

# MICHIGAN TRADESMAN

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Thirty-Third Year

GRAND RAPIDS, WEDNESDAY, MAY 17, 1916

Number 1704

## The Wonderful World

Are you glad you're a part of the wonderful world?  
Are you happy in being in all the wide plan  
An atom with feeling and vision and dreams  
With a place on the paths that are measured for man?

Do you look on the beautiful blue of the sky  
When the days are so clear and the clouds have blown by,  
And feel in your heart what a privilege possessed  
To belong to this wonderful world with the rest?

To be part of its joy and its light and its cheer,  
To be helping a bit with the lifting of fear,  
The lighting of shadows that shroud us at times,  
To be part of its laughter and music and chimes?

Oh, a wonderful world! But more wondrous than all  
That He lets us, His creatures, who struggle and crawl,  
Come into the glory and being and glow  
Of the days as they come and the years as they go!

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

## Piper's Pure Ice Cream

is so far ahead of all others it's lonesome

**Piper Ice Cream Co.**

All inquiries receive prompt attention

Kalamazoo, Michigan

## Automobile Tires and Tubes and Auto Specialties

**PULLMAN**  
3,500 Mile Tires  
PLAIN TREAD

**NATIONAL REDWALL**  
5,000 Mile Tires  
NON-SKID TREAD

**INNER TUBES**

THICK, TOUGH, NON-DETERIORATING

Distributors for Michigan:

**BROWN & SEHLER CO.**

Grand Rapids, Michigan



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COMPLETE APPROVED

## Automatic Sprinkler Systems

Installed by

**Phoenix Sprinkler & Heating Co.**

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Estimates Free Detroit, Mich.  
909 Hammond Bldg.

# EMPRESS

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## Keith Vaudeville 7—STAR ACTS—7

ALWAYS A GREAT SHOW

DAILY 2:30 and 8:15

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

## 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

**Putnam Factory**

**National Candy Company, Inc.**  
GRAND RAPIDS, MICHIGAN

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

## Pere Marquette Railroad Co.

DUDLEY E. WATERS, PAUL H. KING, Receivers

### FACTORY SITES

AND

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Michigan

The Pere Marquette Railroad runs through a territory peculiarly adapted by Accessibility excellent Shipping Facilities, Healthful Climate and Good Conditions for Home Life, for the LOCATION OF INDUSTRIAL ENTERPRISES.

First-class Factory Sites may be had at reasonable prices. Coal in the Saginaw Valley and Electrical Development in several parts of the State insure Cheap Power. Our Industrial Department invites correspondence with manufacturers and others seeking locations. All inquiries will receive painstaking and prompt attention and will be treated as confidential.

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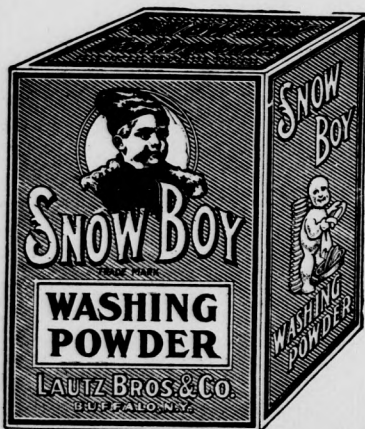


Eat Plenty of  
Bread

It's Good  
for You

The Best Bread is  
made with

## Fleischmann's Yeast



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.



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Thirty-Third Year

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## MANUFACTURING MATTERS.

**Kalamazoo**—The Limousine Top Co. has leased 30,000 feet additional floor space and will increase its output 50 per cent.

**Detroit**—Howie Roofing Co. has increased its capital stock from \$15,000 to \$75,000 and changed its name to the Howie Co.

**Kalamazoo**—F. L. D'Arcy has purchased the plant of the Western Wire & Woodenware Co. at Portland, and will remove it to this city, operating it in connection with the D'Arcy Spring Co. plant.

**Detroit**—The Marz Brass Works has engaged in business to carry on a general foundry business with an authorized capital stock of \$10,000, all of which has been subscribed and \$5,000 paid in in cash.

**Muskegon**—The Continental Motors Co. has doubled its local realty holdings by the purchase of the Muskegon Lumber & Fuel Co.'s yards on the Muskegon Lake front. This tract is seven acres in extent.

**Menominee**—The Clifford L. Stocklin Co. has been incorporated to manufacture a cold cream or balm known as Stocklin's Foot Balm, with an authorized capitalization of \$2,000, of which amount \$500 has been subscribed and paid in in cash.

**Kalamazoo**—The Michigan Silo Co. has engaged in business to manufacture the Smith interlocking cement stave silos and tanks with an authorized capital stock of \$25,000, of which amount \$14,000 has been subscribed, \$1,200 paid in in cash and \$3,000 paid in in property.

**Cheboygan**—Fred M. Nelson's cigar factory here was badly damaged by fire May 12. The fire spread to the Karwick Hotel next door, but was soon controlled. Mr. and Mrs. Karwick were in Detroit, and Nelson, the manager, of the factory, was away fishing. The origin of the fire is unknown.

**Manistee**—After operating for nearly half a century a great lumber cutting mill in Northern Michigan, the immense Filer & Sons double-band saw and shingle mill has been sold to M. Braudy & Sons, salvage and wrecking contractors, of Grand Rapids. For almost fifty years, the Filer

mill stood as a typification of Manistee's foremost industry. Operations began there in 1867, continuing without interruption until recently when the firm's cut of timber was exhausted. The mill was erected by the late D. L. Filer and his two sons, of whom E. J. Filer is the remaining resident partner. The sale to the salvage firm is of only the mill proper. The firm is still making barrels and packing out salt, and has in its yards upwards of 8,000,000 feet of choicest white pine lumber.

## Tentative Programme for the Merchants' Congress.

As nearly as can be determined so far in advance the programme for the three day educational feature which will be conducted in this city under the auspices of the wholesale dealers of Grand Rapids June 6, 7 and 8 will be as follows: Tuesday, June 6.

2 p. m.—"New Problems in Merchandising"—Prof. Archie M. Peisch, University of South Dakota.

3 p. m.—"How to Develop Your Retail Market"—E. St. Elmo Lewis, Detroit.

4 p. m.—"Credits and Collections"—F. R. Hamberger, Detroit.

8 p. m.—"Accounting Methods for Retail Merchants"—Robert B. Schreffler, Chicago.

9 p. m.—"The Man Behind the Counter"—E. St. Elmo Lewis, Detroit.

Wednesday, June 7.

10 a. m.—"Good Roads and the Retail Merchants"—Hon. Phil T. Colgrove, Hastings.

11 a. m.—"Stock Turnovers"—Paul H. Nystrom, New York City.

2 p. m.—"Special Sales and Getting New Customers"—Paul H. Nystrom, New York City.

3 p. m.—"How to Meet and Overcome Mail Order Competition"—H. Leslie Wildey, Graettinger, Iowa.

8 p. m.—"Training of Men for Business"—Prof. William A. Scott, University of Wisconsin.

9 p. m.—"Retail Salesmanship"—Paul H. Nystrom, New York City.

Thursday, June 8.

10 a. m.—"New Methods in Retail Advertising"—A. C. MacMahon, Chicago.

11 a. m.—"Retail Store Systems"—W. H. Marsh, Detroit.

2 p. m.—"Relation of the Retail Merchant to the Farmer"—E. A. Stowe, Grand Rapids.

3 p. m.—"Insurance and Inventory"—Hon. John T. Winship, State Commissioner of Insurance, Lansing.

4 p. m.—"Round Table Discussion."

8 p. m.—Theater party at Ramona as guests of the wholesalers.

Love is considered the ruling passion, but occasionally the almighty dollar administers a terrific jolt.

## Radical Changes Made By National Retailers.

The annual convention of the National Retail Grocers' Association of the United States, in session at New Orleans last week, took radical action regarding its official machinery in several important considerations. It decided to revise its by-laws so as to add new dignity to the office of Past President, not only continuing him on the rolls as a permanent member of the Association, but making him a member of the Executive Committee with a vote. It also modified the practices of the past by changing the secretaryship from an elective position to an office to be filled by vote of the Executive Committee.

In effect, this means that Frank B. Connolly of San Francisco, the retiring President, and generally conceded to have been a President of marked force of character, will remain on the Board, and that in all probability John J. Ryan, the present Secretary, will be re-elected, but made amenable to the Executive Committee, rather than to the membership at large. Mr. Ryan, as well as his predecessor, John A. Green, have been placed more or less in an anomalous position by reason of being practically subordinate to the President, but officially independent, both President and Secretary being elected by the delegates at large.

The convention found the organization in excellent condition, financially, and with a larger membership than in some years past. Mr. Connolly has shown himself a "live wire," although he has made personal enemies during his term of office and by his aggressive methods opened himself to more or less criticism. Still, it is not denied that he leaves the organization much stronger than he found it when he assumed office.

Resolutions were adopted as follows:

To favor laws prohibiting gift schemes.

To urge laws to prohibit trading stamps and similar features in merchandising.

To advocate uniform pure food laws throughout the Nation.

To propose the establishment of state trade commission to regulate unfair competition.

Favoring a permanent Federal tariff commission.

Favoring the one-cent postage.

To effect the affiliation of the Retail Grocers' Association with retailers in other lines and carry on public campaigns affecting the interest of retailers generally.

Recommending an amendment to the Federal bankruptcy law, making it necessary for a person to have debts of at least \$500 before permit-

ting him to take advantage of the bankruptcy act.

Condemning practices of the express companies in their "farm-to-table marketing plan."

To place the stamp "oleomargarine" on the product itself and not on the package only.

To affiliate with the Chamber of Commerce of the United States.

John H. Schaffer, of Davenport, Iowa, was elected President and Sol Werterfeld, of Chicago, was elected Vice-President.

## Scales Found to Be Very Inaccurate.

State officials are conducting a thorough inspection of the scales in use by all the retail merchandizers of Grand Rapids. Many discrepancies are found to exist. Nearly all the weights in use by pawn brokers to determine the value of diamonds have been found to be defective, in that the weights used make a 2 carat diamond masquerade as a 2½ carat stone. Similar conditions have been found to exist in other lines. At the Kresge store, for instance, it was found that seven Toledo scales were "fast." The official report of Inspector W. Mickel, who inspected the scale in the Kresge store, and which report is verified by Superintendent Lincoln, reads as follows:

"One Toledo scale one ounce fast at balance.

"One Toledo scale fast one-half ounce in one ounce.

"One Toledo scale fast one ounce in one pound.

"One Toledo scale fast one ounce in one pound.

"One Toledo scale fast one-half ounce in one ounce.

"One Toledo scale fast one and one-half ounce in half pound.

"One Toledo scale fast one and one-half ounce in half pound."

In the light of these disclosures, it would be well for every merchant who has a Toledo scale to arrange to have it tested by an officer of the State at the earliest possible moment. No honorable merchant can afford to rest under the imputation of dishonesty which the possession of an incorrect scale implies.

Wm. McManus, Jr., proprietor of the Cushman House, at Petoskey, was in town this week. He called at the Tradesman office to state that the report that has been industriously circulated to the effect that he would not go out of his way to entertain the traveling fraternity during the resort season was unfounded; that every regular patron of his hotel will receive proper treatment at his hands, providing he has a day's notice in advance of his arrival.

It's all right to decorate an old house with paint, but a cynical old face—well, that's different.

## NATIONAL RETAILERS.

## Features of Annual Report of President Connolly.

New Orleans, La., May 8—The nineteenth annual convention of the National Retail Grocers' Association of the United States opened in New Orleans this morning, with an attendance of not far from 500, about 200 of whom are officially accredited delegates chosen by local and state bodies affiliated. The sessions at the Grunewald Hotel will continue through Thursday.

When President Frank B. Connolly, of San Francisco, made his report, covering not only the past year but also contrasting certain features during his whole administration of two years, it showed that the organization is larger in members, influence and financial resources than ever before and that the official life of the President has been full of activity most of the time. To quote (by authority) from his report:

"When I was elected your National President, there were twenty-nine states affiliated with us. During the two years I have served you as your executive head I have constantly endeavored to increase the membership, bringing other states into our organization to affiliate with us, and am pleased to report to you that we now have forty states enrolled under the banner of this Association—an increase of eleven in two years.

"Our records show that in the past five years the number of delegates, as well as the number of states affiliated, and the total per capita tax paid at the conventions, are:

	Recognized States	Per Capita	States Per Capita
	Delegates. Affiliated.	Tax Paid.	Delegates. Affiliated.
1912	133	24	\$3,184.25
1913	207	27	5,496.45
1914	174	29	4,207.35
1915	183	32	4,062.75

"Our campaign of organization during last year, in which we at times maintained three organizers in the field, cost us \$2,210.55 for our share. The states in which they operated assumed one-half of the expense.

"In spite of the organization campaign we carried on last year, the financial report at San Francisco convention showed a balance in the general fund of \$2,511.72, and in the Grocers' Bulletin fund \$1,040.68, a total of \$3,552.40, and it is with great pleasure that I now report to you a total balance in our treasury at the present time of \$5,737.79, the largest in the history of our organization.

"During the two years I have served as your President, I have visited and addressed the organized retail grocers in every large city in the United States. I have crossed the continent four times, and in addition, made several trips throughout the Pacific Coast and Far Western states. In fact, our records show that I have been away from home on organization trips five months during the two years I have served as your President, and the expense of thus keeping in close contact with the membership of our organization has been reduced to a minimum because I have personally assumed a considerable portion of it.

"Our Association map is now almost complete, with every state west of the Mississippi now affiliated with us, and with only a few states in New England and a few on the South Atlantic Coast yet to be brought into the fold."

A large part of Mr. Connolly's address was devoted to a discussion of his travels throughout the country, visiting grocers' associations, in conference with the leaders in other associations, in attending conventions and Congressional hearings. He reported the spirit of co-operation between this and other associations as more cordial than any previous time, there being a disposition to work together for reforms and in the enactment of laws. Among the organizations which he reports on especially

cordial terms with the National Retailers are the National Wholesale Grocers' Association, the American Specialty Manufacturers' Association, the Meat Packers' Association, the National Coffee Roasters' Association and the National Association of Retail Druggists.

At the conventions of all these the Association has been represented, often by Mr. Connolly officially, but otherwise by some prominent committee or trustee. The same was true of the several state associations. The proceedings of these several conventions will be reviewed in the details which interest retailers at considerable length by President Connolly. He also explained some of the details of his organizing trips, especially those in the South, which resulted in the formation of several promising subsidiary associations there.

In outlining the advance in the enactment of constructive legislation, Mr. Connolly especially urged active efforts to enact the Stevens Price Maintenance bill.

"We are confronted," he says, "with the problem of the chain stores that rely upon their immense buying power and low operating cost to enable them to sell goods at a lower price than the average retailer can buy them. A solution of this kind of competition must be found. The Stevens bill will, to a great extent, prevent them from carrying on the practices that they usually rely upon to attract trade.

"Opposition to this bill has been recently voiced by the National Trade Association, an organization composed of the officials of the big trading stamp and coupon companies, as well as a number of department store owners, who are strongly opposed to price maintenance.

"The Stevens bill will also go a long way toward preventing the encroachment of the mail order houses upon the retailers' business."

Notable among the advanced victories in the direction of better trade ethics, Mr. Connolly referred to the recent trading stamp victory, which was achieved through the persistence of retail grocers' associations all over the country.

"The unanimous opinion of the court written by Justice McKenna," he says, "upholds every contention we have ever made against trading stamps, profit sharing coupons and premium schemes—and at last we have a model law, which all of our various state associations may now introduce in their state legislatures, and if successful in its enactment, feel assured that there can be no question as to its constitutionality.

"The decision of the court was unanimous and upheld the anti-coupon and trading stamp law of the State of Washington in two cases, and also a similar law which has the same directness and effect, only that it provides for a state license tax of \$500 and a county license tax of \$250. I regard this decision as the greatest victory we have ever attained.

"Eighteen of our state associations contributed various sums that enabled us to successfully defend the law. Since the decision of the court was unanimous no appeal for reconsideration can be granted.

"Last July a cereal company won a signal victory in the United States District Court of Appeals when a large chain store system in the Eastern states was refused an injunction to prevent the cereal company from notifying its distributors to no longer sell to the chain store system.

"A manufacturer of grape juice last week won a victory in the Federal Court against a price cutting jobber in Baltimore, who attempted to force the manufacturer, under the Clayton act, to supply him with goods after he had been cut off because he refused to maintain the resale price. The jury returned a verdict for the manufac-

turer and dismissed the price cutting jobber's complaint."

Mr. Connolly strongly commends the Bulletin of the Association. "I have always contended that our National Association should publish its own trade paper, and succeeded in having our executive board adopt my motion to do so at our semi-annual meeting in January, 1914. It is now in existence two years and two months, and has a profit of over \$1,000 in a year," he said.

One of the strongest recommendations Mr. Connolly made was that the secretaryship should be taken out of politics. "Nearly all of our state and local associations," he said, "place the responsibility of the selection of a secretary with the board of directors. In addition to our own affiliations doing this, every similar organization, National in character, such as the American Specialty Manufacturers' Association and the National Wholesale Grocers' Association, give authority to the executive board and the directors to select the secretary and name his salary.

"No secretary can perform his proper duties at a convention of this kind if he is forced to safeguard his position by doing politics. Let us adopt the modern way and have our executive board select the secretary."

In conclusion, Mr. Connolly made the following formal recommendations:

1. Decide upon permanent dates as to the time of holding annual convention from which no change should be made unless there is great justification.

2. The manner in which the tea and coffee business of the retail grocer is fast disappearing makes it necessary to evolve a successful plan to conserve for the retail grocer this profitable trade.

3. Decide upon some plan at this convention to bring the Stevens bill out of the hands of the Congressional Committee and further its passage.

4. Recommend to every local association throughout the entire country that an efficient committee be appointed to defend the Stevens bill in the debates that are now taking place before the chambers of commerce, commercial clubs and business men's organizations.

5. Reaffirm the cordial relations now existing between the organization and the National Wholesale Grocers' Association and the American Specialty Manufacturers' Association, and confer with these organizations whenever necessary on matters of mutual interest.

6. Inaugurate at this convention another campaign of organization to bring about the affiliation of the few remaining states that are now blank on the association map.

7. Decide upon a modern trading stamp bill, perfected under the recent decision of the United States Supreme Court, and have the Secretary forward a copy to every state secretary with instructions to introduce it and secure its enactment in the State Legislature.

8. A committee should be appointed to attempt, if possible, to bring about harmonious relations when factions become involved in local disputes, in order that association energies may be devoted to advancement for the good of the cause, rather than a conflict over local matters.

## Honks From Auto City Council.

Lansing, May 15—At the last meeting of our Council, Burr J. Warner (Messel Co., South Bend) traveled the rocky road leading to full membership in our order and is a full fledged member of Auto City Council.

T. B. Carney (National Manufacturing Co.) is nursing a broken arm as the result of cranking an automobile, according to the report of our Secretary. We are inclined to believe, however, that it must have been a ford, as nearly all other buzz wa-

gons are equipped with self starters.

W. F. Sorensen (Cushman Engine Co., Waterloo, Iowa) was a guest of Mr. and Mrs. H. G. Gill over Sunday. Mr. Gill represents the Bateman Manufacturing Co., which has the exclusive agency of the Cushman engine in Michigan.

John Himelberger (Dail Steel Products Co.) has been confined to his home for the past week nursing a well developed case of la grippe, but expects to be able to hit the cushions in a few days.

F. H. Hastings leaves this week for an extended trip through Kansas and other Western states. Mrs. Hastings visited friends and relatives at Casnovia last week, while Fred worked some of the most important towns north of Grand Rapids. Both returned to their home in Lansing Saturday night in good humor, in spite of the fact that the entire trip was made with a ford.

J. E. Weston (Michigan Supply Co.) was absent from the last meeting of our Council for reasons which we refrain from stating in this column. Mr. Weston is our newly elected Page and has promised not to let the furnace interfere with his attendance of regular meetings of our Council in the future.

For years and years Grand Trunk train No. 14 has stopped at Vicksburg and passengers have been allowed to go aboard for points east where regular stops are made, notwithstanding the fact that this train is not scheduled to take on passengers for points west of Port Huron. It still stops at the G. R. & I. crossing and takes on mail, but no passengers are allowed aboard unless they have tickets for Port Huron. We are well acquainted with a certain traveler who has within the last fifteen years paid the Grand Trunk hundreds of dollars for transportation and who recently made a long drive after the day's work was done, fully expecting to board train No. 14 at Vicksburg for home and thus save a day's time. It is easy to imagine what he said about Grand Trunk service when the train crew refused to open the vestibule, as usual, saying it was against orders. It would appear from the Grand Trunk time card that they do not care for local passenger traffic between South Bend and Port Huron and we are not at all backward about admitting, that, so long as the wheels remain on Henry the fifth, they won't be bothered with yours truly and several others with whom we are acquainted.

H. D. Bullen.

## Gabby Gleanings From Grand Rapids.

Grand Rapids, May 15—Morgan Johns, son of D. W. Johns, the veteran traveling salesman, starts June 1 as traveling salesman for Mossman Yarnelle & Co., of Fort Wayne, Ind., with whom the father has been identified for the past fourteen years. He will handle auto specialties and his territory will include Ohio and Indiana towns. He has some knowledge of hardware, having worked in the store of Foster, Stevens & Co. for several years.

C. Iden, who has been up and down the road for several years peddling out hats to the trade, has decided to take a year's rest from the strenuous life of a traveling salesman and will devote his time to the lighter occupation of farming. He has purchased a tract of land on the corner of Fuller avenue and East Leonard street and, we understand, is going into the chicken business as one branch of industry. They tell us, Cassius, that champagne and oysters is an excellent chicken feed.

The business men of Olivet are rejoicing over the fact that they are to have a new bank, to be known as the Olivet State Bank. Since the death of George Keyes, their former banker for years, they have been without a bank. The officers of the new institution are as follows:



President—B. N. Keister, Sparta.  
Cashier—O. H. Wolcott, Sparta.  
First Vice-President—A. P. Green, Olivet.

