 o'clock Saturday night, and convened again at 9 o'clock Sunday morning, coming to an agreement about two hours later.

This is the second case resulting from the Drey bankruptcy, the trustee receiving a judgment of \$4,925 from Sam Rusky, Drey's father-in-law, Thursday. One more case of a similar nature, a suit to recover some \$6,000 from Simmie Drey, wife of the defendant, remains to be tried.

Bachelor Traveling Men Organize Club.

Jackson, April 17—Celebrating the occasion of the founding of a Merry Bachelor Traveling Men's Club a sumptuous banquet was served at the Dalton Hotel last Friday evening, when the six charter members were initiated. The Dalton Hotel endeavors to make a home for those traveling men who have their headquarters in this city and the founding of a Club exclusively is in keeping with this policy.

The idea is not a new one, as clubs similar to this one have been organized and proven successful in a number of cities throughout the country. A club house and gymnasium for members is one of the plans of the Club for the near future. L. M. Johnson, of Chicago, is the organizer of the local Club, and his enthusiastic plans for its future give promise of an organization which will prove a drawing card in locating traveling men in this city.

The six members who were initiated at the first meeting Friday evening are men who have made their headquarters at the Dalton Hotel for nearly five years. They are as follows: Charles Ebinger, of Detroit, crew manager of the American Tobacco Co.; Paul Keller, of Fort Wayne; W. A. Duffy, of Toledo, who entertained with monologues and toasts; A. Munro, of Saginaw; L. N. Johnson, district manager of Ar buckle Bros. of Chicago; and William Rademaker, known to every traveling man in the State. This is the beginning of what is planned to be a large organization. The Club which has not yet decided on a name will hold its second meeting in four weeks when new members will be added.

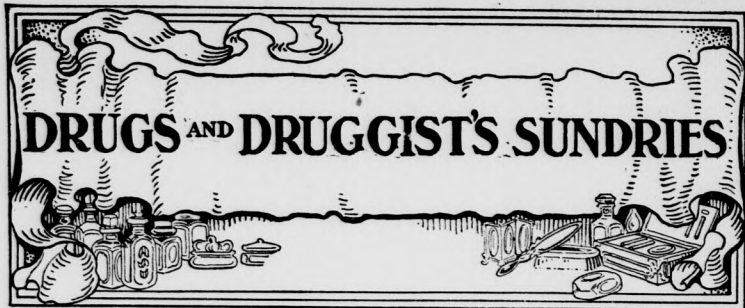
Death of Veteran Hillsdale Traveler.

Hillsdale, April 17—Frank L. Avery, for many years a prominent business man, churchman and generally popular resident of this city, died last week as the result of a stroke of apoplexy, aged 68 years. Mr. Avery lingered but three days after the second attack. Mr. Avery was a member of the United Commercial Travelers, Treasurer of the vestry of the Episcopal church and junior warden of the parish. He is survived by a widow and one son. The funeral was held Sunday afternoon from the home, Rev. W. F. Jerome officiating.

Hotel Stimpson For Sale

On account of ill health, I will sell the nicest little hotel and furniture, with bar, in Southern Michigan. Easy terms. Hurry. Only hotel in town.

CHARLES MAYNARD,
Milan, Mich.



Michigan Board of Pharmacy.
 President—E. E. Faulkner, Delton.
 Secretary—Charles S. Koon, Muskegon.
 Treasurer—George F. Snyder, Grand Rapids.
 Other Members—Leonard A. Seltzer, Detroit; Edwin T. Boden, Bay City.
 Next Meeting—Detroit, June 27, 28 and 29.

Michigan State Pharmaceutical Association.
 President—C. H. Jongejan, Grand Rapids.
 Secretary—D. D. Alton, Fremont.
 Treasurer—John G. Stetekee, 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.

Necessity of Pharmaceutical Preparedness.

The call to arms will soon be sounded in the pharmaceutical world. The proclamations will be the pharmacopoeia IX and the National formulary IV. Every member of our profession must answer the muster call. He must present himself for examination and be prepared to meet the professional standard laid down in the pharmacopoeia and National formulary.