Second Vice-President—G. C. Adams, Olivet.

Directors—B. N. Keister, O. H. Wolcott, A. P. Green, G. C. Adams, M. Shilts, John Thornton and E. E. Long.

The bank is capitalized at \$20,000 and expects to open its doors to the public June 1.

Saffron tea is worth \$2.50 per ounce. At that rate we will see a lot of red complexioned lasses sixteen years from now.

About Friday of this week we expect to read headlines in the papers something like this: "Great scarcity of trout on the Little Manistee and prices steadily advancing." This is a case where the high cost of trout will not be laid to the war. It will be very plainly seen, gentle reader, when we advise you that Glen Gardner, of Middleville, in company with a party of friends from his home town and Grand Rapids, is up on the above named river trout fishing.

There are few small towns in the State which can put anything over on Eaton Rapids when it comes to thrift and enterprise. A short time ago they paved the main street with brick and concrete and are now making arrangements to extend the paving to several side streets. They have erected a strictly modern bank building on the site of the old Anderson Hotel, which would do credit to a city the size of Detroit or Grand Rapids. C. M. Hunt & Son are erecting a modern implement building, garage and salesroom, which, when completed, will unquestionably be the finest in the state. Eaton Rapids is surrounded by a prosperous farming community and is a delightful village in which to reside.

The Midnight Club met at the home of Mr. and Mrs. A. P. Anderson Saturday evening and enjoyed a sumptuous 6 o'clock dinner, after which 500 was played, Mrs. Lena Rockwell winning the first ladies' honor and Mrs. Mrs. Ida Ellwanger second ladies' honor. Bob Ellwanger won first gentleman's honor and Allen Rockwell also ran. Everyone left for home feeling fine. Who could feel differently after being entertained by the Andersons?

About the only hope for Carranza currency is the discovery of a way to extract gasoline from cactus.

John McKinney, implement dealer, Bangor, has the plans for a new business block which he expects to erect in the near future. John's business has expanded until he now occupies four buildings in different locations and the addition of his new building will put all his business under one roof.

William H. Ball, lumber and coal dealer and President of the State Bank of Coloma, has purchased the hardware and implement business of Rorick & Cornwell, at Coloma, and will consolidate it with his present business. Rorick & Cornwell will continue their milling and feed business which has grown to such a large proportion that it was necessary to devote their entire time to it.

Cutler & Downing, nurserymen, hardware, implements and fruit growers' supplies, who claim theirs is the largest store of its kind in the world, have purchased and altered the showroom and factory of the Morrell & Morley Co., at Benton Harbor. A sketch of the life of this concern published in Civic Pride, a local Benton Harbor paper, is very interesting, detailing the business from the time it occupied a 10 x 10 rough board building up to the present time, when it occupies a three-story and basement, 90 x 140 brick building. Miss Ethel Meter and Phil Cutler have recently been added to the office force by Manager Clyde Burdick.

H. Taynor, proprietor of the

Sebring Hotel, at Bangor, would like to have the latest quotations on canvas gloves, as his supply is low. Mr. Taynor is painting and otherwise brightening up the Sebring.

The Four Leaf Clover Club met at the home of Mrs. A. P. Anderson and enjoyed tea. After exhausting the usual neighborhood gossip, the ladies played 500. Mrs. Katherine Burr won first prize and Mrs. Will Sawyer second. Mrs. Eugene Scott received a nice box of cracker jack. All present report the usual pleasant afternoon.

Don't forget the resumption of the last recessed meeting the evening of May 27. Bring along some more applications and candidates.

While later reports bring the news that the third fractured rib was discovered on Alex. Miller, we are glad to report he is improving and resting easy.

Bangor has been swept by a building epidemic and half the buildings on Main street have been razed to make place for new ones under construction. James Livermore is erecting a two-story brick business block. Sherrod & Son have moved their old store to the street in the rear and are building a modern brick business block. Funk & Steinman are each building new store rooms and the Odd Fellows will occupy the second floor of both the latter buildings.

The usual hue and cry about the fruit crop being in jeopardy is conspicuous by its absence. In the fruit belt everyone is very optimistic over the prospects for a good big year.

Grand Counselor W. S. Lawton is going to visit, officially, Hillsdale Council Saturday, May 20, where a ball game between Jackson and Hillsdale councils will occupy the afternoon and a banquet at the Keefer Hotel will furnish the social feature, after which a business meeting and initiation will keep Mr. Lawton from getting homesick.

Mrs. Francke watched Mr. Francke make garden and wrote in her diary. "An amateur gardener is liable to call a spade a spade—with a few profane adjectives thrown in."

J. S. Hodges, of Fife Lake, is erecting a new warehouse of viaduct tile, 30 x 90 feet, to replace the building destroyed by fire. He is also making

reservation for a private garage in this building.

Cris Taylor, of East Jordon, has closed his hotel and sold the furnishings to the Russell Hotel, of the same place. Mr. Taylor will continue his auto livery.

The regular meeting of the Bagmen was held Saturday evening in the U. C. T. Council chambers, with all of the new officers in their respective chairs. Among other matters, it was decided to take the entire Bagmen paraphernalia to Traverse City for an initiation which will take place at 11 p. m. Thursday, June 1. Captain Burgess will have the entire team out in full uniform both morning and evening.

George Spencer, who conducts a plumbing and electrical shop in East Jordon, has completed the remodeling his store which was recently damaged by fire.

John Martin has hotel accommodations for two more at the Park Hotel for the Traverse City convention. Call him up.

Morris Mann, son of J. Harvey Mann, is home on a visit looking well, happy and prosperous. Mr. Mann has been making his headquarters in Philadelphia and he does not get home half as often as we wish he might.

We have been asked for the location of Cadillac Council. Can some brother give us this information to supply the florist by May 30?

How does the old lawnmower work? The Hauser-Owen-Ames Co. has taken the contract to build the largest factory erected in Grand Rapids in years for the Nelson Matter Furniture Co. It is to be three stories and basement, 300 x 220.

The Globe Knitting Co. is about to erect an addition of seven stories, 130 x 130, of concrete. When this addition is completed, the Middleville factory will be abandoned and moved to Grand Rapids.

When you see a stunning girl going into a theater with a fellow wearing a toothbrush mustache, horn rimmed glasses and carrying a cane, take it from me—that girl craves amusement.

We hear there is to be built soon a new hotel in Owosso.

By reason of increased business,

the Toledo Plate & Window Glass Co. has installed a glass beveling plant at its Ottawa street location. Benny's work probably brought this around.

The Goodrich line will add the third boat about July 1 between Muskegon and Chicago.

The Cadillac Chemical plant, at Cadillac, is to be rebuilt.

The Powers Auto Co., of Greenville, which manufactures a two ton auto truck, has found it necessary to erect a new 60 x 220 factory addition.

Sol. Burchert, formerly with the Boyne City Hardware Co., has entered into partnership with Russell Leavenworth and will engage in the plumbing and heating business at Boyne City.

Don't forget the Bagman patrol meets Saturday, May 20, in the U. C. T. chambers for drill.

B. A. Hudson, of Milwaukee, formerly of No. 131, visited in Grand Rapids last week en route from Jackson to Milwaukee. Doc covers Wisconsin for the Schmidt Chemical Co., of Jackson. That must be a good line, as he is sporting a new Overland machine.

We are glad to announce that Geo. W. Wilson's son, who has been confined to the hospital with typhoid fever, is improving.

E. F. Wykkel, goes to Toledo for the week.  
Earl R. Haight.

#### Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, May 17—Creamery butter, extras, 29c; first, 28c; common, 26@27c; dairy, common to choice 25@27c; poor to common, all kinds, 22@25c. Cheese—No. 1 new, 16½@17c; fair, 16@16½c.

Eggs—Choice, new laid, 22@23c; fancy, 23@24c.

Poultry (live)—Fowls, 19@20c; roosters, 18@20c; old cox, 14c.

Beans—Medium \$4@4.10; pea, \$4@4.10; Red Kidney, \$4.75@5; White Kidney, \$4.75@5; Marrow, \$4.75@5. Potatoes—\$1.00@1.15 per bu.

Rea & Witzig.

If a woman is going away on a visit she never finishes packing her trunk until after the expressman calls for it.



# Elgin



We have a limited number of shares of Elgin Motor Car Corporation Treasury stock for public subscription at par—\$10.00 per share. The stock is all common stock, full paid and non-assessable.

The company has no preferred stock or outstanding bond issue.

During the past ninety days this company has sold its entire output, with deposits paid in advance on every car, and we now have on file additional applications for more than 3,000 cars that we cannot accept for this season's delivery.

We are now preparing for the large volume of business offered us for 1917 season.

We reserve the right to withdraw this offer without notice and return your subscription. This offer is subject to prior sale and advance.

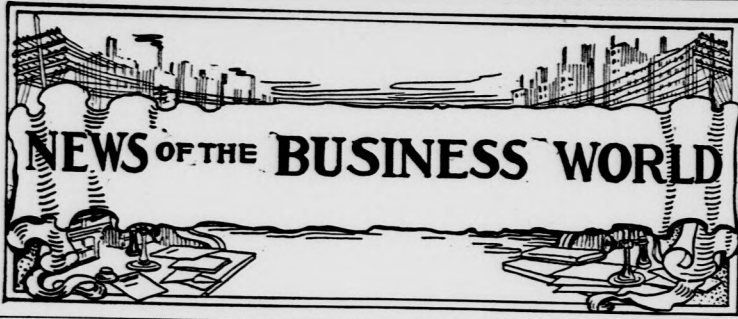
For detailed information write

**A. H. NIENOW, Fiscal Agent**

628 Michigan Trust Co. Building

Citiz. Phone 5288, Bell Main 3639

Grand Rapids, Michigan



### Movements of Merchants.

Alba—C. Eby has opened a confectionery store and restaurant.

Fremont—Louis Nelsen has opened a meat market in the Dodson building.

Homer—W. J. Linton succeeds James Gordon in the grocery business.

Eau Claire—Sigmond Patz, recently of St. Joseph, has opened a meat market here.

Cheboygan—Rapp & Lafres have opened a clothing and men's furnishing goods store.

Pontiac—W. E. Snyder has engaged in the laundry business under his own name.

Benton Harbor—The Samuel Austin & Son Co. has changed its name to the Austin Co.

Almont—J. B. Springstead has closed out his stock of meats and removed to Flint.

Lake City—Fire damaged the B. F. Scott drug stock to the extent of about \$500 May 11.

Kalamazoo—Mrs. G. A. Mohr has re-opened her art store at 319½ South Washington avenue.

Niles—John Solf has purchased the Donath bakery and will add lines of confectionery and cigars.

Marquette—William King will open a hardware store on West Washington street about June 1.

Eaton Rapids—Mrs. Edward Gordon has purchased the Bon Ton restaurant and taken possession.

Paw Paw—Jacob Leaver is closing out his stock of cigars and tobacco and will retire from business.

South Haven—Edwin Grant has purchased the Ranworth & Mackey bazaar stock and has taken possession.

Whitehall—George H. Nelson & Co. have closed their branch store at Middleville, and removed the stock to their store here.

Wexford—The trustee of the Conine & Son estate has sent the creditors checks for 5 per cent. of their claims.

Ainger—Thieves entered the general store of Quick Bros. May 11 and carried away several hundred dollars worth of stock.

Alpena—Mrs. James Franklin has opened a confectionery, baked and canned goods store at 527 West Chisholm street.

St. Johns—H. T. Parr has sold his grocery stock to E. N. Butterfield, recently of Wonewoc, Wis., who will continue the business.

Saginaw—W. D. Walsh has engaged in business at 135 North Warren avenue under the style of the Central Vulcanizing Works.

Coopersville—W. W. Morse has sold his drug stock and fixtures to V. J. Tasker, of Grand Rapids, who has taken possession.

Rogers City—Emil Plath, meat dealer, is erecting a modern brick and stone store building which he will occupy with his meat stock about July 1.

Frankfort—Arthur Bolton, of Honor, has purchased the Little Frontenac restaurant and will conduct a confectionery and cigar store in connection.

Allegan—D. E. Riley has sold the plant of the Allegan Bottling Works to Glen Overton, who will continue the business under the same style.

Battle Creek—The Butcher, Roberts & Millard Co. has opened a hat, shirt and tie store on North Jefferson avenue under the style of the Hat Box.

Howell—The Spencer-Smith Machine Co. is building an addition to its plant which will enable it to turn out 2,000 automobile pistons a day.

Concord—John H. Magel, who has conducted a general store here for a number of years, is closing out his stock and will retire from business.

Charlotte—John Schooley and G. W. McElmurry have formed a copartnership and purchased the F. A. Jones bazaar stock and taken possession.

Buchanan—M. L. Sands and Frank Raymond have formed a copartnership and engaged in the grocery business under the style of Sands & Raymond.

Battle Creek—J. E. Tobias has sold his bakery and ice cream parlor, at Urbandale, to H. R. Gleason & Son, formerly of Centerville, who have taken possession.

Otsego—Charles P. Ludwig, who conducted a grocery store here for the past twelve years, died at his home as the result of a stroke of apoplexy, aged 73 years.

Coldwater—Arick & Cochrane have sold the plant of the Coldwater Bottling Works to Phillip Rosebrugh, recently of Three Rivers, who has removed it to the Milnes building.

Ovid—Lloyd Webb has sold his interest in the meat stock of Winfield & Webb to his partner, William Winfield, who will continue the business under his own name.

Detroit—The Billing-Ditzler Co. has engaged in the retail drug business with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Flint—Hamady Bros. have broken ground at 2315 Industrial avenue for a two-story brick store building which they will occupy with their stock. Estimated cost of building, \$10,000.

Albion—The Albion & Marengo Co-Operative Co. has been incorpor-

ated with an authorized capitalization of \$500, all of which has been subscribed and \$250 paid in in cash.

Detroit—The Motor Truck Supply Co. has been organized with an authorized capital stock of \$10,000, of which amount \$6,000 has been subscribed and \$3,600 paid in in cash.

Bay City—The Lewis Home Furnishing Co. has been incorporated with an authorized capitalization of \$20,000, of which amount \$16,000 has been subscribed and paid in in cash.

Manistique—Julius Peterson has sold a half interest in his clothing and men's furnishing goods stock to his son, Leonard, and the business will be continued under the style of Julius Peterson & Son.

Detroit—The Electric Automatic Refrigerating Co. has been organized with an authorized capitalization of \$10,000, of which amount \$5,000 has been subscribed and \$2,000 paid in in cash.

St. Louis—M. J. Ingold, grocer and crockery dealer, has purchased the Hamp & Hamp cream station and produce market and will continue the business under the management of Lester Hamp.

Cadillac—The Cadillac Shirt & Neckwear Co. has engaged in business with an authorized capital stock of \$30,000, of which amount \$20,000 has been subscribed and \$3,000 paid in in cash.

Saginaw—The Stark-De Fore House Furnishing Co. has been organized with an authorized capitalization of \$5,000, of which amount \$3,000 has been subscribed and \$1,500 paid in in cash.

Detroit—The Grove Medicine Co. has engaged in business with an authorized capital stock of \$10,000, of which amount \$5,500 has been subscribed, \$20 paid in in cash and \$5,480 paid in in property.

Detroit—The W. S. Williams Co. has engaged in business to conduct a wearing apparel store with an authorized capital stock of \$6,000, all of which amount has been subscribed and paid in in property.

Ann Arbor—The Goodyear Drug Co. has merged its wholesale and retail drug business into a corporation with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Jackson—Frank R. Lampman has purchased the T. H. Ryan cigar and tobacco stock and will continue the business at the same location, Cortland and Francis streets under the style of the Hub Cigar store.

Saginaw—P. M. Lawrence and Max Karol have served their connection with the Standard Woolen Co. and engaged in a similar business at 110 North Franklin street under the style of the Saginaw Woolen Co.

Union City—Fire destroyed the store building and bazaar stock of H. J. Fonner and the harness stock and horse supplies of F. E. Hackett. A combined loss of about \$10,000 was sustained which was partially covered by insurance.

Holland—Fire of an unknown origin damaged the Nick Yonker shoe stock, at the corner of Central avenue and 17th street, to the extent of \$400 and the H. J. Klomprens gro-

cery stock in the same building to the amount of \$300 May 13.

Bloomington—The People's State Bank has purchased a new site and will in the near future begin the erection of a modern bank structure. The new building, it is understood, will be one of the most imposing structures in Van Buren county.

Battle Creek—Taylor Bros. & Co. have merged their business into a stock company under the style of "Taylor-Made" Candy, W. E. Taylor, Maker, with an authorized capital stock of \$1,000, all of which has been subscribed and \$500 paid in in cash.

Detroit—The Geo. W. Bolton Co. has engaged in business to handle machinery, tools, automobile parts and equipment, with an authorized capital stock of \$10,000, of which amount \$9,000 has been subscribed, \$1,000 paid in in cash and \$8,000 paid in in property.

Sebewa—The store building and general stock of W. L. Gregg burned May 15. The building was insured for \$1,500 and the stock for \$3,000. Included in the conflagration were two buildings owned by Frank N. Cornell and a blacksmith shop owned by Roland Derby.

Detroit—The estate of the Roland Stack Co., bankrupt since August, 1915, has been closed by the mailing of a final dividend of 3 per cent. to the creditors through the Security Trust Co., trustee in bankruptcy. The house transacted a cloak and suit business as a department of the Henry Blackwell Co., also in the hands of a receiver. The creditors have now received 7 per cent. from the trustee and 8 per cent. prior to bankruptcy proceedings.

Jackson—At the last meeting of the Retail Merchants' Board, Forrest C. Badgley gave an interesting presentation of the great prospects for the retailer in the growing industrial enterprises of the city. He showed them how intimately their fortunes were linked with the manufacturer, and how essential it was that all, irrespective of active association in the manufacturing line, should co-operate in advancing the facilities of the city to accommodate the growing number of workmen coming to the city through the expansion of the factories.

### Manufacturing Matters.

Marion—The Co-Operative Creamery Co. is installing its new machinery.

Kalamazoo—The Piper Ice Cream Co. has increased its capital stock from \$5,000 to \$25,000.

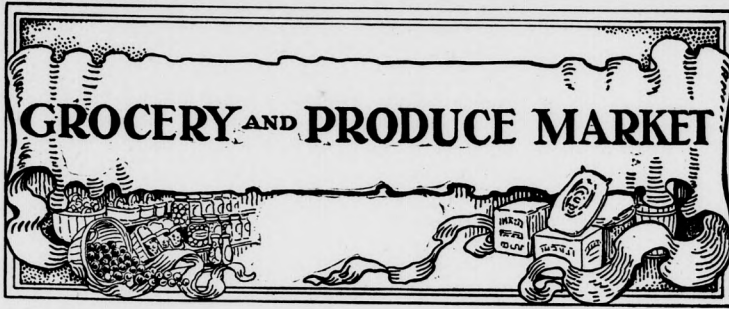
Detroit—The Michigan Auto Trailer Co. has increased its capital stock from \$5,000 to \$25,000.

Detroit—The capital stock of the Art Stove Co. has been increased from \$500,000 to \$600,000.

Detroit—The Peoples Soda Manufacturing Co. has changed its name to the Peoples Soda Water Manufacturing Co.

Eureka—The Eureka Cheese Co. has been organized with an authorized capital stock of \$2,000, of which amount \$1,500 has been subscribed and \$1,000 paid in in cash.





### Review of the Grand Rapids Produce Market.

Apples—Baldwins and Starks command \$3.75 per bbl.; Russets, \$3.50; Ben Davis, \$3.25.

Asparagus—75c per doz. bunches for home grown.

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

Beans—Prices range around \$3.75 for pea and \$4.25 for red kidney in carlots.

Beets—60c per doz. bunches for new.

Butter—There is considerable increase in the make of butter and the quality is also showing up much finer. Conditions show that there will be a still further increase in the make, and the quality will also improve as the season advances. The consumptive demand is also improving to a considerable extent, and with the market on a much lower basis, the business is in much healthier condition. Creamery grades are held at 28c in tubs and 30c in prints. Local dealers pay 23c for No. 1 in jars and 20c for packing stock.

Cabbage—\$4.50 per 100 lb. crate from Mobile.

Carrots—60c per doz. bunches for new Celery—California, 75c for Jumbo and 90c for Extra Jumbo; Florida \$2 per case of either 4 or 6 doz.; \$1.75 per case of 8 doz.

Cocoanuts—\$6.50 per sack containing 100.

Cucumbers—\$1 per dozen for fancy hot house; \$1.25 for extra fancy.

Eggs—Receipts of new laid eggs are falling off to some extent, and the market is firm at about 1/2c per dozen higher than a week ago. The consumptive demand remains good and not much change is looked for under present conditions until we have warm weather which will affect the quality of the goods. Local dealers are paying 21c, cases included.

Egg Plant—\$1.75 per dozen.

Fresh Pork—11 1/2c for hogs up to 200 lbs.; larger hogs, 11c.

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

Green Onions—Home grown, 15c per doz.

Green Peas—\$2.25 per bu. hamper.

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

Lemons—California, \$4 per box for choice, \$4.50 for fancy.

Lettuce—15c per lb. for hot house leaf. Head lettuce, \$2 per bu.

Maple Sugar—17c per lb. for pure.

Maple Syrup—\$1.40 per gal. for pure.

Mushrooms—40@50c per lb.

Nuts—Almonds, 18c per lb.; filberts 15c per lb.; pecans, 15c per lb.; walnuts, 16c for Grenoble, 16 1/2c for California; 15c for Naples; \$2 per bu. for Shellbark hickory nuts and \$1.75 for large.

Onions—Texas Bermudas, \$1.90 for yellow and \$2.25 for white.

Oranges—California Navals, \$2.25@3.75; Sweets, \$3@3.75.

Peppers—Southern grown command \$2.75 per 6 basket crate.

Pineapples—\$2.75 for Cuban.

Plants—Tomato and cabbage, 65c per box; peppers and astors, 90c per box; geraniums, \$1.25 per box.