We wonder how many pharmacists are at present qualified to carry out the legal requirements of the pharmacopoeia. If you are not so qualified, you should be. You cannot help realizing that the profession of pharmacy has made rapid scientific advancement during the past ten years. The question which most vitally concerns you is, have you kept step with this advancement or have you continued to dwell in the pharmaceutical atmosphere of a decade ago?

There is a wide difference in the kind and the amount of the early general and pharmaceutical education of the pharmacists of the country. Many a poorly educated and trained young man of yesterday is a progressive, scientific pharmacist of to-day. In these cases lack of early training was made up by practical scientific training in the pharmacy. Those changes were brought about by personal initiative, which led them over the rough road of experience. In traversing this road, they learned that in order to succeed they must be efficient. The question is, Are you efficient? Check up your qualifications and your deficiencies. Then proceed to correct your deficiencies by study and work until the list of deficiencies is transferred to the efficiency column. Let us suggest a few questions:

Can you prepare and standardize a volumetric solution, determine the botanical origin of the official drugs, determine the purity of a powdered

drug, identify the official alkaloids, and test the purity of a chemical? Do you know how to use a compound microscope? Can you prepare and standardize a fluid extract and standardize a tincture of digitalis, etc.? If you cannot do the things cited above and many others you are morally if not legally unfit to practice your profession. After considering the above questions carefully, you will doubtless understand that in order to do these things you must be able to make accurate chemical, botanical, histological and physiological analyses.

Chemical standardization is not new to pharmacists, because many drugs and chemicals are standardized in the pharmacopoeia VIII. Yet we wonder how many pharmacists in the United States have made a practice of determining the purity of the chemicals they dispense. Few, we fear. Yet almost every day we hear of pharmacists who purchase worthless chemicals from itinerant vendors of drugs, because they are offered at cut rates. In these cases, no testing is done to ascertain if the drugs purchased are of pharmacopoeial quality.

Botanical standardization means the application of the principles of plant morphology in order to determine if the drug in question is the species demanded by the pharmacopoeia. Can you determine, for instance, the purity of a lot of belladonna leaves so that you are absolutely certain that the leaves were obtained from *Atropa Belladonna*? Or do you make up your preparation (provided you do not buy it ready-made) without determining whether there are any poke leaves or scopolia leaves present?

Histological standardization is new to most pharmacists. Many are ignorant of the fact that the purity of a ground or powdered drug can be determined with as much accuracy as can the amount of alkaloid in a drug. The cellular structure and cell contents of the official drugs differ in a recognizable way from each other; because of these facts their botanical origin and purity are readily determined.

Physiological standardization is of comparative recent origin; for this reason the pharmacists have not had time, or they have not taken the time to familiarize themselves with its technique. Before they are willing to master this form of analysis, the advocates of the cat, guinea pig, rabbit, and gold fish methods must test these methods more thoroughly and finally agree upon the superior method. For the time being, then, the pharmacist

need not concern himself much about physiological assaying, but he should be familiar with the other methods of standardization. Now you cannot standardize the drugs and chemicals of the pharmacopoeia unless your mind is equipped with facts and your pharmacy with the proper apparatus and reagents.

Pharmaceutical preparedness means, then, the mobilization of your common sense, scientific training and experience, and the collection of an ade-

UNIVERSAL CLEANER

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

B. & S. Famous 5c Cigar Long Filler

**Especially Adapted to the
 Discriminating Taste
 of the Drug Trade**

Send for Sample Shipment.

Barrett Cigar Co.
 MAKER
 Ionia, Michigan

Make Your Own Gas

The Detroit Combination Gas Machine provides the Home with a Satisfactory Gas Supply.
 Gas to Light with.
 Gas to Cook with.
 Gas to Heat Water for the bath, laundry and other uses common to city coal gas, at no greater cost.
 On the market 47 years. More than 30,000 in daily use. Our catalog will interest you. Write today for copy, and names of users in your vicinity.
 H. P. Blanchard, Agt.
 156 Ottawa, Grand Rapids, Mich.
 Carburettor under ground
 Machine in basement

Malt and Hop Tonic

"Should be quickly be found
 When the stork comes around."



Grand Rapids
 BREWING CO.
 For Sale by all Wholesale Druggists

Could You Guarantee Your Weights to be Accurate?



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

Fairbanks Computing Scales

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

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

FAIRBANKS, MORSE & CO.
 2247—68C

CHICAGO

GROCERY PRICE CURRENT

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

ADVANCED

- Clothes Line
Yankee Girl Plug
Mop Sticks
LeRedo Smoking
Paper
Way Up Smoking
Dan-Patch Fine Cut
Ojibwa Fine Cut
Sweet Mist Fine Cut
Cream DeMenthe Plug
Peachey Plug

DECLINED

Index to Markets

By Columns

Table listing various grocery items and their prices, organized by column (A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y).

1

Table listing grocery items under column 1, including Ammonia, Axle Grease, Baked Beans, Bath Brick, Bluing, Breakfast Foods, Butter Color, Canned Goods, etc.

2

Table listing grocery items under column 2, including Clams, Corn, French Peas, Hominy, Lobster, Mackerel, Mushrooms, Oysters, Plums, Peas, Peaches, Pineapple, Pumpkin, Raspberries, Sardines, Shrimps, Succotash, Strawberries, Tomatoes, Tuna, Catsup, Cheese, etc.

3

Table listing items under column 3, including Cheewing Gum (Adams Black Jack, Adams Sappota, etc.) and Chocolate (German's Sweet, Premium, etc.).

Table listing items under column 3, including Clothes Line (No. 40 Twisted Cotton, No. 50 Twisted Cotton, etc.) and Cocoa (Baker's, Cleveland, Colonial, etc.).

Table listing items under column 3, including Cocoanut (Dunham's, 5 lb. case, 15 lb. case, etc.) and Coffee Roasted (Common, Fair, Choice, etc.).

4

Table listing items under column 4, including McLaughlin's XXXX package coffee, Confectionery (Stick Candy, Horehound, Standard, etc.), and Mixed Candy (Broken, Cut Leaf, French Cream, etc.).

Table listing items under column 4, including Confectionery (Kindergarten, Leader, Majestic, etc.) and Specialties (Auto Kisses, Bonnie Butter Bites, Butter Cream Corn, etc.).

Table listing items under column 4, including Chocolate (Assorted, Amazon Caramels, Champion, etc.) and Nuts (Almonds, Tarragona, Brazil, etc.).

Table listing items under column 4, including Nuts (Almonds, Tarragona, Brazil, etc.) and other miscellaneous items like Raisin Cookies, See Saw, etc.

5

Table listing items under column 5, including Peanuts (Fancy H P Suns, Raw, Roasted, etc.) and Crackers (National Biscuit Company Brands, In-er-Seal Trade Mark Package Goods).

Table listing items under column 5, including Crackers (Baronet Biscuit, Flake Wafers, Cameo Biscuit, etc.) and Other Package Goods (Barnum's Animals, Soda Crackers, Fruit Cake, etc.).

Table listing items under column 5, including Bulk Goods (Animals, Atlantics, Avena Fruit Cakes, etc.) and other miscellaneous items like Honey Jumbles, Household Cooks, etc.

SPECIAL PRICE CURRENT

12

Table with 2 columns: Item Name and Price. Includes categories like Smoking, Cigars, Twine, Vinegar, Wicking, and Woodenware.

13

Table with 2 columns: Item Name and Price. Includes categories like Churns, Clothes Pins, Egg Crates and Fillers, Faucets, Soap Sticks, Pails, Toothpicks, Traps, and Tub.

14

Table with 2 columns: Item Name and Price. Includes categories like Churns, Clothes Pins, Egg Crates and Fillers, Faucets, Soap Sticks, Pails, Toothpicks, Traps, and Tub.

15

TELFER'S ROASTED COFFEE

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

AXLE GREASE



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

BAKING POWDER A. C.

10c, 4 doz. in case . . . 85. 15c, 4 doz. in case . . . 1 25. 25c, 4 doz. in case . . . 2 00. 50c, 2 doz. plain top . . 4 00. 80c, 1 doz. plain top 6 50. 10 lb. 1/2 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. 1/4 Barrel Deal No. 3. 6 doz. each, 10, 15 and 25c . . . 24 60. With 3 dozen 10c free. Half-Barrel Deal No. 3. 4 doz. each, 10, 15 and 25c . . . 16 40. With 2 doz. 10c free. All barrels sold F. O. B. Chicago.