Pop Corn—\$1.75 per bu. for ear, 4 1/2c per bu. for shelled.

Potatoes—The market is unchanged from a week ago. Country buyers are paying 65@70c. New, \$2.50 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—30c for long hot house; 20c for home grown.

Rhubarb—85c per bu.

Strawberries—\$2.25@2.50 per case of 24 qts, either Tennessee or Ozark.

Sweet Potatoes—\$1 per hamper for kiln dried Jerseys.

Tomatoes—\$4.50 for 6 basket crate, Florida stock.

Turnips—60c per doz. bunch for new.

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

Wax Beans—\$1.75 per box for Southern Illinois stock.

### The Grocery Market.

Sugar—The market is unchanged from a week ago. Trade comment on the prevailing lull in sugar is not pessimistic, it being argued that the slight reaction is in the nature of a logical sequence of the recent sharp and prolonged rise.

Tea—Interest will now center about the Hankow opening this month, the general expectation being that higher prices should prevail due to the rise in silver and freights. Russia is likely to be a keen competitor for supplies, especially the lower grades to be manufactured into brick tea. Formosa opened during the week at about the advance expected, while Japan came unchanged. Some attention is attracted to the reported increase in available shipping, which may relieve the situation to the extent that freights should decline. London and Colombo keep steady to firm, which acts as a sustaining influence on India-Ceylons here. There is no pressure of supplies, the arrivals being readily absorbed.

Coffee—Thus far the stiffening of the embargo on shipments to the Central Powers has not had the adverse effect on Brazil awaited, suggesting inherent strength to the situation. This,

in the face of a dull spot market here, encourages the bullishly inclined. It is figured that should peace develop—which now hardly appears likely for the near future—coffee would be in line for a sharp advance. In the interim, however, the trade is inclined to look for moderate movements either way. All grades of California canned fruits seem inevitable, according to present trade reports. In the Southern California fruit district, in particular, a light crop is being felt, and canners are finding it necessary to purchase from the Northern counties at prices that a year ago would have seemed out of the question. Cherries, for instance, are now costing the packers \$160 a ton, against \$110 last year. Pears are being bought in the North by Southern canners at \$47.50, against \$30 to \$35 a ton. Peaches last year brought \$7 to \$10 a ton, whereas this year canners are having to go outside their districts and pay \$27.50 to \$30 a ton. Wet weather at the blossoming period and cold weather after the fruit had set were largely responsible for the change in prospects. It is estimated in some quarters that the reduction in the pack this year, as a result of the high prices, will amount to 1,500,000 cases. In addition to the high cost of the raw product, practically every element entering into the canning operation is this year upon an abnormal basis, including sugar, tin, labels and particularly labor. Naturally the high prices are expected to restrict the demand, and, as packers are not likely to go ahead of the business in sight, the packing is therefore likely to be curtailed.

Canned Vegetables—The tomato situation continues very firm and advices from all growing centers continue to harp on the short pack. As already explained, part of this is due to the fact that farmers are turning to other crops, particularly wheat and corn, wherein they see surer and larger profits. The shortage of old crop is, perhaps, the most important consideration in connection with the possibility of a short pack, but it follows that if prices are advanced to any considerable degree the consumption will be reduced accordingly. While there has been no change in the price for the past week or ten days, the intimation is that it may be advanced again soon. Peas are in good demand, but supplies are liberal and prices are steady. Corn is firm, but not offering very freely. Spinach is in fairly good demand, but there is no indication of any scarcity of supplies.

Canned Fish—The salmon outlook is for high prices for pinks and firm prices for Columbia River, but there are no new developments. Sardines are firm, with most packers holding on the basis of \$2.75 for quarter oil keyless, although there are some offers still in the market for \$2.65. Advices from Eastport show no heavy

run of fish. Only small stocks of Norway herring remain in importers' hands, but demand has been curtailed in favor of American herring, the quality of which, it is said, is very similar to Norwegian. Stocks of Norway mackerel are almost exhausted.

Dried Fruits—The demand for 1916 raisins has come to a standstill for the present and the wholesale grocers, having provided for their wants as far ahead as good judgment dictates, are out of the market for the present, while the speculators are out of it because they are not allowed in. The Association still adheres to its policy of selling only for distribution through regular channels and has discouraged any attempt to purchase beyond the usual allotment. Apricots show a firm tendency, but buyers will not take hold. The prune market is firmly maintained, all of the advance made up to the present time being maintained. The pack will undoubtedly be short and prices on the Coast are very high in consequence. There is much interest in the fact that a new Association has been formed to manage the crop of evaporated California peaches and has named prices about twice those which have been ruling.

Cheese—Stocks of old cheese are being reduced very rapidly, with a good consumptive demand, and the market is firm at a price ranging from 1/4@1/2c higher than a week ago. New cheese is steady and is being sold at prices ranging from 1 to 2c per pound under the price of old cheese. There is some export demand which, no doubt, is responsible for the high price. The consumptive demand is normal and the future price depends considerably on the demand for export. The make is likely to be as usual for the season.

Salt Fish—No new mackerel will be available for about two weeks, and the situation in old mackerel is unchanged from a week ago. Stock is very low and prices very high and firm. Cod, hake and haddock are out of the market for the time being.

Provisions—There is a fair consumptive demand for everything in the smoked meat line, at prices ranging from about 1/4c per pound over last week. Pure lard and lard substitutes are firm at the recent advance, but there has been no change in the past week. The consumptive demand continues to be good. Dried beef, barreled pork and canned meats are steady with a moderate demand at prices ranging the same as last week.

The United Motors Co. has been incorporated to manufacture automobiles, trucks, appliances, etc., with an authorized capital stock of \$1,000, of which amount \$500 has been subscribed and paid in in cash.

The Rae Cigar Co. has been incorporated with an authorized capital stock of \$3,000, all of which has been subscribed and paid in in cash.

The Davies-Putnam Co. has increased its capital stock from \$50,000 to \$55,000.

## DETROIT DETONATIONS.

## Cogent Criticisms From Michigan's Metropolis.

Detroit, May 15—Learn one thing each week about Detroit: The largest pin factory in the world is located in Detroit.

T. J. Miller, haberdasher at 740½ Gratiot avenue, has purchased the stock of men's furnishing goods owned by George A. Netschke, corner of Gratiot avenue and Chene street, and has taken possession.

Some of the flats being constructed in Detroit will require a couple with shrinking dispositions to be able to live in them comfortably.

Probably never in the history of journalism has such an opportunity been presented to advertise an organization as that given the United Commercial Travelers by the Michigan Tradesman with its wide circulation. That the advertising proves beneficial has been demonstrated on divers occasions, yet many councils overlook the opportunity to boost their membership without remuneration for the space devoted to their interests. Many of the smaller councils in the State avail themselves of the editor's liberality. The councils with the smallest membership per capita of population however, have actually done nothing for over a year to advertise themselves through the columns of this paper. To be more explicit we refer to the councils in this city. It seems almost impossible to get U. C. T. news without the writer making special and strenuous efforts—the council secretaries apparently feeling as though it is not worth their while to send the news in. The sooner these delinquent officers awake to the fact that advertising and publicity is a necessary adjunct to the success and growth of any organization the sooner the local U. C. T. councils will take on an impetus that will enable them to take rank with the largest in the country.

The D. M. Ferry Co. has approved contracts for the construction of a six-story factory at the corner of Monroe avenue and Brush street.

Joseph Reide, of Weickgenant & Reide, Hastings merchants, was in Detroit last week on a business trip. The firm has again re-opened for business following a disastrous fire a few months ago.

The Wright, Fendler & Pike Co. has moved from its former location at the corner of Bates and Jefferson to 48 to 54 Bates street, a few doors from the old store. The move gives the company much needed larger quarters.

At a luncheon of the Boosters Club last week, Judge Harry Lockwood said that manufacturers must send out higher class and better trained salesmen. The Judge may be right, but it would be difficult to make a traveling salesman believe it.

Paul T. Opper, former assistant manager of the Detroit branch of the Goodrich Rubber Co., has been appointed manager, succeeding H. J. Moorehead.

According to news reports, ten tons of skins from the beluga or white whale were shipped to Eastern shoe factories from Seattle last week. That reminds us the leather father used when he went on a "whaling" expedition.

E. C. Kinsel's drug store has re-opened at the corner of Michigan avenue and Griswold street. The entire interior equipment is new with many added improvements. The store was destroyed by fire Jan. 29. Mr. Kinsel will continue the branch store at 24 Michigan avenue.

According to comrade scribist Steward, of Saginaw, H. D. Ranney, the Salt City's contribution toward the U. C. T. collection of candidates for Grand Council honors, may go Traverse City in an aeroplane. All we care to say is if the rumor proves true, Mr. Ranney's chances of being drop-

ped will be greater than those of the other candidates.

Ray Collins, member of the sales force of the Wetmore-Quinn Co., auto dealer since the organization of the corporation, has resigned to accept a similar position with George W. Franklin, local distributor of Dort cars.

The W. J. Burton Co., manufacturer of sheet metal goods, has moved from his location on Congress street, west to a larger plant at Leavitt and Junction avenues.

It is a dull day in Detroit which doesn't record the beginning of one or more real estate firms.

Wherever one meets a gathering of traveling men he is sure to hear enthusiastic talk over the prospective U. C. T. State convention to be held in Traverse City June 2, 3 and 4. If their conversation counts for anything, the meeting should prove one of the best attended in years. The entertainment features need hardly be dwelt upon, as nearly everyone who knows anything about the history of the Council in that city knows what to expect when they visit one of the most healthful and interesting cities in the country.

The Haynes Automobile Co., for the fifth time in a year, is building an addition to its plant.

S. R. Glogower, local representative for Johnson & Johnson, manufacturer of surgeons supplies, New Brunswick, N. J., has been confined to his bed for the past week with a severe attack of tonsillitis. He is convalescing at this writing and expects to resume his duties on the road in a few days.

Arrangements have been completed by Cadillac Council for the trip to Traverse City next month and it will be well for those who are members and intend making the trip to bear in mind the route to be taken. A special coach will be attached to the flyer leaving the Pere Marquette depot at 1 o'clock, June 1, for Grand Rapids, making close connections in that city and arriving in Traverse City at 11 p. m. Members of the Council who happen to be working along that route are invited to join the party and share the special with them. A. G. MacEachron, in charge of the drill squad of the Council, states that if any council other than Cadillac wins first prize, it will be because it is infinitely greater than any drill squad that ever grabbed high honors at a Grand Council convention. (Loud rumbles from Grand Rapids!)

The three-story addition to the plant of the New England Pie Co., corner Fourth avenue and Beech street, is nearing completion. H. J. Boerth, Vice-President and Treasurer of the company, announces the general public will be invited to a formal opening at a date to be set later. The plant has a capacity of over 35,000 pies daily.

On page 11, Tradesman of last week's issue is an article on how to cut mutton to resemble duck. The title is "Duck of Mutton." This reminds us of some chicken pie we had in a restaurant in Detroit a few days ago. Some one must have told the chef in that beany how to make chicken pie from pork. As if boarding isn't hardship enough without advising cooks how to change the nationality of a piece of meat!

C. A. Mattison, formerly sales manager of the Detroit Engineering Products Co., has been appointed general manager of the company.

Albert Golden, son of Lewis Golden, well known tailor at 221 Woodward avenue, has returned from the West, where he has resided for the past three years. He has again associated himself with his father.

The Detroit News has discovered another grievous piece of iniquity committed by the D. U. R. The corporation, without apparent regard for the feelings of the owners of the News, deliberately made money on

its invested millions. And shame of shames! The stocks of that corporation has disgracefully advanced in value during the past ninety days. The violent denunciation of the D. U. R. by the News is an insult to the intelligence of the voters of Detroit who overwhelmingly decided they preferred the street railway system under the present management to that of incompetent political office holders. The public would evince more confidence in the erratic and thrifty News if it confined its attacks on the D. U. R. to strictly local service problems.

Louis Oppenheim, of Elkston, was a Detroit business visitor this week. Mr. Oppenheim was a former resident of Mesick, where he was employed in the general store of Joseph Hirshman. About a year ago he engaged in business in Elkston and has enjoyed a lucrative business from the beginning.

The Detroit federation of labor sent a telegram to Great Britain protesting the execution of James Connolly because he was a friend of union labor. Evidently the other rebels not being recognized as friends of organized labor, it was all right to go ahead and shoot.

The annual outing of the Detroit Drug Club will be held June 7. The steamer Greyhound one of the fleetest on the Great Lakes has been chartered to take the party to the Flats. Frank Kerr, President of the Club, announces that Toledo and Grand Rapids druggists will join in the festivities. Mr. Kerr is a drug broker and makes his headquarters in the Sun building.

The Grand Rapids scribe suggests that his Council go after some thirty odd traveling men who reside in Holland. What a grand chance for an excuse to go to Grand Rapids one Saturday night each month!

A Grand Rapids hotel man presented members of the U. C. T. Council in that city with a kit containing

needles, thread and thimble. We always said that was a lady like crowd up there.

Detroit Council holds its regular monthly meeting Saturday night, May 20 at the hall in the Elks temple.

Boost and the world boosts with you, knock and you'll have to go some to drown out the noise of the others.

Many Detroiters are real estate crazy, likewise some of the dealers, minus the estate.

We're strong for Traverse City, because it is a regular place.

But wait until the convention is held in Detroit next year.

Two weeks ago we went in the basement and laughed at the furnace. It has been hot ever since.

James M. Goldstein.

## Quotations on Local Stocks and Bonds. Public Utilities.

	Bid	Asked
Am. Lt. & Trac. Co., warrants	375	380
Am. Light & Trac. Co., Com.	375	380
Am. Light & Trac. Co., Pfd.	110	114
Am. Public Utilities, Com.	44½	46½
Am. Public Utilities, Pfd.	76	85
Com'w'th Pr. Ry. & Lt., Com.	62½	65
Com'w'th Pr. Ry. & Lt., Pfd.	84½	86½
Pacific Gas & Elec., Com.	57	60
Tennessee Ry. Lt. & Pr., Com.	11	13
Tennessee Ry. Lt. & Pr., Pfd.	51	54
United Light & Rys., Com.	53	54½
United Light & Rys., 1st Pfd.	76½	78½
Com'w'th 6% 5 year bond	102½	104
Michigan Railway Notes	100½	102
Citizens Telephone	71½	74
Michigan Sugar	118	120
Holland St. Louis Sugar	9¾	10½
Holland St. Louis Sugar, Pfd.	8½	10
United Light 1st and Ref. 5% bonds	88¼	90¼

## Industrial and Bank Stocks.

Commercial Savings Bank	225	
Dennis Canadian Co.	75	85
Fourth National Bank	225	
Furniture City Brewing Co.	40	50
Globe Knitting Works, Com.	145	150
Globe Knitting Works, Pfd.	98	100
G. R. Brewing Co.	80	90
G. R. National City Bank	155	162
G. R. Savings Bank	255	
Kent State Bank	250	260
Old National Bank	197	203
Peoples Savings Bank	300	

May 17, 1916.

# "IOWA"

## CREAM SEPARATOR

**THE AUTOMATIC SANITARY CLEANER,** free with each "IOWA" Cream Separator, will wash, sterilize and dry the "IOWA" CURVED DISCS in TWO MINUTES.

When through skimming with the "IOWA" Separator it is not even necessary to remove discs from the holder. Simply snap the Sanitary Cleaner into place in the disc-holder—submerge the discs in luke-warm water—then in scalding water—then in the air—and the discs are thoroughly washed, sterilized and dried—all in two minutes or less.

"I never fail to get the Farmer's wife on my side with the Sanitary Cleaner," writes an "IOWA" Dealer. This handy cleaning device is a great time saver and "IOWA" Dealers everywhere are finding it a wonderful selling help because it is an exclusive feature of the "IOWA."

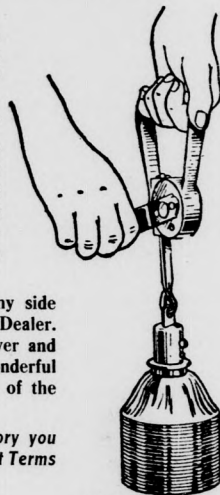
If the "IOWA" Agency is open in your territory you should ask for our Dealer's Confidential Discount Terms and Territory Contract.

Lightest Running Closest Skimming  
Easiest Cleaned

DEALERS EVERYWHERE

Grand Rapids Branch, 208-210 Ellsworth Ave.

**Associated Manufacturers Co.**  
Waterloo, Iowa, U. S. A.



AUTOMATIC SANITARY CLEANER attached to Disc Holder with discs intact ready for service.



UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, May 15—James B. Melody, Swift & Company's popular soap salesman was a business visitor here this week and his many friends were more than pleased to meet him. Jim has noticed the activity in business since the opening of navigation and reports having a very satisfactory trade throughout the entire Soo territory. His only regret was that he was not able to put in another day at the Soo, but living at Jackson now, it means a long jump home to spend Sunday with his family. It made Jim feel good to get back to his former home town.

Munising is to have a new sawmill which will employ not less than seventy-five men, with a capacity of 50,000 feet of hardwood and 80,000 feet of soft wood each ten hour run. The new mill is to be erected by the Superior Veneer & Coopersage Co. on the site where that concern's mill burned to the ground in 1915. This is good news to the merchants at Munising, who will welcome the new enterprise.

Art Fair, the hustling butcher at Newberry, was a guest of his brother, M. A. Fair, at St. Ignace, over Sunday.

George LaFleur returned last Saturday from St. Petersburg, Fla., accompanied by his wife, having spent the winter in the South. They will resume business at the old stand at Cedarville, which will help liven up Cedarville and be ready to look after the accommodation of the tourists who will soon be flocking there for the summer months. Mr. LaFleur's place is headquarters for the tourists, as they can get most anything in the line of refreshments and confectionery.

The Engadine Creamery opened for business last Tuesday, which will be much appreciated by the farmers in that locality.

Carl Homberg, of DeTour, was a business visitor in the Soo last Monday,

being accompanied by Mr. and Mrs. Hugh McDonald, the latter having purchased a new Overland from Clinton Collins. The party returned to DeTour overland and, while the roads were somewhat rough in many places, they report as having had a delightful return trip.

James McDonald, the well-known postmaster and merchant of DeTour, arrived in the Soo last week to take back a Paige auto which he expected he had purchased for a dollar, the car being put up by the Elks, but the tickets got somewhat mixed and Percy Elves came out first. Jim, however, is not discouraged and is ready to take another chance. He is not stuck for an auto, as he still has his trusty ford to fall back on.

The Allenville-Moran band met the train the other night on which some of the boys were returning from Detroit, where they had been working for the past winter. The band played, "Home Sweet Home," and also the new piece of music entitled, "I want to go back to Allenville." Detroit may be a beautiful city, but Allenville for them.

The Soo is getting to be popular as a convention city and at a meeting last week of the U. P. librarians, held at Escanaba, the Soo was selected as the place for the next meeting. Miss Ada Shelly, in charge of the Carnegie library in this city, was a Soo delegate at the meeting and no better selection could have been made.

The Soo merchants last week formed a Protective Association. K. C. Clarke will keep a record of the credit standings of residents of the Soo and there will be only live customers entitled to credit here.

The Michigan Northern Power Co. has done much to beautify the city in the large stretch of lawn between the ferry dock and the Hickler House. This, when completed, will be one of the finest lawns in this city and a credit to the community.

Horace W. Becker, of Bay City, was a business visitor here last week. Mr.

Becker is in the commission business and finds the Soo a good market in his line.

"The definition of optimism is the feeling that hard luck is never coming to you, although you know darn well that it will."

The Central grocery store, one of the Soo's leading mercantile establishments, has undergone an entire renovation which gives the store an improved appearance. It is one of the best stands in the city, and is a credit to the proprietor, Mr. Rains, who is one of our hustling young business men.

Dick Bass, the well-known grocer, has added an auto to his delivery equipment and is getting to be somewhat of a chauffeur himself. Dick run into a rig last week and took off one of the wheels as good as an expert could have done it. It was a lucky strike, however, as neither of the men was injured and the farmer, of course, was to blame for the accident, as he was driving on the wrong side of the street. Dick said, however, that it will not interfere with the price of groceries, as it is only natural that he will have a few mishaps during the first season.

F. B. Raymond, the well-known Ashmun street furniture man, who has been with his family living at the Murray Hill Hotel since returning from the South, where they spent the winter, has moved into his commodious summer home again on the Hay Lake road, where they will be at home to their friends during the summer.

Poulos Bros. have opened a new confectionery and ice cream parlor at 227 Portage avenue, West. The place will be known as the Soo candy shop. They are practical candy men and will, undoubtedly make a success of the new venture.

John Metzger, the well-known proprietor of the Shallows, has been doing considerable work during the winter getting in readiness for his famous summer resort trade which he expects will open up in the near future. He is at present

working hard with the road commissioners and city officials to have the new road put in better condition, so as to accommodate the autoists this summer. The roads are now passable for autos, but soft in some places. Mr. Metzger is confident that this matter will be attended to and looks for the best season since the opening of this beautiful resort.

E. L. Stanley, our esteemed citizen and popular Cashier of the Sault Savings Bank, left last week for Lansing to familiarize himself with his new Reo six which he has just purchased. Mr. Stanley will be met there by his wife, Mrs. Stanley, Mr. and Mrs. W. M. Snell, and Miss Fleeta Scott. They will leave Lansing Monday, making the first stop at Ann Arbor, where Mr. and Mrs. Snell will visit their daughter, who is in the University. From Ann Arbor the party will proceed to Detroit and through Southern Ontario and Quebec to New York State, thence down the historic Onondaga and Mohawk valleys to Poughkeepsie, where Miss Eunice Stanley graduates from a private school May 23. Miss Stanley will join her parents and will proceed to New York City. After a stay in the metropolis, they will go to Washington via Philadelphia and Baltimore. Returning, the party will go through Gettysburg, Pittsburg and thence to Cleveland. If there is time enough they will keep on by auto to Michigan, returning to the Upper Peninsula over the West Michigan pike. If not, they will take a boat at Cleveland for the Soo. Their many friends here will be pleased to hear of the success of their long auto trip.