Royal

10c size . . . 90. 1/4 lb cans 1 35. 6 oz cans 1 90. 1/2 lb cans 2 50. 1 lb cans 3 75. 3 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 1/4 c per lb. Palm Soap 88% Dry . . . 300 lbs. . . . 6 1/4 c per lb.

The Only Five Cent Cleanser

Guaranteed to Equal the Best 10c Kinds

80 Cans . . . \$2.90 Per Case

SHOWS A PROFIT OF 40%

Handled by All Jobbers

Place an order with your jobber. If goods are not satisfactory return same at our expense.—FITZPATRICK BROS.



FOOTE & JENKS' Killarney (REGISTERED) Ginger Ale

(CONTAINS NO CAPSICUM)

An Agreeable Beverage of the CORRECT Belfast Type.

Supplied to Dealers, Hotels, Clubs and Families in Bottles Having Registered Trade-Mark Crowns

A Partial List of Authorized Bottlers: A. L. JOYCE & SON, Grand Rapids and Traverse City, Mich.; KALAMAZOO BOTTLING CO., Kalamazoo, Mich.; KILLARNEY BOTTLING CO., Jackson, Mich.

16

Roasted Dwinell-Wright Brands



White House, 1 lb. 1. White House, 2 lb. 1. Excelsior, Blend, 1 lb. 1. Excelsior, Blend, 2 lb 1. Tip Top Blend, 1 lb. 1. Royal Blend 1. Royal High Grade 1. Superior Blend 1. Boston Combination 1. Distributed by Judson Grocer Co., Grand Rapids; Lee & Cady, Detroit; Lee & Cady, Kalamazoo; Lee & Cady, Saginaw; Bay City Grocer Company, Bay City; Brown, Davis & Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fielbach Co., Toledo.

SALT



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

SOAP

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.

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

Lautz Bros.' & Co. Detroit Soap Co.

[Apply to Michigan, Wisconsin and Duluth, only.] Acme, 70 bars 3 05. Acme, 100 cakes, 5c sz 3 40. Acorn, 120 cakes . . 2 40. Cotton Oil, 100 cakes 6 00. Cream Borax, 100 cks 3 90. Circum, 100 cakes 5c sz 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, hand 2 40. Scourine, 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.

BUSINESS-WANTS DEPARTMENT

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

BUSINESS CHANCES.

For Sale—Automatic scales, cash registers, and coffee mill. C. H. Yaxley, Big Rapids, Michigan. 40

An exceptional opportunity for one man in each city or county who has Ford car to demonstrate and sell the Detroit invisible starter for Ford engines, to be sold at \$5 with guarantee, installed in twenty minutes. Simplicity is the keynote. Extensive advertising campaign is being arranged to assist you. Man must have enough money to guarantee payment of shipments and carry small stock. If you want something different and remunerative, act quick. Send \$5 (money order only) for sample device or write stating what territory you could handle and number of Ford cars in use, etc. Montgomery Mfg. Co., 225 Sherman St., Detroit, Michigan. 39

For Sale—Best jewelry store in Michigan. Repair work alone pays all expenses. C. H. Yaxley, Big Rapids, Mich. 41

For Sale—Grocery and shoe stock in a real live town. C. H. Yaxley, Big Rapids, Michigan. 42

Wanted Partner—In a general store. Good chance for live man. C. H. Yaxley, Big Rapids, Michigan. 43

Retail Merchants—We specialize in promoting and conducting trade building, stock reduction and closing out sales of merchandise for retail merchants no matter where located. The methods we employ are based upon sound and have proven conclusively to thousands of merchants throughout the country. If interested write for particulars. Mention size of stock. C. N. Harper & Co. Inc., 914 Westminister Bldg., Chicago, Illinois. 33

For Sale—New stock general merchandise, established business in thriving village. Address No. 34, care Tradesman. 34

Any party wanting to contract for regular or special size maple lumber, for future delivery, write, Geo. A. Feneley, Engadine, Michigan. 35

DON'T SUE HIM; Show him! Ten human collection letters \$1. Reasonable, nonoffending, effective. Send stamp for sample. William Cook, 80M Maiden Lane, New York. 36

For Rent—A fine new store building, solid brick, large plate front, 28 x 80 with balcony, in city of 1500, county seat, two railroads. Trade is established. William Roberts, Sandusky, Michigan. 37

For Sale—Established grocery business doing \$30,000 a year, residential district on car line. Snappy proposition. Act at once. Cassidy's Quality Grocery, 1427 James St., Saginaw E. S., Mich. 38

For Sale—Best grocery business in one of the best towns in Michigan. Reason too much work. Don't answer this unless you mean business. Address No. 44, care Michigan Tradesman. 44

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

Wanted—To hear from owner of good business for sale. State cash price and particulars. D. F. Bush, Minneapolis, Minnesota. 898

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—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

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

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

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 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

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

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

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

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

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

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

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

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

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

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. Kruisenga, 44-54 Ellsworth Ave., Grand Rapids, Michigan. 870

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

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

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. 13

Safes Opened—W. L. Sloucm, safe expert and locksmith. 1 Ionia Ave. N. W., Grand Rapids, Michigan. 104

Shoes—We are stock buyers of all kinds of shoes, large or small, parts of or any kind of merchandise. Largest prices paid. Write at once. Perry Mercantile Co., 524 Gratiot avenue, Detroit, Michigan. 517

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. Collom, Baxter, Iowa. 20

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

Fancy Package Chocolates

For Spring Trade

Replenish your stock now with

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

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

National Candy Company, Inc.
GRAND RAPIDS, MICHIGAN

Putnam Factory

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

Fine Furniture

alone cannot make a home but it
helps a great deal

Klingman's

The Largest Furniture Store in America

Entrance Opposite Morton House

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

Sparks From the Electric City.

Muskegon, April 17—Regular meeting was held Saturday night with better than average attendance. James Albers, of John Albers' Sons, was initiated and welcomed to our midst. Brother Inman, chairman of the entertainment committee, announced that the next meeting in May would be a social affair, at which time the ladies are expected to be very much in evidence.

The Moorland Pickle Co. has arranged for acreage at Rothbury through Mr. Longnecker. About fifty acres will be contracted for in that vicinity this year.

Sikkenga & Timmer are completing a new store on Mason avenue which will be stocked with a fine line of groceries.

Through the efforts of our local transportation committee, A. W. Stevenson, chairman, a change of time has been secured from the Pere Marquette, whereby the train from the North will connect at White Cloud with the branch train from Muskegon, thus enabling travelers destined for Muskegon to reach there at night, eliminating the necessity of staying over at White Cloud or going to Grand Rapids and taking a chance on catching the last interurban car. This was a much-needed change and one that will be greatly appreciated by Fremont and Muskegon people.

Neumeister & Schultz, the progressive shoe dealers on Western avenue, have improved their store greatly by the addition of new fixtures which add greatly to the convenience and appearance of the room.

We were very glad to see E. P. Monroe at our regular meeting Saturday night. Sorry his territory is so situated that he has to be away on such long trips.

The Pere Marquette is about to build a new freight depot at Muskegon, also a passenger depot at Muskegon Heights, both of which are very much needed.

We missed Cris, Fallrath Saturday night, but have been informed that he has perfectly good excuse. We understand that Lovell Moore Lodge, F. & A. M., conferred the first degree of masonry upon him.

It has been necessary for the Monogram laundry to remodel its plant and build a large addition to keep up with the demands of its growing business. It has also added two auto delivery rigs.

In line with the idea of preparedness, the local Chamber of Commerce is starting a campaign to raise \$15,000 to be added to \$30,000 from the State for the building of a new armory. There is no question that this excellent organization will accomplish its desire, for "Muskegon can and will."

Don't forget to boost A. W. Stevenson for Grand Sentinel.

J. E. Lyon.

Graphic Side Light on California Life.