William G. Tapert.

The atmosphere of a store reflects the personality of the heads. There is food for thought in this.

The merchant's stock-keeping should be as carefully attended to as the handling of his money.



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

Barney says—

*During the last forty-five years I have seen a great many lines of Canned Goods, but I have never in all my life seen a line of Canned Vegetables that can compare with the Daggett and Fremont lines we are now selling.*

*They have the biggest value in the can that I have ever seen.*

**WORDEN GROCER COMPANY**

GRAND RAPIDS—KALAMAZOO

**THE PROMPT SHIPPERS**

# MICHIGAN TRADESMAN

(Unlike any other paper.)

DEVOTED TO THE BEST INTERESTS  
OF BUSINESS MEN.

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

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

May 17, 1916.

## PRUSSIAN UNTRUTHFULNESS.

The complete surrender of the German government in the Sussex case, including the official acknowledgment that she knew she was lying all the time, is in keeping with the policy of the German government ever since the days of Bismarck. The case of the Arabic furnished an illustration of the same spirit; but far more important is the way in which the German government attempted to foist upon Belgium the charge of faithlessness to her obligations of neutrality. Here we are left to no conjecture, as the famous documents seized in Brussels have been placed in the hands of all the world by the German government itself as the proof of its charges. Yet they not only fail to prove that the charges are true, but to an upright mind furnish strong evidence that they are false. They have been referred to again and again, officially and semi-officially, as showing that Belgium had entered into an understanding with England to permit the use of her territory for an attack upon Germany; whereas the co-operation with England contemplated related solely to the contingency of a violation of Belgian neutrality by Germany—a contingency which subsequent events only too plainly showed the necessity of providing against. Other charges, which have been given a similarly conspicuous place in the German propaganda of justification, have been shown to be equally baseless; notably the allegation that before the declaration of war French aviators dropped bombs upon Nurnberg.

Upon what principle the heads of the German government justify to themselves this kind of attitude towards the truth, we shall not undertake to consider; whether it is upon the same principle as that which actuated Bismarck when he deliberately falsified the epoch-making Ems telegram or whether it is merely a natural part of the general doctrine of routine "military necessity" as understood at Berlin, may be matter of question. But one thing is perfectly clear. If you deal with the truth as a thing to be moulded and changed and belied according to your convenience, you cannot enjoy the gains of such a policy without suffering the losses which inevitably go with them. The German reply on the Sussex was weak enough on its face; yet it would not have been so instantly and summarily dismissed

had the German government's reputation for trustworthiness in any statement in which its interests are involved not been hopelessly injured long before. It is some comfort to think that moral assets have not altogether lost their value, even in the awful crash of civilized life through which we are now passing. It would be worth much to Germany to have refrained from misrepresentations which, while they have utterly failed of acceptance, have seriously added to the moral discredit which the war has brought upon her.

### THE CASH DISCOUNT.

I am the backbone of the dividend, the mainstay of the profits and the foundation of achievement. I am the difference between success and failure, the indicator on the business and the speedometer of progress. I can eliminate mercantile failure, subduct the word chance from the commercial lexicon and take the gamble out of the game of business. No man who has used the opportunities that I offer ever went to bankruptcy court. I am insignificant to consider for one day, but take care of me through the passing years and I will pile profits mountain high. I have put solid foundations under great businesses, brought prosperity out of failure and made merchant princes out of boot-blacks. I have made preferred customers from dangerous risks. I have builded commercial ratings of the strength of Gibraltar. I am the salvation of the modern business world. —I am the Cash Discount.

### DOG IN THE MANGER.

Reports received from nearly every city in the State indicate that the presentation of the present unfair percentage freight rate to the Interstate Commerce Commission will be participated in by practically every point of importance in the State. The Tradesman has received information that every time this matter has come up for discussion among the railroads interested, the G. R. & I. has opposed a revision of the rate so as to place the cities in Michigan, outside of Detroit, on an equitable basis. This dog-in-the-manger policy, which has been steadfastly maintained by the G. R. & I. in every possible way on every subject affecting the well-being of Grand Rapids, leads the Tradesman to again characterize the road as the greatest enemy the city of Grand Rapids has had to combat in its race for mercantile and manufacturing supremacy.

In these days when so many salespeople are backward in coming forward it seems too bad to have to criticize the reverse fault. In one store the writer was solicited to indicate his wants three times when from six to twelve feet away from the salesperson. This habit interferes rather unpleasantly with that comfortable freedom we enjoy so much in our shopping.

The little deficiencies in personal manner and appearance may not be as noticeable as the big ones, but they all count against you. Correct the little ones along with the big ones.

### THE MERCHANTS' CONGRESS.

About a dozen years ago the wholesale dealers of Grand Rapids inaugurated a new idea which was designated Merchants' Week. It consisted of a set programme for a three day entertainment, including inspection tours of the city by automobile, theater parties, games and sports and a mammoth banquet, concluding with a series of addresses by noted men in several different lines of human endeavor. This event was maintained for several seasons, having been finally abandoned only a few years ago.

Feeling the necessity of getting the retail merchants of Michigan together in friendly association and believing that this is an opportune time to discuss many important topics which are uppermost in the minds of all merchants, large or small, the wholesale dealers of this market have decided to provide for an educational campaign this season which will be designated as a Merchants' Congress. This event will cover three days, two sessions being held on Tuesday, three on Wednesday and two on Thursday. Noted authorities on mercantile abuses and accomplishments have been engaged to present their best thoughts in the most concise and effective manner. Included in the list of speakers are some of the best posted and most progressive men in this country—men who are acknowledged to be experts on the subjects they will introduce for discussion. The Tradesman bespeaks for the movement the hearty support of the retail merchants and clerks who can arrange their duties so as to be present one or more sessions of the Congress. The affair is absolutely free, so far as retailers are concerned, all of the expenses of the undertaking being borne by the wholesale dealers at this market. A tentative programme is published elsewhere in this week's paper, giving an adequate idea of the scope and breadth of the affair, which is one of the most ambitious projects ever undertaken by the wholesale dealers of any market.

### MERE CLAP TRAP.

When a philanthropic looking individual approaches you with a request that you affix your signature to a petition to Congress to enact a law compelling mail order houses to pay a specific tax on all goods shipped into any state and then utilizes the subterfuge as an opportunity to induce you to pay \$3 per year for a monthly trade paper, which would be high priced at one-third that amount, you are perfectly safe in characterizing the propaganda as clap trap, pure and simple.

No dignified trade journal would resort to such a questionable method to secure circulation, any more than a reputable merchant would take advantage of his affiliation with a church or a Masonic lodge to influence business in his direction. The best class of trade journals are sold solely on their merits, without resort to chromos, premiums, blue sky or clap trap of any kind or character. Any publication which attempts to foist itself on unwilling victims by the employment of nefarious and ulterior methods excites pity and contempt.

instead of admiration and commendation, on the part of right thinking merchants.

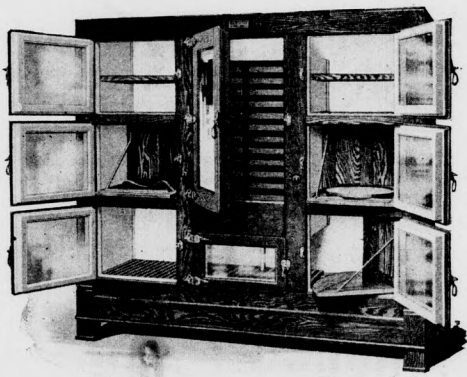
The Attorney-General's letter suggesting that the Federal Trade Commission enquire into the price of coal, as affected by wages, is prompted not by the latest rise in prices alone, but by an accumulation of such rises. The investigation will be valuable only in proportion as it is thorough and comprehensive. For a decade there have been intermittent enquiries into one phase or another of the price of coal, undertaken now by the Interstate Commerce Commission, now by the Department of Justice, now by the Department of Labor, now by a Congressional committee. The only result thus far has been an order by the Public Service Commission of Pennsylvania directing a reduction in freight charges on anthracite hauling, and this has been appealed. To bring out the whole truth it will be necessary to overhaul the accounts of both mine operators and anthracite carries. If the railways and operators will furnish frankly all the data they have, it ought to be possible for qualified investigators to determine whether or not the recent price-increases are justified. On its face, Attorney-General Gregory's statement makes a grave showing against the operators. He offers figures by which it appears that the three wage-increases in the last sixteen years have been followed by advances in price out of all proportion to the higher cost of labor and to other new expenses. The operators should be as glad as any one to see the matter thoroughly probed.

"A great deal of our literature smacks of the country store." This dictum is not pronounced in derogation, but as a means of spurring residents of Indiana to celebrate the centennial of the admission of their State into the Union by collecting facts about their local history. The country store, they are told by the State University, had important part in early Indiana as a social center. "If we neglect to gather these data concerning the country store," runs one sentence in the bulletin issued by the University, "we will have neglected a characteristic feature of early Indiana life." Citizens are urged to make the school district the unit of study, finding out what they can about not only its store, but also its school and its church. Not a little of this information may be obtained at first hand, for, despite the hundred years since Indiana ceased to be a territory, persons are still living who remember early events clearly enough to relate them accurately. The towns and cities are not to be neglected; their development, it is hoped, will be made much more familiar than it is to the young people in them. The bulletin suggests that old or historic buildings be marked. All this is supplementary to an elaborate record of the general history of the State.

As a rule there is fire where there's smoke, but often the smoke comes from a pipe dream.

If some men fail to get their just deserts they have cause for rejoicing.





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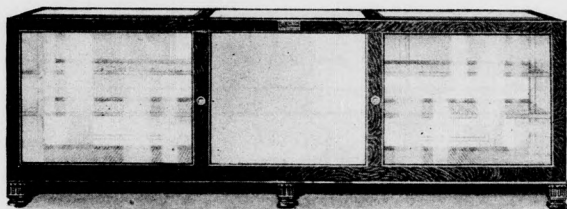
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Display Counters**

***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  
Send for free catalog No. 38***



***Quality through and through***

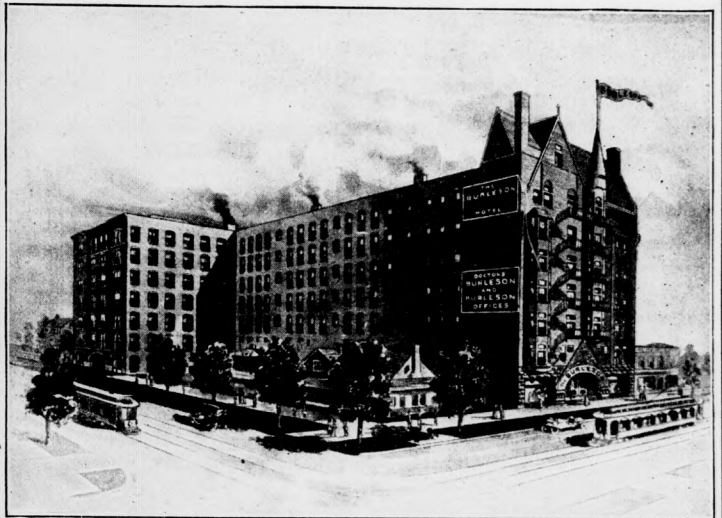
**Ligonier Refrigerator Co.**

210 Cavin Street

**Ligonier, Indiana**

Formerly the Banta & Bender Co

**Piles Cured WITHOUT  
the Knife**



***The Largest Institution in the World  
for the Treatment of Piles, Fistula  
and all other Diseases of the Rec-  
tum (Except Cancer)***

WE CURE PILES, FISTULA and all other DISEASES of the RECTUM (except cancer) by an original PAINLESS DISSOLVENT METHOD of our own WITHOUT CHLOROFORM OR KNIFE and with NO DANGER WHATEVER TO THE PATIENT. Our treatment has been so successful that we have built up the LARGEST PRACTICE IN THE WORLD in this line. Our treatment is NO EXPERIMENT but is the MOST SUCCESSFUL METHOD EVER DISCOVERED FOR THE TREATMENT OF DISEASES OF THE RECTUM. We have cured many cases where the knife failed and many desperate cases that had been given up to die. WE GUARANTEE A CURE IN EVERY CASE WE ACCEPT OR MAKE NO CHARGE FOR OUR SERVICES. We have cured thousands and thousands from all parts of the United States and Canada. We are receiving letters every day from the grateful people whom we have cured telling us how thankful they are for the wonderful relief. We have printed a book explaining our treatment and containing several hundred of these letters to show what those who have been cured by us think of our treatment. We would like to have you write us for this book as we know it will interest you and may be the means of RELIEVING YOUR AFFLICTION also. You may find the names of many of your friends in this book.

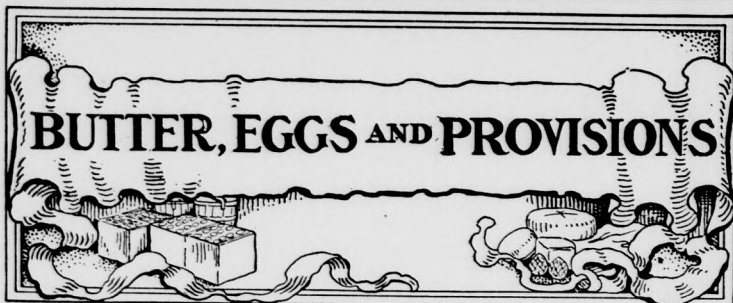
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**RECTAL SPECIALISTS**

**150 East Fulton St.**

**GRAND RAPIDS, MICH.**



**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.

**Status of the Bad Egg Question.**

We have tried to obtain for our readers some authoritative information as to the probable procedure of Governmental food inspectors under the recent regulation of the Department of Agriculture in respect to shipments in interstate commerce of eggs more or less mixed with bad eggs.

The problem brought up by an attempt to enforce the food and drugs act in respect to perishable articles handled in packages containing a great number of individual units, are difficult and perplexing, both to dealers and to those whose duty it is to enforce the law. It is unfortunate that laws prohibiting in blanket form commerce in decayed foods, should have been so drawn as to be practically unenforceable without the establishment of tolerances in particular cases by the administrative officers. If we shall always have "the poor" with us, so must we always have the "bad egg" to contend with. An ideal state of society might be conceived in which there would be no "poor;" a system which would entirely eliminate the bad egg would be as difficult to attain. In the meantime, if we are to consider the condition of every individual unit in articles of food like eggs, or apples, or pears, or potatoes, when prohibiting shipments of foods declared to be contraband by reason of decay, we shall unduly obstruct commerce. When laws are so worded as to mean just that, their strict enforcement becomes practically impossible; and they lead to arbitrary tolerances in regulations or to uneven and inequitable attempts at enforcement.

But the laws exist on this basis and must be dealt with as they are. Really if the food and drug act prohibits interstate commerce in eggs which contain more than eighteen rots to the case it also prohibits such commerce if there are any rots at all in the cases. It seems to be a case where any serious attempt at enforcement must be accompanied by some tolerance not provided by the law itself. Such tolerance seems to have been provided in the expressed policy of the Department but just how the courts will view the matter it is hard to guess. It would certainly be a hardship for one shipper to

be mulcted of a heavy fine, or later, be sent to jail, because his egg shipments contained nineteen bad eggs out of three hundred and sixty while his neighbor was unmolested for breaking the law to the extent of eighteen eggs to the case.

It would be uneconomical to make it necessary for a lot of eggs to be candled at every stage of its distribution; but it is also uneconomical to ship rotten eggs mixed with good ones; and when hot weather comes on shippers will have to candle their shipments carefully to be safe. If the agitation and attempt at enforcement of the regulations shall lead to this it will be an important gain to the industry, much as the method of reaching this end may be open to criticism.—New York Produce Review.

**Keeps the Money Coming.**

A grocer in an Eastern city finds it profitable to use premiums, especially dishes. He features attractive sets in his show window, with lettered cards like this:

"Take home this set to-day and get a credit slip that will entitle you to pay for it with one dollar discount on every ten dollars in cash purchases."

The dishes range in price from five to fifteen dollars a set. The are not offered as a steady diet, but only at periods when the proprietor thinks it advisable to stimulate trade. He finds that the plan not only brings in customers who might trade elsewhere, but keeps regular customers from drifting away with part of their trade. In addition, it encourages cash purchases, for in order to get the discount the goods must be paid for over the counter.

**Metric System on Canned Food.**

Secretary F. E. Gorrell, of the National Canners' Association, reports that a number of enquiries have lately been received at his office with reference to labeling food products to show the weight of contents in metric terms. These enquiries would indicate that packers are under the impression that the use of the metric system in designating weight of contents is required. His reply is that such is not the case, as the regulations permit such expression to be made either in terms avoirdupois or metric. "It is not intended in any way to criticise the use of the metric system by manufacturers who approve the same," says Mr. Gorrell, "but merely to convey the information that either method is permitted, or both may be used if desired."

**SO THEY ASK for Mapleine**

because there's nothing quite so good in a "Mapley" flavor.

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.

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

**SEND US ORDERS**  
**ALL KINDS FIELD SEEDS**  
 Medium, Mammoth, Alsylke, Alfalfa Clover, Timothy, Peas, Beans  
**Both Phones 1217 MOSELEY BROTHERS Grand Rapids, Mich.**

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

**Miller Michigan Potato Co.**  
**WHOLESALE PRODUCE SHIPPERS**  
**Potatoes, Apples, Onions**  
 Correspondence solicited  
 Let us hear from you if you can load good potatoes

**Wm. Alden Smith Bldg. Grand Rapids, Mich.**  
 The H. E. Moseley Co. is associated with us in this business

**We Pay Cash**  
**For Your Butter and Eggs—No Commission**  
 Fill in your name and address in the following blank:

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

**Schiller's Butter & Egg Co.**  
**No. 14 Market St. DETROIT**



# THE MEAT MARKET

### Use of Horn.

Horns are one of the most valuable products of the bone department in the packing house. Owing to the de-horning of cattle as well as to the breeding of polled cattle on the range the supply of horns has been greatly diminished, and whereas twenty-five years ago horns were worth \$25 a ton, they are now worth many times more; that is, if they be the proper selections. Hence it is seen that careful and intelligent handling is necessary to keep this particular product in the best of condition.

The horns, after being sawed off the head, are thrown into a vat of water that is held at a temperature of 140 to 150 deg. F. After being exposed to this heat for from ten to fifteen minutes they are taken out, and by hammering the horn across some solid substance, or by laying on a block and pounding, the pith drops out. The piths are then sent to the dry room, where they are dried out and later used for the manufacture of glue. The horn itself should be put into a room where there is plenty of outside air circulation and not too dry. Artificial heat will cause them to break, which injures their sale. Horns are used for the manufacture of combs and other ornamental articles. In the course of manufacture the tip is sawed off to the hollow part of the horn. It is then split open and put under hydraulic steam pressure, flattened out, and the articles manufactured from it in this condition. Any checks or flaws in the horn damage it for manufacturing purposes. If they are submitted to excessive heat in drying, or if they are stored in a room that is too warm and dry they are sure to become damaged. Air circulation is necessary, therefore, for their best preservation.

### Pickled Lamb Tongues.

When lamb tongues are pickled they are put up in a white wine vinegar and handled as follows: After they are thoroughly chilled they are scalded sufficiently to take off the outside film or skin on the tongue. This is then scraped off with a hand scraper or knife, and the tongue is trimmed, cutting off any parts that are discolored, or loose pieces of fat. The tongues are afterward cooked until they are soft enough for the bone to pull out readily. No special time can be fixed for this work, as the time of cooking will be found to vary, according to the condition of animals from which the tongues are taken. It is well in cooking to keep the sheep and lamb tongues separate. After they are cooked and the

bones are pulled out from the roots of the tongue they are ready for pickling. They should be first pickled in a 45-deg. strength vinegar for at least 24 hours, when they are ready to be packed in packages for shipment, using 45-deg. vinegar by adding full strength fresh vinegar to the pickle they first put up in. In packing them in small packages especially, they are usually seasoned with coriander seed, bay leaves and sliced lemon.

### California Hams.

California hams are usually handled in a cheaper pickle than that used for regular hams; for instance, in a formula for ham pickle, using 400 pounds of sugar to 1,500 gallons, 300 pounds of sugar would be ample for California ham curing. It is a very difficult piece of meat to cure, especially if the hogs are not properly chilled. As the shoulder is one of the thickest parts it is the last to chill through. It is the general practice to pump California hams before curing and in so doing they should be pumped very heavily in the veins and under the shoulder blade, these being the two places where the meat first shows symptoms of trouble. The following is a successful method. When green, leach forty-eight hours with sprinkle of salt. Pump three times, once in shank, once on top of blade and once below blade. Pump on second overhauling with two stitches, once in shank and once in body; overhaul same as other hams. For making the pickle for California ham use the following formula. To 1,500 gallons of pickle 75-deg. strong, add 300 pounds sugar and eighty-eight pounds of saltpeter.

Some folks get what they want by pretending not to want it.

### Dandelion Vegetable Butter Color

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

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### Present Prosperity Due to Artificial Level of Costs.

It is an extraordinary state of affairs when wages in the steel industry are advanced twice, 10 per cent. each time, within three months with advances in the textile mills and other industries almost as great. They signify that all industry is on a shifting base, that we are riding on a tidal wave, and that we cannot tell where we will be when normal conditions are restored.

If there ever was a time for conferences, and for the cultivation of a spirit of unity and co-operation among American business men, and all classes of Americans, that time is now. We are not as yet in the war, and we hope that, without sacrifice of honor and self-respect, we may be able to remain out of it, but in no event can we escape the effects of it, and the war is so stupendous an affair in the world that those effects must be very great and far-reaching.

The enormous demands upon our markets, and abnormal changes in prices, are significant of the violent disturbance in economic processes that is taking place, and the fact that the changes just now are in our favor is not entirely reassuring. It would be worth something again to get back under a rule of order and certainty even though for the moment we are profiting by disorder and confusion.

The stress of economic competition will not be lessened by the war. On the contrary, there will be in each country a greater incentive than ever existed before to recover lost ground and assure the National position. There will be a sharper spur upon effort, and a more strenuous demand for efficiency, in every industry, than was known before. The supremacy of Germany in the dye industry, which had its origin in England, has with tremendous emphasis brought home to England the necessity for the application of science to industry and for more scientific instruction in the schools.

What will our own position be when the war is over? Our present prosperity is so exaggerated as to create apprehension for we know that a passing stimulus which unsettles the normal basis of all economic relations is usually more harmful than beneficial.

The war unquestionably opens new opportunities to us. As far as conditions outside of the human element are concerned, we should be in a better competitive position after the war than before. We shall have largely increased our wealth, reduced our indebtedness abroad and perhaps have reversed our position from a debtor to a creditor Nation. We shall have much increased our productive capacity in many lines of

manufactures. Interest rates are likely to be at least as low in the United States as elsewhere, which has not been the case in the past, and taxes should be lower in view of the fact that the budgets of Europe will be doubled. And, finally, there will be the effect in Europe of the reduction of the working forces by death and disabilities, and the loss of indispensable, highly trained, technical men. These definite factors in the situation seem to favor continued development in this country and an expansion of our trade with other countries.

On the other hand, the human, dynamic, creative, elements in the situation will be of more importance in shaping the developments of the future than the factors I have named. Capital can be readily shifted by the transfer of gold. American capital can be employed in Europe as European capital has been employed in the United States. The question will be where can capital be most advantageously employed for world-wide operations? We certainly have a better chance to connect up our industries with world trade and world development than ever before, but the fact that one man has had a better chance than another, or that one nation has had greater natural advantages than another, has never yet determined the result of competitive struggle. We did not sleepily give up the manufacture of cotton cloth to England because she had advantages for it, but instead we have developed methods that have largely offset her advantages.

The vital question is, what effect will the experiences through which they are passing have upon the people of Europe, and what effect will the conditions now prevailing in the United States have upon us? If the experience of Europe gives discipline and mental stimulus to the people, if it awakens new ambition and resolution, and develops a new national spirit of devotion and unity, the debts and taxes will not retard their progress. And on the other hand, if our people do not recognize the temporary character of our present prosperity, conserve its benefits to strengthen us in the future, and adapt ourselves readily to changing conditions, we shall be in a weaker position after the war than we were before, for we shall be upon an artificial level of costs, a level above the rest of the world.

The cotton goods industry illustrates in many ways the progress and problems of all the industries, and the general economic tendencies of the time. The amount of capital employed in manufacturing cotton goods in the United States increased from \$460,842,772 in 1899 to \$822,237,529 in 1909, or 78.4 per cent. The average number of wage-earners in the industry increased only

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

Combined Capital and Surplus.....	\$ 1,778,700.00
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**GRAND RAPIDS NATIONAL CITY BANK  
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27.2 per cent. in the same period, but the total of wage payments increased from \$85,126,310 to \$132,859,145, or 56.1 per cent. The production of cotton goods increased 38 per cent. The history of this, as of all industries, shows that capital is a constantly increasing factor in its progress. In 1830 the capital investment was \$651 per employe, in 1880 it had risen to \$1,207 per employe; in 1899 it was \$1,545 and in 1909 it was \$2,170. In these ten years, while the production of cotton cloth was increasing by 38 per cent., the population of the country was increasing by 21 per cent. As exports and imports remained about the same, these figures show that the people of this country consumed substantially more cotton cloth per head in 1909 than they did in 1899, and since cotton cloth is a class of goods used by everybody, there could hardly be better evidence of widespread prosperity and an increasing degree of general comfort and well-being than this.

The increasing employment of capital in the manufacture of cotton goods has never meant that fewer wage-earners were required in the industry. The number of employes has been increasing, their pay has been rising, the production of cotton cloth has been greater, and the distribution of cotton cloth to the millions of all occupations throughout the United States has been greater as a result of the improved facilities which capital has supplied.

The value to the public of capital expenditures for the betterment of the industries is not as well understood as it should be. In popular discussion all capital growth is treated as inuring exclusively to the owners and proprietors, but the figures for the cotton goods industry illustrate how the entire community shares in the benefits that accrue from such improvements.

The railroads have accomplished large economies in recent years by improvements in the methods of equipment of transportation, and experiments have shown that they can make further savings by the substitution of electricity for steam power, but large amounts of capital will be required for the change. Every advance of this kind occasions a new distribution of benefits, which may be in higher wages, new capital accumulations, or lower transportation charges. If there are new capital accumulations, the self-interest of owners will prompt that those capital accumulations in turn be used in providing still other new facilities or improvements of benefit to the public.

The steel companies, besides increasing wages, are just now spending many millions of dollars for the installation of by-product coke ovens. This process will save useful products that have been going to waste, and these expenditures are therefore of more certain and permanent benefit to the whole public than the increased disbursements in wages.

If this is the true and only line of progress, then all parties and classes should co-operate in efforts to make industry more productive. The leaders of organized labor should combat the mistaken notion, still too prevalent in some quarters, that labor is interested in restricting the output, and encourage the adoption and development of improved methods. The common benefits of in-

creasing production, the essential unity of all industrial interests, should be a central idea in our system of education.

I read the other day the statement given out by the head of the United Mine Workers commenting upon the recent wage increases in the coal industry. He said that these increases would help the men at work in the mines to meet the rising costs of living. If the other costs of living must rise, it is only fair that the pay for mining coal shall rise correspondingly, but it is certain that a rise in the price of coal means a further rise in the cost of living all along the line. It will not only increase the cost of warming the workingman's home and cooking his meals, but, as it increases the cost of power, it increases the cost of operating every railway and factory, and so raises the cost of every article that enters into the home. I do not criticise this or other wage advances, but it is important to recognize that wage advances alone do not signify progress. To be worth anything to the Nation they must signify in return for the larger wage a larger distribution of the things that the wage-earners want, and that can come only as wage-earners, inventors, scientists, managers, and owners of capital, by joint efforts, are able to increase and cheapen the production of those things.

There is much vague talk about a broader distribution of wealth; but every producer of wealth is trying his best to distribute. The distribution that is of the first importance to the community is not a distribution of the means of production, but a distribution of products—not a distribution of cotton mills but of cotton cloth. The distribution of cotton mills, or of ownership in cotton mills, will take care of itself when there is equality in ability to run cotton mills. Society's chief interest is that every industry shall be handled with the highest possible efficiency, so that there shall be the largest possible distribution of the things that minister to human wants and promote individual well-being and advancement.

We cannot stand still. Population increases and presses upon the sources of subsistence. We cannot hold our own,

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O. W. STARK, Mgr.

saying nothing of progress, unless our methods of production and distribution are constantly improved. All that inventive genius, backed by ample capital, has been able to do in the manufacture of cotton goods, has not overcome the rising price of raw cotton in recent years. Likewise in the last fifteen years every industry has been struggling with the higher costs of food and raw materials. They are the chief influence back of the rising cost of living.

The Bureau of Mines, of the Department of Commerce, at Washington has recently made a report upon gasoline production which closes with the opinion that hope for a supply of gasoline commensurate with the increasing demand depends upon the development of methods for 'cracking' the atoms of crude oil, and thereby releasing larger percentages of gasoline than are now recovered. And so in all the industries there are atoms to be 'cracked' that will release new supplies of the things that have become necessary to our standards of living.

No opportunity to improve the economic organization, both for production and distribution, should be neglected. We must eliminate the friction and waste. Here is a great lesson that our Government administrators, and back of them the voters of America, must learn. We cannot afford to oppose or penalize highly organized, large scale production, for the sake of preserving small scale operations, when large scale production is clearly more effective. The public must have better service than incompetent employers, ill-equipped and poorly located establishments, mediocre ability and haphazard methods can give. But from the time when the weavers broke up the first power looms because they thought machinery would rob the workman of his living, every new departure calculated to simplify industry, to make labor more effective and to increase the production of useful things, has encountered opposition springing from the same type of ignorance. Somebody is required to move out of his accustomed path, somebody has to quicken his pace or learn new work, and there is always, and rightly, the possibility that somebody will get rich.

Frank A. Vanderlip.

#### New Toledo Plant.

The United Grocers Corporation of Toledo, Ohio, took possession of its new Toledo plant on May 1 and installed its manufacturing, packing and cartoning plant equipment, removing its coffee roasting plant from New York and the ammonia, blueing, extract and baking powder plant from Pittsburg. The company will maintain a branch distributing plant in Pittsburg.

#### Carries an Account in Grand Rapids.

When Wm. Alden Smith was in Detroit last week, he called on Henry Ford, who showed him through the Ford factory and handed him a check for \$100,000 to be placed on deposit in the Grand Rapids Savings Bank, of which Mr. Smith is President.

When a job gets too big for you don't be backward about calling in help. There is no merit in sticking to it alone until it is too late to be helped.

#### TRENCHANT TRIPP.

##### He Presents Some Questions to Joseph W. O'Brien.

Allegan, May 15—It would seem that Joseph W. O'Brien's "broad view" of the anti-discrimination insurance law, printed in your issue of April 19, together with Mr. Winship's frank explanation of April 21, has put a quietus upon the opposition so far developed against this now famous iniquity.

Perish the thought. The people of Michigan are slowly but surely walking up to a realization of the results of this most cunningly devised and officially foisted piece of legislation.

Both the above mentioned articles sound good, are splendidly written and worded in a manner to at once command respect and conviction, and if based upon facts that will stand investigation should satisfy all the opponents of this law, at least for the present. It, therefore, becomes a pertinent question whether or not they can substantiate any of their important claims that apply to the question at issue.

Let us classify the important claims made in these two articles, following each statement with another viewpoint, based entirely on the rights of the people, and ask them to carefully consider these suggestions in the spirit in which they are offered, all of us primarily admitting that the people have a right to the correct information based upon actual facts instead of theory.

First, Mr. O'Brien states that the insurance companies have had nothing whatever to do with this anti-discrimination law.

To this I answer, that many well informed men claim that the law came originally from the brains of the big insurance companies, notwithstanding the fact that it first came to light through the National Association of Insurance Commissioners. It seems impossible to prove either claim positively, so let us consider some of the circumstances surrounding the affair.

Calling the insurance companies, their agents, representatives and employees, the sellers, and the people of the State, the buyers of insurance, we find the sellers almost a unit in fostering, favoring and boosting the passage of this bill, while I challenge anyone to give the name of a single buyer of insurance in Michigan, big or little, who ever asked for the enactment of such a law. Add to this the suggestion that more than 75 per cent. of every risk carried in the State was advanced on the very day this act took effect, and his claim has little merit from the viewpoint of the people.

Second. "That the law has not been in operation long enough to show any real results, and therefore it is silly for any one to make any claims for or against it." He says positively it has not added to the insurance cost of any individual in comparison to any other, owning like property under like circumstances.

In direct contradiction to this amazing statement we have (although yet young), an unquestionable advance in the cost of insurance in Michigan on all country frame school houses, churches, blacksmith shops, country stores and all contents, also the contents on all city schools, churches, court houses, reform schools, infirmaries, county poor houses, city halls and fire department houses, thus affecting every taxpayer in Michigan. Every farm risk in the State has been raised except a very few fruit and truck farms. Add to this the untold thousands who were getting a rate lower than the regular board rate on account of competition and the absence of any, "moral or arson hazard," and it would seem mighty cold consolation, as an offset to this added insurance cost, for any individual to simply know or think that all others

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**3**  
Per Cent Interest Paid on  
Savings Deposits  
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Capital Stock and Surplus  
**\$580,000**

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OLD LINE INSURANCE AT LOWEST NET COST

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Bank, Library, Office and Public Building Furniture  
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Improved Size—Handy Sealed Package  
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in Michigan owning, "like property under like circumstances" had also been "plucked," but even this statement lacks many, many thousands of being correct, because every buyer of insurance who for competitive reasons was previously getting a rate below the regular board rate, is now raised under the provisions of this law, which is a positive refutation of the above statement.

If the above advances in the cost of insurance in Michigan are really true, would it not then be more equitable to ask the people of the State if, "it is silly to talk about it," rather than the State representative of a company whose net cash profits the last ten years represent the snug sum of \$16,532,973 on a capitalization of \$3,000,000, showing 550 per cent. net profit in the ten years? Is it any wonder that it is willing and anxious to await more results on a law that absolutely eliminates every vestige of competition in this State?

Third. To his statement that, "Insurance business is governed by the law of general averages, and no man should pay more nor less for insurance than any other man surrounded by like conditions and similar features of construction."

The objection to this proposition is that it entirely ignores everything but the physical hazard in an insurance risk, which is the most unjust feature of the whole law. It encourages and practically puts a premium upon arson and upsets the ideas of some of the greatest students of insurance in the country, who all agree that the moral hazard of arson is one of the greatest problems in the business. There is no legitimate reason why a high-class moral risk should not get a reasonable credit therefor, as against a dangerous moral hazard, and competition did this for us before the enactment of this law.

Fourth. Mr. O'Brien states that, "many great students of political economy have lately decided that competition is the death of trade, and the people should take pride in building up institutions that replace homes and rebuild cities."

This statement throughout seems so ridiculous and unusual that it hardly needs an answer at all. It is entirely in contradiction to all of our splendid anti-trust laws and along the line of Baer's famous, "God given right," expression which so thoroughly aroused the whole Nation a few years ago.

Mr. O'Brien signs himself State Agent for the Home Insurance Company. Statistics show that this company alone has collected premiums in the last ten years amounting to \$119,285,485, and paid back in losses only \$61,733,094 during the same time, a difference of over fifty-seven million dollars in favor of this one company. How many homes and cities has this company rebuilt for the people, and would not the people as a whole, in the last ten years, have been better off by fifty-seven million dollars without the existence of any such company at all?

As to Mr. Winship's claims, I do not believe he is really serious when he states that this law has nothing whatever to do with the size of the rate, because, while the word rate may not be specifically mentioned in the law itself, it does plainly provide that the insurance companies can charge whatever rate they wish and no agent or company can cut this price below what is announced by them or their rating bureau. The companies immediately took advantage of this by a raise in rates all over the State, showing, beyond question, that this law does affect the size of the rate, notwithstanding his claim to the contrary.

I would also ask Mr. Winship if the law that he states was espoused by all but two of the National Association of Insurance Commissioners

was exactly like the bill originally introduced in the Michigan Legislature?  
Burrell Tripp.

**Wafted Down From Grand Traverse Bay.**

Traverse City, May 15—A. D. Surnau, the Empire cream separator salesman, says he has found one thing that is harder to make work than a cream separator. This week he purchased an Overland car of uncertain age and is having the time of his life. The greatest fete he has accomplished is driving through a wire fence. He backed his car out of the field and went a little further and started for the fence on the other side of the road; but his little boy stopped him, saying, "Hold on, Dad, that farmer is a crank and will not stand for your running around in his field."

George Fosymire, the Cadillac candy man, is just able to call on his trade after being confined to the house for a month with a severe attack of rheumatism.

The little city of McBain is going to get in the up-to-date class by putting in one of the best water systems in the State. The Traverse City Iron Works have the contract and are rushing the work as fast as possible. They are now putting up a thirty thousand gallon steel water tank on a steel tower one hundred feet high which will be the best possible fire protection.

John Clemmons, traveler for the John Deere Plow Co. out of Lansing, is able to get out to work again after a very severe illness for about two months. John is one of those fellows we are all glad to see around again.

Traverse City has just added a new auto chemical fire engine and it sure is a dandy. Chief Murray is as proud of it as a boy with a new red wagon. If he handles this with the same skill he does the remainder of the apparatus, fires will be scarce in Traverse City.

D. E. Hillsamer, of Brethren, has sold his general store to Herman Tritten. Mr. Tritten has been a farmer near there for some time and should make a success of the store business.

The Jackson Skirt and Novelty Co., of Jackson, realizing the importance and many advantages of Traverse City as a manufacturing city and through the efforts of the Chamber of Commerce is moving its plant to Traverse City. This is a much needed industry and one that will be paying proposition for the company, as well as the city.

There will be a special meeting of Traverse City Council Saturday to make some of the final arrangements for the Convention. Every member should turn out, as there is work for all and we want to lay the last wire to the successful explosion of the boom of success. F. W. Wilson.

Society weddings come under the head of fashionable ties.

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Merchant Millers  
Grand Rapids, Michigan

Owned by Merchants

Products Sold Only  
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**Nokarbo Motor Oil**

It is the one oil that can be used successfully on all automobiles operated by gasoline or electricity. It will not char or carbonize.

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

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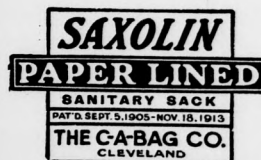
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**Tell Your Miller**

to deliver his flour to you packed in **SAXOLIN**, the Paper Lined Cotton Sanitary Sack.

**HOUSEWIVES** appreciate the cotton for household uses after the flour sack is emptied.

Get a Sack of **SAXOLIN** and prove to yourself that it is the sack that keeps the flour in and the dirt out.

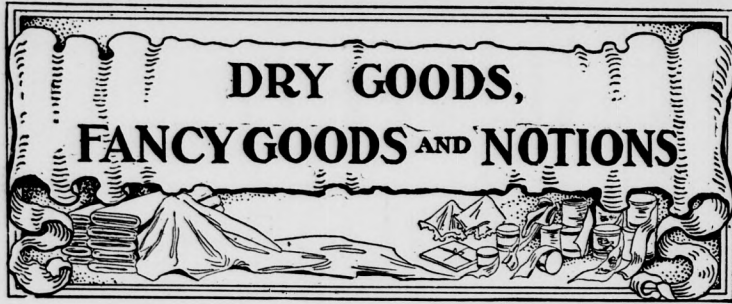


Thirty-three Michigan Millers Can Supply You Ask Them

*The PAPER LINING does it*

THE CLEVELAND-AKRON BAG COMPANY, CLEVELAND

Seal Brand Salt (Morton Salt Co., Chicago) is packed in Saxolin Sacks



### Cape and Fichu Collars the Newest Wrinkle.

Any period will do to take a collar from, Henry II, Byron, Cromwell, Victorian, circular, present day aeroplane, etc., calling for heavy or sheer lace, organdie or delicate embroidery. The cape and fichu effects combined with a collar promise well; fichus show the V opening, reach the waist-line, back and front, and will take excessive trimming. The capes are sheer, often hand embroidered with revers and high roll effects. These are all novelties, the regular staples include vestees, guimpes and collar and cuff sets.

Parisian designs reintroduced the stiff linen collar, showing cuffs with them. Sailor, cavalier and the Eton shapes are all favored. High turn-over, wing-like sides starched very stiff are very tailor-like. A narrow round collar has afforded us quite a baby item with its long tie of surah through buttonholes in front. Pique and linen collars are shaped so as to have a surah tie as a stock around and others have pointed wings and a high turned-over band with surah tie. The ties are of every possible effect; one is of black silk as a 1/4-inch band with a fancy plaited buckle part way as cravat is from the band collar watching its chance to grow shorter as it reaches the waist with a cluster of many loops with three tiny buttons just above.

A large organdy cape with a high roll back and revers front edged with a tiny fine edge; ends from the revers are knotted with a bunch of Easter flowers. Capes of net or batiste, hand embroidered, are thought highly of and will be worn with silk and such frocks as voile. Cerise and coral pink neckwear are increasing. Fashions that were, are being revived, as net fichus edged with plaited frills and held by a bow at the waist, back and front. Double borders of lace will be worn and cascade jabots mounted on simple chemisettes.

Maline and ribbon ruffs often have a few flowers added for ornament, ostrich use tassels as a finish or ribbon loops and ends, marabout has ribbon and this takes in about all, the maline leading. Small velvet or silk capes trimming a coat are frequently finished with a maline neck ruff. The neckwear people think that such ruffs will cut into the wearing of summer furs; the furriers say not.

Silk street dresses are to be worn with fichus of silk crepe, net or soft batiste. Waistcoats are shown for tailored suits. Guimpes are selling well. Lanvin uses this Marie Stuart and Huguenot ruffs for models of

white lingerie edged with a color similar to the gown.

Handsome fabrics for using as plaited Georgette, net and chiffon, are of the shades well known as Basket-dull shades, Rose, blue, helio, navy and the new banana shades are used on the plaitings seen. Washable satin as a collar appears on short, round cape collars; fine organdie does the same for summer.

Easter selling has boomed the sales of linen collars as well as the finer hand worked novelties. Square sailor shapes of very fine organdie with one or more hems of delicate coral pink or blue are worn with a tie of the Windsor variety in stripes. Large cuffs accompany many of the prettiest pieces of neckwear. Starched linen collars are used on soft, fine lingerie waists. Wing effects are still worn standing out or very high. Frill trimming and plain plaiting pall, so much are they introduced.

Cromwell collars or organdie daintily embroidered are sometimes laid over a plain piece of organdie or heavy lace or plain material with edges hemstitched. Net and organdie are used together with narrow frills of lace. Pique collars and cuffs of smart shapes, but plain in make, are especially designed for sport costumes.

Henry II collar of transparent fabrics is boned to keep it erect; of heavy materials when starched it keeps in shape after shaping with the iron. Many of the French designers are busy over lingerie and tailored shirtwaists and while some are freaks, others are smart and becoming as is the band of organdie, pique, etc., that is put around the outline of the neck like a ruffle.

Silk ties of the Ascot and Windsor styles are in dark rich colors and very light pastels. A star-shaped collar has deep points and sections of cross tucks in white and another wider of blue, champagne, lavender, etc., which is plain. Novelties are the best sellers in neckwear. The season opened late, public attention is diverted by ruffs, summer furs, etc., but constant changes in the variety of material and shapes will result in many sales, but keep a lively assortment of novelties. —Dry Goods.

### MODERN AWNINGS—ALL STYLES



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

## EVEREADY FLASHLIGHTS

Are equipped with EVEREADY Mazda Lamps which give a brilliant light remarkable for its whiteness. For doctors and others who require an intense light this is an important advantage.