Hollywood, Calif., April 9—At the close of a beautiful day I sit in a little sun parlor beside the victrola, which I have throttled for the occasion. Outside the window are climbing roses and geraniums and the song of many birds and to the West I see a fog coming up from the Pacific, twelve miles away. To-day we had green peas and strawberry shortcake and even now I am swathed in my ice cream suit, but in a few minutes, when the sun goes off the job, it will be cooler and to-night we shall require almost as much cover as in winter. Now you know all about California.

Real "business" is a word not much used here except in a borrowed sense, although we have a "semblance" of it in "equities," which is a much used word here; in fact, we measure wealth by it; but some who have a \$5,000 mortgage on an \$18,000 property and are being asked to reduce the mort-

gage or pay up find themselves in a humiliating position. However, an adjustment along these lines will finally put us in much better shape as to values.

One big industry in Hollywood is the moving picture business and it is a great enterprise. You can seldom go down the avenue without encountering a bunch taking a scene of some kind. The people are movie mad and the legitimate stage is suffering, but a reaction is starting. This is a great point for all actors and actresses and they regret the extreme movie craze. We recently attended a reception given Antoine Powers and Miss Truax, of "Servant in the House" fame. In a curtain speech Mr. Powers spoke of a coming-back-to-Shakespeare movement already starting.

We are getting ready for one of the largest pageants here ever given of its kind—Julius Caesar out of doors—5,000 in cast, which means, in conservative English, perhaps 1,000.

You know out here, every clump of bushes is a forest, every pond is a limpid lake, every creek is a raging river and every man is a d— liar. The first year you can believe half you hear. Next year you may believe half you see, but the third year you can believe but half you say yourself. Lest I be misunderstood, let me say that there could not well be a more ideal climate. Every day is a little better than the one past and you anticipate to-morrow with pleasure. It is only as to the little matter of getting a living that I refer, but we place too much stress on that part of life anyway.

So Ellis is at last defeated! Glory be! Poor man! What office can he run for now? I did not suppose that Tilma was the Apollo of citizenship exactly, but some little relapses are expected in recovering from long endured diseases. You remember the darkey who brought back the ham and the store-keeper expostulated, saying he knew it to be a splendidly cured ham, and Eph. replied that it might have been cured all right, but the one he bought had had a relapse.

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Must Repay Money Paid By Insolvent.

Gwinn, April 17—The Gwinn State Savings Bank has been ordered to pay \$1,840.40 to Oswald E. Barber, trustee in bankruptcy of Henry N. Weinstein, former Gwinn clothing merchant, by Judge Clarence W. Sessions of the United States District Court. The judgment represents a sum paid to the Gwinn Bank on a note on June 14, 1915, two months before a petition of bankruptcy was filed by wholesalers to whom Weinstein owed sums of money.

Weinstein conducted one of Gwinn's eight stores, but went out of business shortly after a disastrous fire which occurred on May 21, 1915. After receiving the insurance money, he paid the Gwinn Bank in full, Cashier C. G. Masters receiving the money.

Judge Sessions found that it had been shown beyond any controversy that the Bank had received a greater percentage than the other creditors would receive that Weinstein was insolvent at the time that he made the payment, and that Cashier Masters had reasonable cause to believe that the Bank was receiving a greater percentage than the other creditors would receive.

The people of four New Jersey towns walked for five hours Sunday. They blamed strikers for tying up the street railroad company, when as a matter of fact a little sparrow was the guilty party. The sparrow had sought shelter in a reduction box and caused a short circuit. There was no strike, but the sparrow tied up the line better than all the employes could have done.

Death of Claude Cole, the Kalkaska Grocer.

Kalkaska, April 15—Claude Cole, who had long been engaged in the grocery business here under the style of Cole Bros., died Sunday and was buried Wednesday.

Mr. Cole was born at Lansing, March 18, 1867. At the age of 5 years, he with his parents removed to Fowler, where the remainder of his boyhood days were spent. When a young man he came with his family to Kalkaska county and for a few years lived on the home farm three miles north of town. He then came to Kalkaska and began his business career as a clerk; but soon formed a copartnership with his brother, Clyde, and engaged in the grocery business under the style of Cole Bros.

Mr. Cole had a State-wide acquaintance in business and church circles and his sunny disposition and engaging manner won him friends wherever he was known.