Let us tell you about EVEREADY Flashlights.

Drop us a line to-day for full information.



C. J. LITSCHER ELECTRIC COMPANY  
Wholesale Distributors  
41-43 S. Market St. Grand Rapids, Michigan

## United Trucks

1 1/2 to 6 ton all worm drive

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

You will be interested in the particulars when you hear about them. Write, wire or visit us personally.

The United Motor Truck Company  
Grand Rapids, Michigan

## Decoration Day

Will soon be here and with it comes the demand for flags. This year more than ever before. Every true American citizen wants to display the stars and stripes. We carry a complete line of wool and cotton flags. Also small flags mounted on sticks. Flag poles and pole holders. Your special attention is called to our flags made of Bulldog Bunting. They look like wool, wear twice as long and cost half as much. Sun, rain and moth proof.

### Paul Steketee & Sons

Wholesale Dry Goods

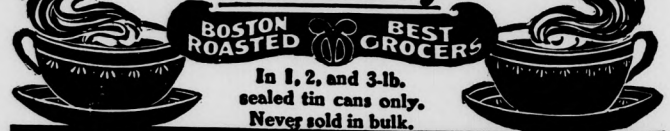
Grand Rapids, Mich.

## WHITE HOUSE

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

## COFFEE

Fragrant—Delicious  
Satisfactory



BOSTON ROASTED BEST GROCERS

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

## SUITS WHEN OTHERS DISAPPOINT

It's the real GOOD things a grocer has to depend upon to make and keep his business reputation; and to make his store headquarters for desirable customers—profitable customers.

"White House" is first aid.  
"White House" is a stand-by.  
"White House" is a winner.

Distributed at Wholesale by

JUDSON GROCER CO.

GRAND RAPIDS, MICH.



**Sagacious Suggestions From Saginaw Salesmen.**

Saginaw, May 15.—It is unfortunate that the State Grocers' Association did not have a J. M. Bothwell boosting for them several years ago. If he keeps up at the rate he is going in organizing and bettering conditions for the grocery men and butchers of the State, he will certainly have some report for the next convention to be held in Kalamazoo in 1917.

We note Jim Goldstein is out with the Big Stick trying to land the U. C. T. convention for Detroit for 1917. Jim, we hope your stick breaks. You know, as well as the rest of us, it is poor policy to meet in a town as large as Detroit. Why, you haven't policemen enough to keep the boys together. All play and no work makes Jack a dull boy and there should be some business transacted at these conventions. Select a small town, keep the boys together and you will accomplish much, both for our good and the traveling fraternity at large.

Have you joined the Amalgamated Association of Lawnmower Pushers yet? If you want to try out, call on the writer. He has a big lawn.

How often we travelers and also the general public go along in the busy whirl of life, noticing only the big things, such as big buildings, big factories, big public men—yes, probably some men whose hearts are not as large and loyal to mankind as those of the common working class? We pick out the big cities and towns to work, passing up many good opportunities in the smaller towns—towns which have done much toward furnishing our country with good loyal American men. The writer has in mind the small town of Ovid, the birthplace of our good friend and fellow traveler, Homer Elliott Reeves, a man whose earnestness and loyalty to his house, his trade and himself have won him a place in the hearts of the merchants on whom he calls and the fellow travelers with whom he meets. His father, Charles S. Reeves (now in the printing business in Grand Rapids), was at the time of his son's birth editor of a newspaper in Ovid. At the age of 10 his father moved to Grand Rapids, where he received his school and business training. In his senior year he left high school to accept a position as furniture designer for Clarence P. Hills, of Grand Rapids, holding this position for ten years, after which time he traveled in Kansas, Missouri and Illinois for the Grand Rapids Show Case Co., with headquarters in St. Louis. Later he worked the Southern states for the O. & W. Thum Co., of Grand Rapids. In September, 1906, the Hershey Chocolate Co., of Hershey, Pa., engaged him to represent it as special factory salesmen, covering Eastern Michigan and part of the Upper Peninsula. Quite naturally, he selected Saginaw as his headquarters, it being one of the best towns in the State and the home of about 700 commercial men. In November, 1912, he married Miss Bertha Putnam, whose father is a prominent business man of Grand Rapids, being connected with the Putnam factory of the National Candy Co. They moved to Saginaw in 1913 and reside at 219 Martha street. Mr. Reeves is a great lover of music, being an accomplished pianist. He is exceptionally fond of home life and few men get more out of it than he. He received his religious training in the Episcopalian faith, his grandfather being a clergyman. He belongs to the T. P. A. at Grand Rapids and is a subscriber and ardent admirer of the traveling man's companion, the Michigan Tradesman. At this writing he is calling on the summer resort trade in Northern Michigan.

Charles A. Judd, manager of the U. C. T. ball club, had his youngsters (?) out on the ball lot Saturday. Charles says the cup will come to Saginaw this year. They play at

Traverse City during the Grand Council meeting.

W. R. Brock, of Toledo, spent Sunday with B. N. Mercer and family in this city. Mr. Brock is a member of Toledo Council, U. C. T., and represents the Gale Manufacturing Co. in Southeastern Michigan.

Thompson & Washburn, general merchants at Brimley, are installing machinery for the manufacture of ice cream and cheese. The equipment was bought of the John W. Ladd Co., of Detroit, through Mike Conaton, Jr.

The Farmers' Co-Operative Elevator Co., of Elkton, is building a creamery and cheese factory which it expects to run in connection with its elevator. It is considered one of the most successful co-operative concerns in the Thumb. John W. Ladd & Co. furnished the machinery.

Mark Brown returned from Recreation Club headquarters on the Au Sable, near Grayling, last week. He reports fishing fine.

The shoe store of Frank Mickalaicz, 717 Genesee avenue, was badly damaged by fire Friday morning. Green Bros. own the building. The loss is covered by insurance.

The Culver-Deisler Co., Saginaw's popular drug house, has been forced to remodel its store, which is located on the corner of Genesee and Jefferson streets, owing to its growing trade. It is putting in new show windows, new glass cabinet shelving and a new and up-to-date soda fountain.

The Melze-Alderton Shoe Co. presented the city fire department with seven boxes of cigars for work done at the fire in the Garber-Buick building, adjoining the shoe house, a week ago.

John W. Thompson, manager-to-be of the New Bancroft Hotel, states that the hotel will be opened about July 1.

Fred Campbell, of the firm of Campbell & Brater, clothing merchants of the West Side, left last week for his future home in Eastport, Me. He has retired from the clothing business.

Mr. and Mrs. William Barie and son, Hugh, have returned from a four months' stay at Coronado Beach, California, where Mr. Barie had gone, owing to poor health. He is much improved. He is the head of Saginaw's big dry goods house, the William Barie Co.

Fellow U. C. T., don't forget there is to be a bang up meeting of Saginaw Council next Saturday night. It will be the last meeting before going to Traverse City and many things of great importance will be brought up, so dodge all dates and be on hand at 7:30 p. m. A nice class will be headed by Fred Fox, general manager of the Lee & Cady Saginaw branch. Mr. Fox is one of our highly respected citizens, a most successful business man and prominent in club and social circles. Don't forget the date and hour and be on hand to help greet that class of good fellows. Remember we all have a duty to perform.

Don't forget that a special train will leave Saginaw for Traverse City on Thursday night about 11 p. m., the week of the Grand Council meeting. Saginaw delegates will be joined by councils from Detroit, Port Huron, Flint, Bay City and Owosso. Dining cars and sleepers will be provided. Make early announcement of your going to B. N. Mercer.

Guy Pfander is again back sliding. Wonder if there's a reason?

Charles Kretschmer, head of the Charles Kretschmer Grocer Co., of Saginaw, has returned to his business after a week's absence, owing to illness. His store is located on South Jefferson avenue and is considered one of the finest grocery stores in Eastern Michigan.

Again don't forget the time, the place and the purpose at Forester's temple. Out of town U. C. T., welcome. I'll see you there.

L. M. Steward.

We are manufacturers of TRIMMED AND UNTRIMMED HATS for Ladies, Misses and Children, especially adapted to the general store trade. Trial order solicited.

**CORL, KNOTT & CO., Ltd.**  
Corner Commerce Ave. and Island St.  
Grand Rapids, Mich.

**TAKING INVENTORY**

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

**Henry Smith**  
**FLORIST**  
139-141 Monroe St.  
Both Phones  
GRAND RAPIDS, MICH.

**GUARANTEED  
BEDDING**  
**QUICK SHIPMENTS**

Mattresses Coil Springs  
Cot and Crib Pads  
Link Fabric Springs  
Sanitary Covel Pads  
Sanitary Couches  
Bulk Feathers Feather Pillows

Made by  
**Grand Rapids Bedding Co.**  
Grand Rapids, Mich.

**Trade  
Stimulators  
For  
Price  
Advertising**

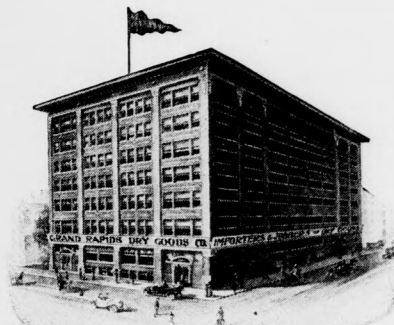
Our monthly catalogue of General Merchandise abounds with these.

Get acquainted with the Yellow Page Specials in each issue of "Our Drummer." They will help you pull trade to your store.

**Butler Brothers**

Exclusive Wholesalers of  
General Merchandise

New York Chicago  
St. Louis Minneapolis  
Dallas



**Bungalow Aprons House Dresses**  
**Kimonas Dressing Sacques**  
**Children's Dresses**

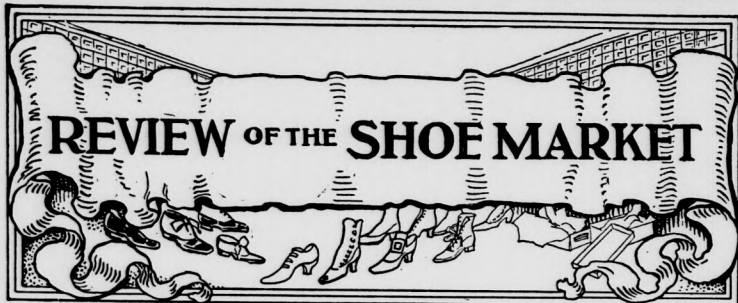
And many other articles in the ready to wear line are now in our stock for immediate delivery. We are offering a good variety of patterns and grades in popular priced numbers. Our salesmen are showing sample lines and will be pleased to compare values.

**Grand Rapids Dry Goods Co.**

20-22 Commerce Ave.

Exclusively Wholesale

Grand Rapids, Mich.



**Getting a Fair Price for Better Grade Shoes.**

Written for the Tradesman.

In every sizeable community there are plenty of people who appreciate the best, and are willing to pay it.

Hitherto retail shoe dealers, and other merchants handling shoes, haven't had the nerve to ask the public a reasonable price for medium and higher grades of footwear.

The time has come when such merchants must get their courage up to the asking point, for this price-fixing proposition absolutely demands readjustment. Shoes of the grades indicated are going to cost the retail dealer more—and he must, in turn, fix the retail price higher.

Now is the logical time to get busy. Just now the public is used to being told that merchandise is advancing in price. They hear it in every store and shop. Even in small commodities, where dyestuff is the only factor that presents a difficulty and offers an excuse, we find that costs are going up—first to the dealer, and then, as a natural consequence, to the consumer.

Shoe strings, for example, are now costing the shoe dealer just twice what they used to cost. Therefore those dealers who have hitherto been selling two pairs of laces for 5 cents must stop that foolishness right away. From now on, one jitney should buy one pair—and that's enough shoe strings at a time anyhow.

A good many things combined, in the not remote past, to force the retail price of shoes down to an unreasonable level. Cut-throat competition, and a foolish—and somewhat nervous—disposition to try and beat the other fellow to it, helped to bring on a ridiculous situation in which retail shoe dealers themselves suffered more than anybody else—although the manufacturers, in turn, felt the disastrous effects of this sort of thing. Every man did that which seemed shrewd in his own eyes, and there was no general co-operation among the men who were supposed to be making a living out of the distribution of shoes.

The result was that the consumer got the benefit of a situation that was created in his favor. He bought one of the most important features of his personal apparel at a price far below its relative worth. He didn't hesitate to pay from three dollars and a half to five dollars for a derby hat, or a soft hat; but four dollars was about his limit for a pair of shoes. And one of the shoes represented more outlay for material and more expense for labor than the one hat which

cost more than the two shoes. The haberdasher or the clothier was obdurate; likewise sensible; Mr. Customer could either take the hat at the price, or let it alone. He took the hat without a murmur. Five dollars got to be the standard price of a standard hat. In course of time the customer came to understand that his hat was going to cost just that, no more, no less. So he went into the hat store with his mind made up. It required no moral suasion on the part of the clerk to get the money. The merchandise commanded it: the advertising taught the customer to expect it.

But with shoes it was otherwise. Dealers got increasingly anxious for business. They began to shave the prices. An attractive last, in excellent leather, would be offered at, \$4.50 or \$4.00—sometimes \$3.50—and presently a competitor got a last almost identical in shape, and with apparently the same kind of leather, and set it in his show window fifty cents to a dollar less. Pretty soon the first dealer announced a corresponding cut to meet the new competition. And so the game went merrily on until profits were reduced almost to the vanishing point. Who was to blame? Nobody but retailers themselves. But the consumer benefitted just the same. He paid the price—and chuckled to himself.

Now the shoes are a big feature in a man's or a woman's personal attire. If you doubt it, it is because you haven't given the matter much thought. The shoes can round out and complete a nifty get-up, or they can absolutely kill the effect of one's toilet ensemble. Women pay anywhere from seven and a half up for a hat—and it's generally away up, too. Perhaps the average woman's hat is somewhere around ten dollars. Why shouldn't she pay an equal amount for her shoes? Are the shoes less important, from a dress point of view, than the hat? Don't they represent as much value in the way of material? Don't they represent actually more value in the matter of workmanship? And so with children's shoes for street and dress wear.

Yet it hasn't been a great while when it was the retailer of exceptional daring who had the nerve to ask six dollars for a pair of modish shoes for women's wear. Now one often reads an asking price of seven, eight and on up to twelve or fifteen dollars. In the big centers, where the traffic will stand more, the price continues on up to twenty-five dollars for specimens of the extremely smart feminine

# Get the Business

Are you in Business for all there is in it?



Men's Brown @ \$1.32

Then don't pass up this **Work Shoe**

*It's a real* **Work Shoe**

don't forget that

**Hood Tennis and rubber sole canvas uppers always lead, and this work shoe is one of the Hood leaders.**

Heavy Brown Canvas, with dirt excluding tongue

Bullseye quality sole

Try them, for they GO QUICK

**Grand Rapids Shoe & Rubber Co.**

The Michigan People

Grand Rapids

# A White Shoe Season

Are You Ready For It?



No. 3514

- Stock No. 3514—Women's white Ostend cloth Lace Oxford, white rubber sole and heel, B, C and D wide ..... \$2.50
- Stock No. 7576—Women's white reign cloth, lace boot, white rubber sole and heel ..... 2.75
- Stock No. 7530—Women's white eight inch reign cloth boot, lace, Louis heel ..... 2.60

**Hirth-Krause Company**

Hide to Shoe

Tanners and Shoe Manufacturers

Grand Rapids, Michigan



footwear. And the dear ladies pay the price. Yes, they fall for it.

Robbery? Not at all. This sort of footwear costs real money to start with. And the style-feature is a precarious thing. The novelty-element is there. The money is made on the early sales. The dealer doesn't size up—ordinarily. Instead he marks down the price on the remaining pairs and cleans them out at cost or below cost. He makes big profits on his early sales in order that he may be in a position to take big losses on later sales—and still win out. That's the only sensible way to play the game insofar as smart styles in women's footwear are concerned.

And what about prices for men's shoes? Going up correspondingly. There is a little island trim that I love to watch from time to time, for it is the place where men's shoes of a particular sort are exhibited. These shoes embody the very latest style-whisper in masculine footwear. Moreover they are splendidly made. Every one of them is a model of high class shoemaking. A man who knows and appreciates excellent shoemaking can stand before that window and dream splendid dreams; or he can take up one of these shoes, study the lines of it, and actually see visions. The price of those shoes runs always, from seven to twelve dollars the pair. And I tell you they are worth it! And the house sells many pairs of them during the season.

I do not mean to say that this concern does the bulk of its business in this class of footwear. That would be far from the truth. But it sells enough of them to make it eminently worth while to keep them in stock. And the manager tells me the number of men who call for that sort of footwear in perceptibly increasing season by season. And prices on the less expensive lines of footwear in the men's department have gone up proportionately. Shoes that used to sell for three and a half and three dollars, now sell for four and a half and five. Shoes that sold for five, now sell for six fifty; and so on.

I was talking with the manager of shoes in a department store the other day, and my attention happened to be attracted to a nifty pair of shoes in an interior trim. They were dull leather shoes, with gray buckskin tops and amber-colored glass buttons. "What's the price of these, Billy?" I enquired. "Twelve dollars," he said, and never batted an eye. And he told me he got the price.

The time has come when the shoe dealer must get a fair price for shoes of the medium and better grades. Conditions demand it. And now, with skyrocketing prices in pretty much every thing else that we wear, and about all that we eat, or otherwise require, there is a good opportunity to get the idea firmly domesticated on the minds of the public. My advice to all shoe dealers is this: go after the price now. *Cid McKay.*

If you are trying to help your clerks to be honest, you are having your cash handled by some system that eliminates temptation to theft.

**Policy Has No Standing in Michigan Courts.**

Dorr, May 12—We are solicited to insure our store building and general stock in the Grocers' Cash Deposit Mutual Fire Insurance Co., of Huntingdon, Pa., and beg leave to enquire what information you can give us regarding same.

De Jonge & Clouse Co.

The letter and accompanying circular were submitted to the Department of Insurance, at Lansing, with a request for information and advice. The following reply is self explanatory:

Lansing, May 15—Replying to your letter of May 12, with enclosure of circular which I am returning to you, I will say that the Grocers' Cash Deposit Mutual Fire Insurance Co. is not admitted to do business in this State. It has never applied for admission to do business since my administration and I understand that it has never applied at all. We, therefore, have no knowledge of its business or record of its business in our official files. I have, however, looked up the institution in Best's Insurance Report, edition of 1915, the edition of 1916 not yet having been received, and in Best's Insurance Report I find the following:

"This company was chartered July 26, 1905, and commenced business September 1, 1905. It is licensed only in Pennsylvania, but writes elsewhere through its home office.

"The company does not take premium notes, but a cash deposit, held as collateral to insure the payment of assessments. The assessment liability of members is an amount equal to their cash deposits.

"Its statement as of December 31, 1914, shows the following: Total admitted assets, \$27,692; net cash surplus, \$27,292; assessment resources, \$1,563,686; premiums received during 1914, \$22,044; net losses paid, \$6,412; risks in force, December 31, 1914, \$1,563,686."

I note from the circular that the amendment to the by-laws has probably been made since the above was written in Best's Report, because Best's Report indicates that the assessment liability is in amount equal to the cash deposit, while in the amendment, as given in the circular, the liability is limited to the cash deposit.

I am sorry that I cannot give you detailed information as to the soundness of the company, but inasmuch as it makes no report to us, I have no means of ascertaining except through such reports as the Best's, which I quoted to you above. Of course a mutual company, properly handled, furnishes good insurance, inasmuch as the member is not only the insured, but the insurer. There is one strength to be claimed in class mutuals in that the risks are scattered and are not subject to the dangers of congested risks. However, as I stated above, the company is not admitted to do business in this State. That does not mean if a resident of Michigan wishes to take his insurance in the company, he cannot do so. It merely means that the company not having complied with the laws of our State, the policy which it issues has no standing in the courts of our State.

John T. Winship,  
Commissioner of Insurance.

# The BERTSCH Goodyear Welt Shoe Line

**IS MANUFACTURED FOR A DEFINITE PURPOSE**

*That purpose is to produce a line of dependable, service-giving footwear on which the dealers can build a substantial business. Every pair ever made by us was built with that purpose in mind and hundreds of merchants in all parts of the country are doing a really wonderful business on them.*

*You will find the BERTSCH shoe sells easily to your trade because the lasts over which they are built are fitters. Every one of them are especially designed to give the utmost in COMFORT, STYLE and SERVICE.*

*Men in all walks of life want the comfort and service that have always been rendered by the BERTSCH shoe. If you are not now handling this line you would do well to INVESTIGATE. That is what hundreds of dealers like yourself are doing.*

*Our plan is to serve our patrons' needs as they occur—that is we keep a large floor stock for the benefit of the retail merchant and make it unnecessary for him to place LARGE ORDERS months in advance. By ordering from our stock as the season approaches and sizing up often during the season you will be able to do your usual business on the smallest possible capital.*

*Send for our new catalog or our salesman will gladly call with his samples.*

**THEY WEAR LIKE IRON**

---

**HEROLD-BERTSCH SHOE CO.**  
Manufacturers Serviceable Footwear      GRAND RAPIDS, MICH.

## Buy R. K. L. Outing Shoes

**"The Kind That Always Wear"**

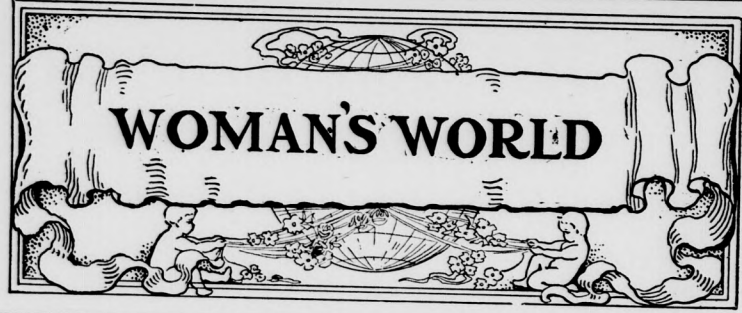
R. K. L. Outings are made in all styles, both black and tan, with chrome and hemlock soles.