September 27, 1892, Mr. Cole was united in marriage to Miss Zora Flagg, a daughter of Mr. and Mrs. James M. Flagg, of this place, and their home life has been an ideal one.

Not only was Mr. Cole a capable and prosperous business man, but also a devoted Christian and a tireless worker for the Kingdom of God on earth. He had efficiently served his local church in nearly every official relationship. For years he was teacher of the young people's class and was always planning to keep them interested in Bible study and to increase the attendance, and through his efforts Class Three became the largest in the Sunday school. His heart went out to the young people who were away from church influences.

He was sent as a delegate to the general conference at Baltimore, Md., in 1908, and there his genial ways won the hearts of the laymen and also the bishops and ministers, who soon came to know him as "Brother Claude." In 1913 he was elected President of the Michigan State Sunday School Association, but his failing health kept him from doing the work as efficiently as he desired. He was philanthropic and public spirited and always ready to lend a helping hand for the community and world wide improvement, and was especially active along religious and educational lines.

Mr. Cole was a member of the Masonic order, the Knights of Pythias, the Grange and the Maccabees. At the time of his death he was Vice-President of the Kalkaska State Bank and Secretary of the Board of Education. He had been prominent in many other business enterprises of the town and county during his business career.

Fixed Prices Unprogressive.

Newark, N. J., April 17—Can a man buying an article of commerce from a manufacturer sell the same at a price he fixes, or must he be compelled by law to sell the same at a price fixed by the manufacturer of the article?

This is the question involved in the Ayres bill now before Congress. To me it is absurd, for the reason the price paid by the retail merchant is not uniform, and some men actively engaged in business may not see the justice of taking abnormal profit from their customers.

If a law was enacted whereby the manufacturer was compelled to place his products in the stores of the little and great merchants at one and the same price, then the resell price might with some degree of equity be fixed, otherwise a premium is placed on the unprogressive.

A merchant doing a business of \$20,000 per year buys, we will say, his supply of the manufacturer's product from the jobber at the best price possible and discounts his bills. But the corporation doing a business of

millions and selling the manufacturer's product over its thousands of counters makes its purchases from the manufacturer himself and at prices corresponding to those paid by the jobber or perhaps at a less price. The little merchant obtains a gross profit of 20 per cent. and sells at manufacturer's prices. The corporation with its thousand counters makes 25 per cent. profit and sells at about the price the little merchant pays.

Any measure forcing the public to pay abnormal profits to retailers is certainly not in keeping with the rights one is supposed to enjoy under the Constitution. And, if such an act becomes law, would it not be possible for it to enter other fields than that of food products?

Should not the interest of our 100,000,000 people be looked after rather than a handful of factory barons and a group of unprogressive grocers?

Henry S. Reed.

Neutrality in the Grocery Trade.

A Syracuse manufacturer of food products concludes an advertisement in certain selected publications with the following words:

"Our entire output will be delivered to our customers in U. S. A. We have not sold and will not sell any goods manufactured by us to any warring nation—we are neutral."

This is distinctly suggestive of international tyranny, or unseemly timidity on the part of a manufacturer. Is it true that we are facing a boycott, as an American form of European atrocity? Is there any good reason why an American manufacturer should refrain from selling his product to a foreign power—assuming that he wants to—or is it a fact that there is an implied or organized threat?

From time to time, whispers have permeated the trade to the effect that this or that manufacturer or jobber was waited on by delegations of customers—usually they were reported to be German-hyphenates—and told that if they bid on Allied war orders they would be boycotted by their German-American retail customers. So far as investigation has disclosed, however, there has been little if any ground for the stories—at least they have been denied—but an advertisement of the nature quoted above, indicates that "neutrality" is something of an asset in trade.

A New Jersey woman whose first name is Mary sought a divorce from her husband because she said he called for "Minnie, Minnie," in his sleep. The husband, who is a cafe owner, insists that what he says in his sleep is "How many?" He is so accustomed to asking that question during his waking hours that he does it when he sleeps. However, the wife says she has investigated and found that there is a "Minnie" in the case.

Contrary to the general rule, the street car company finds its hangers-on a source of revenue.

When you lose money and gain wisdom by it your loss is your gain.

BUSINESS CHANCES.

For Sale—Small new stock hardware, groceries and drugs. Low rent and good location. Business last year about \$20,000. Address No. 46, care Tradesman. 46

Wanted—Men's clothing and furnishing store located in Michigan or Indiana. Will pay cash for stock and fixtures. Address No. 45, care Tradesman. 45

A Direct Offering to Conservative Investors

The **Western Pacific Lumber Company** offers for subscription a limited amount of **Convertible 6% Cumulative Preferred Stock** at par—\$10 a share, carrying a **fifty per cent (50%)** bonus of full-paid and non-assessable **common stock**. The Company has substantial assets, consisting of a fully equipped saw mill and a large available supply of white pine timber. There are **NO LIABILITIES**.

Absolute Security: The Company's charter requires it to maintain **NET QUICK ASSETS** of not less than \$12.00 for each share of Preferred Stock outstanding, thus affording absolute security.

Large Earnings: Estimated Earnings for 1916, based on present market prices, are over ten (10) times the Preferred Dividend requirements; over four (4) times combined Sinking Fund and Preferred Dividend requirements, and leave a **Surplus applicable to dividends on Common (bonus) Stock amounting to over Twenty Per Cent (20%)**.

Additional Profits: Through the operation of a substantial Sinking Fund the Preferred Stock will be gradually retired by purchase or redemption at \$11.00 a share, leaving the purchaser a valuable investment in the form of the **Common (bonus) Stock without cost**. The Preferred Stock is also Convertible, at the option of the holder, into an equal amount of **Common Stock**, on or before January 1st, 1918.

Terms: Cash with subscription or **MONTHLY PAYMENTS** as follows: \$2.50 per share with subscription, the balance to be paid in five (5) equal monthly payments of \$1.50 per share.

Descriptive Circular on Request

Western Pacific Lumber Co.

1001 McCormick Building

Chicago, Illinois



Buying Season NOW for Black Flag Insect Powder

The Household Standby for over 30 years

Steady demand always comes in the wake of Spring and Summer for the powder that is sure death to vermin, yet harmless to humans and domestic pets.

The strength of the powder and the strength of publicity is the motive power that is pushing BLACK FLAG along to greater sales every year. Magazines this season will carry the message of BLACK'S FLAG'S value to fifteen million readers. Window trims and show cards are ready to help you push sales from the "firing line."

There is no loss from deterioration in BLACK FLAG—the glass bottle keeps it full strength all the time.

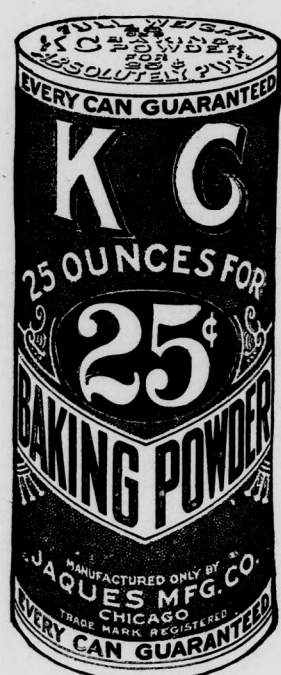
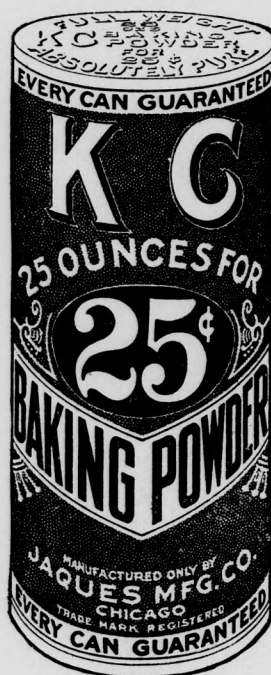
Don't lose one sale of BLACK FLAG by letting your stock run out. Get your order in now to your jobber. Write us if you have any difficulty in obtaining BLACK FLAG.

Sizes to retail at 10c, 25c and 50c

BLACK FLAG is never sold in bulk.

Gilpin, Langdon & Company

Incorporated
Baltimore, Md.



FOUR GOOD THINGS TO HANDLE AND PUSH