**IN STOCK**

No. 8000—Men's Brown Service Outing, Hemlock Sole	\$1.95
No. 8001—Men's Black Service Outing, Hemlock Sole	1.95
No. 8013—Men's Black Chrome Outing, Hemlock Sole	2.10
No. 8023—Men's Brown Chrome Outing, Hemlock Sole	2.10
No. 8015—Men's Brown Chrome Outing, Chrome Sole	2.15
No. 8014—Men's Black Chrome Outing, Chrome Sole	2.15

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**Rindge, Kalmbach, Logie Company**  
Grand Rapids, Mich.



# WOMAN'S WORLD

## Hints for the Bettering of Common Conversation.

Written for the Tradesman.

Cultivate the power and the habit of telling in a pleasant, easy, entertaining way the little interesting or amusing occurrences that fall under your daily observation. It is a fine trait always to have something to say at table that others will like to listen to. It makes a vast difference with the whole day and with the sum total of all the days of a decade or of a lifetime, whether mealtime habitually is livened by cheerful chat of a kind that rests the mind from care and worry, or whether it is given over to a gloomy recital of things that have gone wrong or a general discussion of financial perplexities.

One of the prime qualifications of the good conversationalist is adaptability. Talk only on such subjects and only in such a way as will interest those who may happen to be your hearers. Tell your good story and tell it just as well as you can, but tell it only to the right kind of folks. A joke may be keen and witty, but if a classical education or some other special knowledge or experience is required to be able to see its point, that joke will be lost on the average listener. Not only lost, but the telling will cause an awkward and perhaps even a painful situation.

What one finds interesting depends largely on mental bias. The doings and sayings of a little tot are wonderfully smart and cute to its own father and mother, to its grandparents, and in a lessened degree to uncles, aunts, cousins and friends—the appreciation rapidly diminishing with the degree of relationship or intimacy. Baby's little remarks that "Daddy" would not miss hearing about for anything, may seem silly or even stupid to a caller who is only an acquaintance. Once in a great while a child says something so deliciously funny that it would be a sin not to "give it to the world." It requires a nice sense of discrimination to distinguish these real gems from the sayings that are amusing only to ears that are partial. So before beginning to tell what "my little niece" or "my friend's little boy" has said or done, it is well to consider whether or not one is likely to bore one's listeners.

Don't stretch things in the telling. Don't enlarge on the facts in order to make your story more startling or impressive. Almost without fail exaggeration is detected by one's hearers, and serves only to make the narrator ridiculous.

Don't adopt an oratorical style in common conversation. This is a lit-

tle hard to describe in print, but every one knows men and women who, in telling of the simplest circumstance or event to a friend or two, will employ long words and an elaborate construction of sentences, and use tones and inflections of the voice as if addressing a large audience.

Don't set up to teach other people in ordinary social intercourse. Some women have only to know a little something—whether it is the names and location of the constellations or how to make an especially appetizing marmalade doesn't greatly matter—they have only to know a little something and they seem to want to seat their friends and acquaintances in an imaginary schoolroom and themselves act as instructors. Perverse human nature is most unwilling to learn from such. Even a child objects to having his "ain't" and "hain'ts" corrected by some neighbor or acquaintance acting as a lay martinet out of school hours. The person of the didactic manner usually affects a disagreeable superiority of knowledge, and seems to try to make others feel their ignorance. Few are humble enough to receive any benefit from these self-appointed teachers.

Now it is highly desirable that those who know should impart to others of their knowledge. Some can do this without taking on that offensive "teachy" manner—without setting themselves up on a pedestal. From such as these, others are willing to learn. The person of tact knows better than to attempt to interest the average listener in what is technical or abstruse—only matters of general import are suitable for common conversation. What more delightful than that some one who has the time and inclination to read the important news of the day, should spend a few minutes helping his table companions keep posted? One who has the gift for this kind of thing will be eagerly asked to give an account of passing events.

Don't talk about your ailments. Don't weary and distress your friends and acquaintances or even the members of your own family with a tiresome account of symptoms.

There is nothing new about this injunction. It has been counted bad form to run on about one's physical pains and disabilities for goodness knows how long—probably ever since etiquette was sufficiently developed that the person fastened on felt compelled to stay and listen to the complaining. But no one has as yet spoken the effectual prohibiting word. Persons who ought to know better and who do know better when

**GEO. S. DRIGGS**  
**MATTRESS & CUSHION CO.**  
 Manufacturers of Driggs Mattress Protectors, Pure Hair and Felt Mattresses, Link and Box Springs, Boat, Chair and Window Seat Cushions. Write for prices. Citizens 4120. GRAND RAPIDS

**McCray Refrigerators**  
 for Grocers Write at once for catalog No. 70 that describes fully the McCray line of Refrigerators for Grocers and Delicatessens and 61 that describes McCray Meat Market and General Storage Refrigerators.  
 McCRAY REFRIGERATOR CO.  
 644 Lake St. KENDALLVILLE, IND.

## Tip-Top Bread

Made in a model sanitary bakery, where cleanliness is a commandment that is preached and practiced.

Make "Tip-Top" Your Daily Bread

Tip-Top comes to you wrapped and sealed: it's the Perfect Loaf, Nobly Planned. If you are not carrying it, write and we'll arrange to supply you.

He Lives Well Who Dines on "Tip-Top"

Hill Bakery—A. B. Wilpink  
 Grand Rapids, Mich.

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

Have been built up by years of fair dealing, of honest manufacturing, of 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.

## Appearance Counts

Every grocer should appreciate fully how much the appearance of things has to do with successful storekeeping.

National Biscuit Company products in the well-known In-er-seal Trade Mark packages and the attractive glass-front cans are a bright spot in any store.

They are profitable reminders—they remind customers to buy. National Biscuit Company products have established and maintained a quality that is unapproached in the baking of crackers, cookies, wafers, snaps, cakes and jumbles.

Make the appearance of things in your store a selling factor by stocking with a complete assortment of N. B. C. biscuit.

Zu Zu Ginger Snaps—the best known, largest selling, most widely distributed ginger snaps.

## NATIONAL BISCUIT COMPANY



they think about it, continue to violate every canon of good taste and tax the forbearance of those about them by telling how bad they feel, and just what they think ails their stomachs or their spines or their livers.

No one wants the patient who is seriously ill to maintain a stoical silence regarding his sufferings. Speaking of them occasionally may be a relief. But there are the best of reasons for saying very little except to one's physician about minor ailments.

In the first place, no one cares to hear the details of our slight indispositions. No one but ourselves takes any real interest in every little phase of our feelings. Then too, since the mind has great influence over the body, dwelling on symptoms tends to confirm and fix the diseased condition, lessening the natural and healthy power of throwing it off. There is still another reason for keeping still. This is that our friends and relatives, even those who listen most patiently and with seemingly heartfelt sympathy, discount our description of our aches, pains and discomforts shamelessly. To be assured of this disconcerting fact, we need only note the comments regarding almost any semi-invalid, that are indulged in when she is out of hearing. "Of course she never was very strong and she's not altogether well, but she's not nearly so bad off as she thinks she is." "It's just 'nerves'—nothing serious ails her." "She's always complaining—first it's one thing and then it's another. She's been like that for years. The truth is, it's mainly mental." Do we want to subject ourselves to this kind of criticism and sly ridicule?

Not only physical maladies but other topics that may have sad or painful associations for those present should so far as possible be avoided. General conversation best serves its purpose when it holds mainly to the lighter, brighter side of life. It need not descend to frivolity. Indeed, among the serious-minded, talk often becomes earnest without being any the less enjoyable.

To talk well but never overtalk—never to monopolize the conversation—to draw others out—to put every one in the best of spirits—to detect readily the slightest indication of weariness on the part of one's hearers—and to know when to stop—these are some of the cardinal traits of the really good conversationalist.

Quillo.

**Obsolete Reports Sent Out by Mercantile Agencies.**

Further information in the case of Monro vs. Bradstreet is given in the last issue of the National Association of Credit Men. This is the case where the plaintiff had extended credit on report furnished by Bradstreet, and in which the evidence showed that the report had been based on information obtained by the Agency six months previous. Taking it for granted that the report was up-to-date at the time received, Monro shipped the goods, with the result that the concern was insolvent and

the account lost. In defending the case, the point of redating old information and sending it out as new was ignored, Bradstreet claiming that it was relieved from liability under the protection clause in its contract.

There have been varying decisions in the different courts that it has been in and the point is still in litigation. The decision of the Supreme Court of New York stated that under the protection clause, the agency was relieved merely from making errors and mistakes, but not from knowingly making false reports or negligence through which whole or false reports are made.

Incidents of this kind are as serious as they are frequent in mercantile agency service, which has come to be regarded as a joke by long-experienced business men.

Credit men generally are rapidly coming to realize that what is worth doing at all in credit matters, is worth doing well and worth its cost, and that the method of the Dun and Bradstreet agencies to save expense by simply taking old information from their files and giving it a new date is not only reprehensible, but makes such reports absolutely worthless for credit purposes and many time dangerous. In fact, the whole practice in reality is a reflection on the intelligence of such credit men as can be gulled thereby.

**Profit of \$7,000 on Twenty Acres of Onions**

M. and W. H. Luger, farmers living near Osseo, a suburb of Minneapolis, who two years ago achieved wide fame through their ability to raise on twenty acres an onion crop that sold for \$9,000, report that their efforts in 1915 duplicated the former feat. The last of the crop was sold recently at slightly above \$9,000. The net profit is estimated at about \$7,000.

To the trained mind of a merchant a store presents either a healthy or an unhealthy atmosphere. This is caused by many factors, such as the display of merchandise, the general appearance of stocks, general cleanliness, and the air, attitude and quality of employees. In the healthy store there is an apparent alertness on the part of everybody and the visitor with an air of enquiry is quickly invited to express his wishes. In an unhealthy store quite the reverse is the rule.

**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

**OFFICE OUTFITTERS**  
LOOSE LEAF SPECIALISTS  
*THE Tisch-Hine Co.*  
237-239 Pearl St. (near the bridge) Grand Rapids, Mich.

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

**That String of Autos**

that whiz by your store every week is worth stopping at your door, Mr. Merchant.

Whether they carry tourists or the better people of your town, this trade is worth trying for—it's worth your effort to stop them. Throw up the "stop" signal by installing the

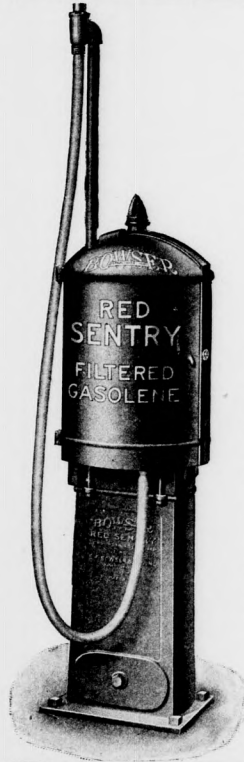


**"Red Sentry" Gasolene Outfit**

at the edge of the sidewalk in front of your store. It will stop the autoist and give you the coveted chance to get the attention of Mrs. Autoist to your windows and goods. This is just what you want, isn't it? Now, Mr. Merchant, is the time to act to get this business during 1916 auto season.

Buy gasolene in any quantities you want, store it safely underground where it can't evaporate, then pump any amount desired directly into your customers' cars, quickly, accurately measured and filtered.

The "Red Sentry" Equipment illustrated here is only one of many self-measuring pumps and storage systems we manufacture. We make outfits for handling kerosene, paint, lubricating and volatile oils of all kinds, and a request for descriptive matter and information concerning anything along this line won't obligate you in the least.



**S. F. BOWSER & COMPANY, Inc.**  
Fort Wayne, Indiana

Sales Offices in All Centers and Representatives Everywhere

**This Pure Food Counter is a Money Maker**

Every live grocer should have it. It displays and stores thirty lines. Increases sales by showing the goods to customers. It uses space wasted with old style counters. Saves real money by eliminating spoilage from dust and dirt—mice and other vermin. The

**SHERER PURE FOOD COUNTER**

is now being profitably used by 40,000 up-to-date grocers. Every one of them has a better looking store and is money ahead since installing it. Be modern! Shererize your store. Make kindling wood of your old-style, space-wasting counter. The "Sherer" is "show window," "counter" and "storage" all in one. You need it.

**Send for Our Booklet E**

It proves that you're losing money every day until you get a "Sherer." Also tells how you can pay us as it pays you.

**Sherer-Gillett Co.**  
1707 So. Clark St.  
Chicago



PATENTED



**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.

#### Practical Experiences in Selling Household Specialties.

Written for the Tradesman.

In most hardware store, the household goods department is given a prominent place. Modern hardware dealers do not need to be told the importance of this department. The hardware store which does not carry a fair line of households is a rara avis.

Such a rara avis, however, Graham found when he bought out Old Man Crabb's business in the small town where he had decided to locate. Graham was a typical young hardware dealer. He had had several years' experience behind the counter in what might be termed an average store. Old Crabb, on the other hand, had been brought up in the prehistoric idea of hardware dealing. His store had always been a man's store. It was gloomy, disordered, unattractive.

Graham spoke in his young enthusiasm of taking on a good line of households. Old Crabb shook his head wisely.

"There's nothing in 'em—at least in this town," he declared, with conviction. "I tried 'em myself, and I know. Just look here."

He led the way to the back of the store, where, stacked on the shelves, were twelve dozen (in various sizes) of a blue enamelware teapot with percolator top. It appeared that one day a traveler had dropped into the store, whose enthusiasm kindled Old Crabb to a momentary progressiveness. Old Crabb ordered twelve dozen, to get the special price by the wary traveler.

"And just look there," he declared, dimly. "There's eleven dozen of 'em waiting. They've been here all of five years. He talked a lot about catering to the women folks," groused Crabb. "Well, the women folks in this town aren't interested. I don't want to deal with them. I've always dealt with men. Men don't haggle, men don't waste time, men buy fifty dollars worth of goods while a woman's buying five cents worth."

Graham said nothing. He took hold of the business, dusted it off a bit, talked a little ginger into the old clerks and the junior, and shifted the old lines to make a more attractive showing. He did not plunge into households, make a million in a few weeks, and sell to everybody who

came along. That's not the way the hardware business breaks in real life, although it may do very well on paper. Graham went carefully, feeling his way with the lines he had, getting in touch with the steady customers, getting his mind attuned to the keynote of the community. He did not know but that, perhaps, after all, Old Crabb, with his long experience of the place, wasn't approximately right in his relative estimate of men and women as customers.

Still, it was necessary to get the money out of those blue enamel teapots with the percolator tops. Eleven dozen—count 'em.

He put on a window display, ticketed the goods, bought forward the balance of the stock to one of the front counters, and coached the salespeople in regard to talking them up. The line went fairly well. The entire stock was cleaned out inside of a few weeks.

The first week the percolator teapots were going, Graham had a call for a clothes drying rack—a folding device that could be put out of the way when not in use. He handled washing machines and wringers, but had given no attention to the smaller allied lines. Similarly, he had carried stoves and ranges, but had practically nothing in kitchen utensils. The young man realized, what the unprogressive Crabb had never sensed, that the modern hardware dealer's business was, not merely to sell ranges and washing machines, but to equip the kitchen and the laundry-room.

The result was that he put in a full line—ironing boards, tubs, tub stands, clothes baskets, mangles, racks and similar lines; and for the kitchen a complete line of tinware and granite-ware.

Naturally, the new lines crowded the old stock considerably. Then, too, Graham found himself oppressed with a sense of Crabb's wordly wisdom in another respect. The woman customer who bought a ten cent item of tinware took as much of a clerk's time as did the man who purchased a \$25 order for builders' hardware.

A solution of this selling problem Graham found in the 10-cents stores of a nearby city. He put in a number of tables, on which he arranged in neat display a variety of household lines. Here were shown sleeve irons, charcoal irons, clothes line, food choppers, scrub brushes, salt cellars and other households, as well as various lines of tin and granite-ware. Everything displayed was price tagged. Graham discovered two things as a result of the experiment. The goods

sold more, and—since the price tags and show cards accompanying them were self explanatory—the selling took less of the clerks' time. The experiment demonstrated, too, another fact worth remembering in any household goods department. Womenfolk like to examine such articles at close range: and, as a rule, would rather pick them up themselves than have them shown by clerks. Finally, small articles—retailing anywhere from 10 cents to 25 cents—can in many in-

Use Half as Much  
**Champion Motor Oil**  
 as of other Oil  
 GRAND RAPIDS OIL CO.

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

#### Sand Lime Brick

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

Brick is Everlasting

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

#### Signs of the Times Are Electric Signs

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

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

**THE POWER CO.**

Bell M 797

Citizens 4261

#### AGRICULTURAL LIME BUILDING LIME

Write for Prices

A. B. Knowlson Co.

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

#### Diamond Tires

Black Squeegee Tread Red Wall  
**VELVET RUBBER**

Are built up with the toughest of fabrics and the strongest of beads into a scientifically balanced tire—strong in every part—is a big reason for its success.

Distributors  
 Sherwood Hall Co., Ltd.  
 Grand Rapids, Mich.



#### We Want Correspondence

With parties contemplating Steam or Water Heating. A forty years experience means intelligent construction. In a school heating way over three hundred rooms is our record.

**The Weatherly Company**  
 218 Pearl Street. Grand Rapids

# REYNOLDS

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

# SHINGLES

Reduces Fire Insurance Rates

Will Not Ignite from Flying Sparks or Brands

Sold by  
 All Lumber Dealers

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

## Foster, Stevens & Co. Wholesale Hardware



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

**Grand Rapids, Mich.**



stances be sold simply as a result of displaying them.

The table had one disadvantage, that as first installed they took up a great deal of room while at the same time the space underneath was largely wasted. Eventually Graham replaced the original tables by combination stock and display tables, which showed samples on top and had shelf-space for the storage of reserve stock underneath. By this device the waste space—an important consideration in a small store—was utilized; the clerks could fill orders instantly without breaking the display; and it was a matter of a few moments each day to keep an eye on the stock and see that no popular line was allowed to get too low. These combination stock and display tables were arranged down the center of the floor, in such a way that customers could move around and examine the goods at leisure.

All these things developed in Graham's business from a slight, tentative beginning with a left over line that his predecessor had condemned as quite unsalable. As the business grew, Graham found that it not only helped to hold the old trade, but drew an entirely new class of customers. Thus, the stocking of household goods greatly helped cutlery sales; and furthermore had an appreciable effect in stimulating the regular stove and range business. The small lines far from injuring, did a great deal to stimulate the sale of the big lines on which Old Crabb had by choice concentrated his attention.

What Graham accomplished was done in a small town without any spectacular methods. He utilized a merely reasonable amount of newspaper advertising space. In his advertising policy, however, there were two important features. In the first place, he made it a point to describe the goods and their uses, as tersely and attractively as he could. In this connection, prices were quoted in every instance, and wherever possible electrotypes were used.

The other feature was the use of "leaders"—an idea adapted from department store methods. These were not regular lines on which the prices were cut below a profit-bearing figure, but special lines purchased for the purpose and sold at a slight advance on cost. These leaders were not pushed in the actual selling; in fact, they were shown at the rear of the household department, so that the customer in going to them had to pass practically every other line. On the other hand, new lines which were being introduced at regular prices and which Graham intended to handle permanently were aggressively featured by the salespeople.

Victor Lauriston.

**Decision on Trade Mark Infringements.**

In two recent cases turning on the subject of trade mark infringement and unfair competition, the United States Supreme Court has decided that, according to common law, the trade mark is considered merely as a protection for the good will of the business and, there-

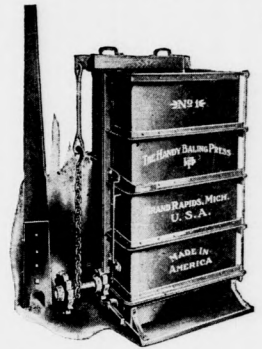
fore, is not a property right except in connection with such business. Consequently, the Court holds, while the trade mark is valid and controlling in those markets in which it was already employed, this is not so in markets where the trade has not gone and where the particular mark of identification signifies the goods of another. The Court endorses the ruling of the lower court: "Since it is the trade and not the mark that is to be protected, the trade mark acknowledges no territorial boundaries of municipalities or states or nations, but extends to every market where the trader's goods have become known and identified by his use of the mark. But the mark, of itself, cannot travel to markets where there is no article to wear the badge and no trader to offer the article." The right of the manufacturer first adopting the particular trade mark, the Court holds, does not extend to territory in which no operations have been carried on or toward which operations would tend in the natural expansion of business. This is not the case, however, when a rival dealer seeks to establish a business within the confines of a state where the original user of the trade mark has carried on his business extensively and continuously.

Most of us can see a sorrow twice as far away as a blessing.

We made a short price offer on some Bankrupt Hardware in last week's **Tradesman**. Better look it up and send us an order. Then watch this space for our next week offer.

**The VanDervoort Hardware Co.**  
Wholesale Hardware      Lansing, Michigan

**The Handy Press**



**All Steel Fire Proof Paper Baler at**

**\$25.00**

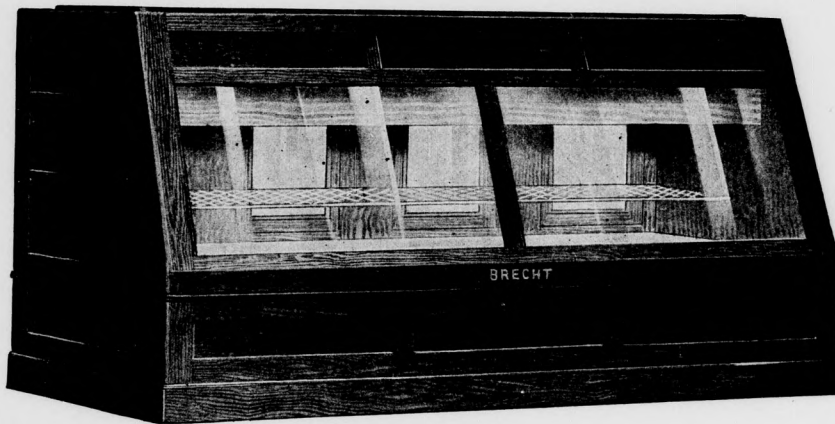
(Also larger sizes)

**Proved by years of service**

*Write To-day*

**The Handy Press**

Manufactured by  
**The Grand Rapids Salvage Co.**  
Grand Rapids, Mich.



**K**EEP 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.

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

Keeps  
fresh meat  
fresh

40 degrees  
temperature  
or lower  
as wanted

Freeze if  
you choose

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.

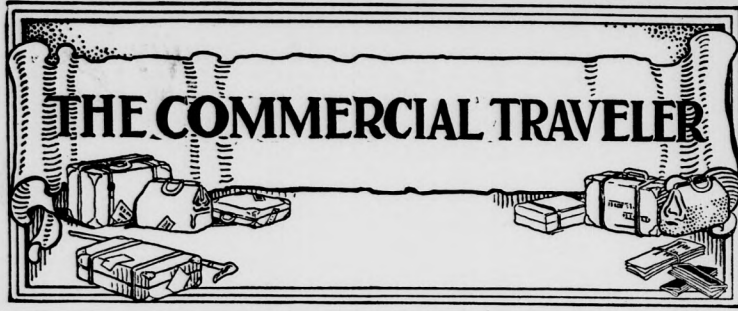
**The Brecht Company**

Established 1853

St. Louis, Mo.

New York, 174 Pearl Street

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.



**Grand Council of Michigan U. C. T.**  
**Grand Counselor—Walter S. Lawton,**  
 Grand Rapids.  
**Grand Junior Counselor—Fred J. Moutier,**  
 Detroit.  
**Grand Past Counselor—Mark S. Brown,**  
 Saginaw.  
**Grand Secretary—Maurice Heuman,**  
 Jackson.  
**Grand Treasurer—Wm. J. Devereaux,**  
 Port Huron.  
**Grand Conductor—John A. Hach, Jr.,**  
 Coldwater.  
**Grand Page—W. T. Ballamy, Bay City.**  
**Grand Sentinel—C. C. Starkweather,**  
 Detroit.  
**Grand Chaplain—F. W. Wilson,**  
 Traverse City.  
**Grand Executive Committee—E. A. Dibble,**  
 Hillsdale; **Angus G. McEachron,**  
 Detroit; **James E. Burtless,** Marquette;  
**L. N. Thompkins,** Jackson.  
**Next Grand Council Meeting—Traverse**  
**City, June 2 and 3, 1916.**

**Pickings Picked Up in the Windy City.**

Chicago, May 15—The Chicago boulevard system is one of the finest in the country and one can drive for miles and miles and not cover the same one in any one day. Don't leave that auto home. Bring it with you. You have a sixty day grace on a Michigan license.

Jack Dietrich, of Grand Rapids, passed through Chicago Wednesday en route for Freeport and Peoria, Ill., in the interest of the G. J. Johnson Cigar Co.

William Rooney, formerly of Grand Rapids, now at Peoria, Ill., was a Chicago visitor last week. Mr. Rooney still stands by the old town of Grand Rapids.

One of Chicago's biggest little restaurants is at 225 North Clark street, owned by R. M. Faulkner, who was originally at Charlevoix. Mr. Faulkner still maintains a home in Charlevoix, where his family spends the summer. He has just one ambition, and that is to get back to Michigan.

H. M. Gillette, formerly of Detroit, of late Chicago salesman for the Webster cigar, is now working the Pandora line through Sprague, Warner & Co. Good salesmen are always in demand. Harry knows how.

William F. Werkerle, of 553 Fourth avenue, Detroit, spent a few days in Chicago last week on business. When the writer saw him he was telling a friend what a great city Detroit is. Oh, well, all towns in Michigan get a lot of publicity.

Some of the delegates of the National G. O. P. convention in June are on the job early. Two floors of the La Salle Hotel have been reserved for the Bull Moose delegates. It takes a lot of room sometimes to handle some bulls.

The following comments regarding the Michigan Tradesman have been made to the writer by a number of Chicago subscribers:

"If not on time Thursday of each week, worry."

"Have discontinued other papers for it."

"All news up-to-date."

"General reading of the best."

"Keep all copies for ready reference."

"Never tiresome."

"Advertisements arranged in very attractive style."

"Market quotations carefully followed."

"Suggestions pertaining to store sales, window displays and matters

pertaining to general merchandising carefully noted and memorized."

The front cover of the Tradesman always contains a poetical masterpiece which helps the reader to take inventory of himself and improve.

The Tradesman not only covers all matters referred to above, but has its news so condensed and correctly stated that the small dealer can, by a glance and by following its advice, accomplish better results in his or her business, and the large merchant can grow more successful if he will follow its suggestions.

It is reported that Theodore Roosevelt will lease a private home during the Republican convention in order to spread himself when the proper time comes. C. W. Reattoir.

Boys, did you remember that mother of yours with a letter or a bouquet of carnations last Sunday? If you didn't, you failed in a most sacred duty. Remember, never let that wordly duty stand between you and the one who has always borne those trails and tribulations for you with a golden smile intermingled with locks of silver gray.

Mike Conaton, Jr., who is spending a couple of weeks up in the copper country, reports everything in good healthy condition. He is hoping to run across some of the boys from the Southern sections to play rum with. Mike says he traveled all last week without seeing a game of cards on the train. Good example, Mike, follow it.

That man may count himself a success who has done some one thing better than anyone else in town has done it.

**Livingston Hotel**  
 Grand Rapids, Mich.  
 Fine Cafe in Connection  
 Entertainment Every Evening

**Snyder's Restaurant**  
 41 North Ionia Ave.  
 4 Doors North of Tradesman  
 Special Dinners and Suppers 25c

**HOTEL CODY**  
 EUROPEAN  
 GRAND RAPIDS, MICH.  
 Rates \$1 and up. \$1.50 and up bath.

**MERTENS**  
 GRAND RAPIDS  
 Rates \$1.00  
 With Shower \$1.50  
 Meals 50c  
 WIRE for RESERVATION  
 A Hotel to which a man may send his family

**FREE HOTEL SITE**  
 Will give site for a summer hotel to reliable parties, at an established resort near Traverse City on Grand Traverse Bay. About twenty-five cottages, fine bathing, fishing, motoring, golf and tennis facilities. Neahawanta Resort Association, Traverse City, Mich.

**Hotel 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

**CHICAGO BOATS**  
 Graham & Morton Line  
 Every Night

**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

**Park Place Hotel**  
 Traverse City, Mich.  
 The leading all the year 'round hotel in Northern Michigan. All conveniences.  
 All outside Rooms.  
 America plan.  
 W. O. HOLDEN, Mgr.

**The Hotel Geib**  
 Eaton Rapids, Mich.  
 L. F. GEIB, Propr.  
 AMERICAN PLAN  
 Artesian Water Steam Heat  
 \$2 Per Day  
 Sample Room in Connection

**Bell System**

Atmosphere is a term used by artistically inclined people to express an indispensable something necessary for the proper development of temperamental studies. Painters, writers, players travel far to get this needed inspiration.

Atmosphere is of equal importance to business and social expansion and it is constantly available over the telephone at your elbow.

If there be an important deal on, a decision to be made or a meeting arranged for, create the atmosphere over the telephone by a serious, thoughtful, enthusiastic conversation. Study your topic; study your man; study your approach, your argument and your climax. Thus fortified, no matter how far away you are, your atmosphere can be transmitted over

**The Long Distance Telephone**

Michigan State Telephone Company



### Balmy Breezes Blown Over From Port Huron.

Port Huron, May 15—The coal dealers of this city are experiencing considerable difficulty in obtaining their summer consignments by the water route. The rates by boat from the different shipping points have increased nearly 100 per cent. and even at this increase it is almost impossible to obtain assurance of delivery, as every boat of navigable condition has been pressed into service to take care of the enormous traffic.

A night school for foreigners has been inaugurated at South Port Huron for the benefit of those in the factory district. Classes are held in the basement of the Methodist Episcopal church. Much interest is being taken by the students in this work. Their chief effort is to learn the English language and to familiarize themselves with the immigration laws.

A petition from Port Huron township has been filed with Probate Court, asking for the recall of Charles A. Bailey and John Currie, justices of the peace and members of the township board. A date has not yet been named for the recall election.

The season's formal opening of the Port Huron Golf and Country Club May 10 was marked by a friendly competition among forty-two of the members. The losing side stood for a supper at the club house in the evening.

A fine selection of European war relics was presented to the city library by W. B. Robeson, of the Robeson Preservo Co., who has just returned from an extended trip in England. Among the souvenirs of war are many interesting articles picked up at Verdun.

The trustees of the city hospital have started a campaign to raise \$25,000 for the purpose of enlarging the building and also to erect a separate building for the nurses. A considerable inconvenience has been experienced for some time on account of limited room.

Larned Carter & Co. are now completely established in their new quarters in the Saunders building, at the corner of Military and Court streets. They are occupying three floors of this building and their present daily output is now nearly 100 dozen overalls. This will be increased as fast as the company can get help.

The self-serve restaurant of S. D. & Ben Goldsmith has been sold to Sam Moskowitz, of Detroit, who is moving his family to this city to take personal charge of the business.

H. F. Stucke has been appointed to succeed the late A. F. Kishpaugh as manager of the Grinnell piano store. Mr. Stucke comes here with a record of a very successful manager of several Grinnell stores in other cities.

Roy Dease has left for Iowa to assume his duties as State representative of the Anker-Holth Manufacturing Co. Mr. Dease has been employed by the company for several years. Observer.

### Boonlets From Bay City.

Bay City, May 15—Bay Council held its regular monthly meeting Saturday night, with fifty members being present. Considerable business was transacted and the matter of attending the Traverse City convention was thoroughly discussed. A large number of the members favored the proposition of joining with the Detroit, Saginaw and Flint councils for a special train and, after some discussion, the matter was left to the entertainment committee to complete arrangements for the trip. About fifty members expect to go and are anticipating a very pleasant time. Will Dryer, manager of the base ball team, expects to have his boys in condition to capture one of the prizes to be offered to competing teams.

Matt Behrman, representing the San Telmo Cigar Co., who has been working out of Saginaw with the Blackney Cigar

Co. since the first of the year, presented the boys with 100 San Telmo cigars, which they enjoyed and pronounced the best ever. A vote of thanks was tendered Mr. Behrman for his contribution.

The following names were added to the Council's membership list: Frank Klooz, J. J. Humphrey, Dan McCuaig, Joseph Gibson, A. E. Ward, John Wilkinson, John E. O'Shea, Paul H. Lipke and Robert Paul.

The Iosco Hotel, Tawas City, has been sold to W. M. Allen, of Whittemore, who took possession Tuesday morning, May 2. Henry Kane, the former owner and proprietor, will continue his automobile and garage business.

David J. Bergeron, who for the past five years has worked territory north of Bay City on the D. & M. Railroad for Armour & Co., has resigned his position and accepted a position with the National Grocer Co., Bay City.

Joseph L. Rounds, for several years city salesman for the Saginaw Milling Co., Saginaw, recently resigned his position and is now covering the territory north of Bay City on the Michigan Central Railroad, succeeding William McKay, who, on account of ill health, was compelled to give up the work and is now in Asheville, North Carolina, hoping to be benefitted by a change of climate.

Two hundred ministers and laymen are expected to visit Bay City this week attending the seventy-fourth annual Michigan Congregational conference.

Richard P. Leahy, owner and proprietor of the Wenonah theater, with others, has closed a deal by which they became owners of the Washington theater property, involving a deal of approximately \$70,000.

The Lewis Home Furnishings Co. has been organized in this city with a capital stock of \$20,000 for the purpose of carrying on a mail order business in house furnishings, furnaces, etc., in connection with the ready-cut-house business of the Lewis Manufacturing Co.

The Master Horseshoers' Protective Association of America will hold a State convention in this city next Tuesday and Wednesday. It is expected that this gathering will bring 400 visitors to the city. W. T. Ballamy.

### Going After the Co-operators.

At a meeting of the creditors of the Arcadia Co-operative Co., held in this city May 16, Adrian Oole, of Traverse City, was elected trustee in bankruptcy. The assets of the estate were originally taken over by Mr. Oole as trustee under a trust mortgage prior to bankruptcy and he now has on hand \$890 as the proceeds of the sale of the stock which was appraised at \$1,150.22. The liabilities are about \$2,500. About 165 farmers were stockholders in the enterprise and owe the company from \$5 to \$10 apiece. It is proposed to force payment on these amounts, which, if successful, will enable the trustee to pay the creditors about 50 cents on a dollar. A dividend disbursement of 10 per cent. was authorized May 16.

### Price Reform for Underwear.

The National Wholesale Dry Goods Association has inaugurated a very strong campaign for the abolition of fixed retail prices on underwear, particularly on twenty-five and fifty-cent grades. The active work is being done through the Jobber's Association of Knit Goods Buyers.

When you hear a man complaining of having a family to support, the chances are that he lives on the fruits of his wife's labor at the washtub.

Misfortune is no respecter of persons—and neither is fortune, for the matter of that.

### Jaunty Jottings From the Jackson Jurisdiction.

Jackson, May 15—Louis M. Spencer, for several years a groceryman of Ann Arbor, has associated himself with the firm of M. Norris & Co., of this city.

Jackson Council has been invited to visit Hillsdale Council next Saturday evening. A banquet will be served at the Keefer House at 6:30 and the Jackson degree team will exemplify the work in the Council chamber after the banquet.

A. T. Lincoln, local agent for the Buick car in Hillsdale, spent a few hours in Jackson Sunday.

George B. Dunlap, the Ypsilanti grocer, visited his ranch in Montana last week. Mr. Dunlap says that things are looking good in Montana and the little city of Billings has 350 traveling salesmen. His land is about four miles from that city.

Snyder & Fuller, of Grass Lake have a new sign to denote their place of business.

Some of the Adrian merchants think that a wholesale grocery house would do well in their city. It is a good distributing point and some have suggested to A. J. Kaiser that he would receive the support of the trade if he would become a wholesaler.

Fred Clarke, veteran hat salesman of Detroit and an old member of the U. C. T., is at the home of his sister, in this city, seriously ill. His many friends hope for his speedy recovery.

Jackson wants 1,000 houses at once for the new residents who are coming to the city.

Many of our traveling men are planning on going to Traverse City to attend the Grand Council meeting June 2 and 3. The ball team has returned from the South and after the meeting in Traverse City will return from the North, we hope as victor.

A certain Michigan canner was in our city last week and said he thought the Michigan State Cannery ought to put on their label, "Michigan State Prison."

Jackson—75,000 in 1920.

Spurgeon.

### Ludington Seniors Lack Loyalty to Home Merchants.

Ludington, May 15—When some of the girls in the senior class at the public high school appeared in classes wearing white sailor suits it created something of a furore. Nothing may have been visible on the surface but there was an undercurrent that swept through the hearts of next June's graduates. A feeling like lead pressed down and made breathing a difficulty. Behind this near-tragedy is a tale worth relating.

Some months ago a movement was started among the senior girls to wear white sailor suits at the graduation exercises in June. A proposition to order the suits out of town, patronize a mail order house or manufacturer, was suggested. Some one had some advertising matter describing the suits. Opposition was raised to following this course but by a majority of two votes it was decided to place the order. The price of the suits was \$6, cash with the order.

Recently thirty-two suits arrived. They are not satisfactory to the girls. It is said that the material is not nearly as good as the price would indicate. In some respects the suits are said not to conform to this spring's styles. A fair price for the suits would be \$4.

"Why did you wear your graduation suit to school?" one girl was asked.

"Mother was housecleaning and I couldn't think of anything more suitable to wear to help her," was the rejoinder.

It is stated that no attempt was made to purchase the graduation suits through any local merchant. No opportunity to get in on the deal was given Ludington men who have means of supplying special orders.

It appears to be simply a case where mail order shopping appears more at-

tractive than buying at home, but as in many other instances the result has proved unsatisfactory. To the girls whose clothes are an item of expense which her parents must carefully consider the incident is one not to be passed over lightly.

### Fraudulent Advertising Defined.

In defining more clearly than ever before what constitutes dishonest advertising through the mails, the Supreme Court held in effect that advertisers, even though they give purchasers value received for their money, are guilty of fraud if by exaggerated advertising propaganda they have led clients to expect more. Officials declare the decision will pave the way to scores of prosecutions and make possible the enforcement of a much more stringent Federal supervision of mail advertising.

The opinion was announced by Justice McKenna, reversing the District Court in Southern Florida, which quashed an indictment against officials of the New South Farm Home Co. The indictment charged unlawful use of the mails in selling ten-acre farms. The Florida court held that if a purchaser received his money's worth, exaggerated propaganda was not fraud. Justice McKenna took the position that it was an offense if the article sold did not serve the purpose represented, no matter what the value might be. In discussing what constituted a criminal offense under the statute governing the use of the mails, Justice McKenna said:

"Mere 'puffing' might not be within its meaning (of this, however, no opinion need be expressed), that is the mere exaggeration of the qualities which the article has; but when a proposed seller goes beyond that, assigns to the article qualities which it does not possess, does not simply magnify in opinion, the advantages which it has but invests advantages and falsely asserts their existence, he transcends the limits of 'puffing' and engages in false representations and pretenses.

"When the pretenses or representations or promises which execute the deception and fraud are false they become the scheme or artifice which the statute denounces. Especially is this true in the purchase of small tracts for homes."

The place to begin to save money is on the little items rather than waiting for a chance to make some big, spectacular saving—which will never be made.

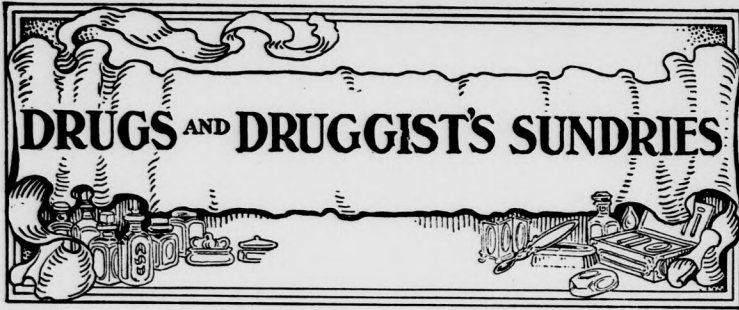
That new leaf possible needs to be fastened down with fool-proof cement.

## Cushman House PETOSKEY

Leading Hotel in Northern  
Michigan

W. L. McMANUS, Jr., Prop.

We always take care of our regular patrons during resort season if they give us one day's notice in advance of their arrival.



**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. Stetee, 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.

**The Improvements in Two Decades.**

The great or radically important improvements in soda as served at counters in the past twenty years have really been very few.

The introduction of ice cream soda, which made soda appeal to everyone.

The use of so-called hot soda—really hot drinks, which popularized the all-the-year soda service.

The use of shaved ice in drinks and with fruit.

The creation of the sundae with its unlimited variety.

The discovery of concentrated fruit syrups for use in place of fruit juices or extracts.

The perfection of the automatic carbonator permitting the making of soda water on the premises at a nominal cost.

The introduction of crushed fruits with their large possibilities.

The use of raw eggs in making soda drinks of various kinds.

The introduction of whipped cream in connection with sodas, sundaes and egg drinks.

The use of marshmallow at soda fountains.

The development of the luncheonette at the fountain, which has had

and will have a further development.

The use of electric utensils, especially mixers.

The application of sanitary service in every phase, which has caused public confidence in soda.

Individual paper cups.

The discovery and perfect development of the present sanitary pump soda fountain with all its conveniences.

These introductions are not many, but they have been almost revolutionary in their effect, and each and every one of them has resulted in the betterment of the soda trade and the large increase in the volume of business done. Some few of the changes have resulted in the doubling of business many times over in the short space of two or three years.

**Artificial vs. Natural Ice.**

Natural ice has a greater refrigerating power than manufactured ice, is the opinion voiced by Ex-President Belcher of the Mountain States Ice Manufacturers Association, in the course of remarks made while acting as chairman of the recent convention of that Association in Denver, Col. A cubic foot of natural ice, according to the speaker, does not weigh as much as does a cubic foot of the manufactured article, because of the presence of air cells in the former. This confined air, the speaker stated, when set free by the melting of the ice, adds materially to the refrigerating effect.

The great talking point in favor of the manufactured product is, in the opinion of Mr. Belcher, the fact of its purity, which is ensured by the conditions under which it is made. This makes it far more reliable from the standpoint of safety where it is employed as an actual constituent of products intended for human consumption.

**Citizens Telephone Service**

**SPEAKS FOR ITSELF**

**14,983**

Telephones in the Grand Rapids Exchange, an increase of over 1,000 in the last six months.

We Want You                      You Need Us

**Citizens Telephone Company**

Call Contract Dept. 4416



**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

*Malt and Hop Tonic*

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



*Grand Rapids*  
**BREWING CO.**  
 For Sale by all Wholesale Druggists



THE LOUIS LIVINGSTON SEAMAN MEDAL

Awarded to  
**The Diamond Match Company**  
 in Recognition of Humanity, Public Spirit  
 and Industrial Achievement

This announcement will interest you as a Grocer,  
 as a Citizen, and as the Head of a Family

**The Meaning of a Medal.**  
**—The Joy of Being Useful.—**

"It can be safely asserted that the Diamond Match Company, more than any one person or interest, has been responsible for the great improvements made in the match industry during the past few years—the elimination of occupational disease from the factories and the promotion of safety in the home."—(Extract of Special Bulletin of the American Museum of Safety, Announcing the presentation to The Diamond Match Company of the Louis Livingston Seaman Gold Medal.)

Our aim is to produce matches that are the last word  
 in quality and safety:

Safe to Make—Safe to Use—Safe to Sell—and  
 Safe to Recommend

**THE DIAMOND MATCH COMPANY**



Now is the Time to Consider

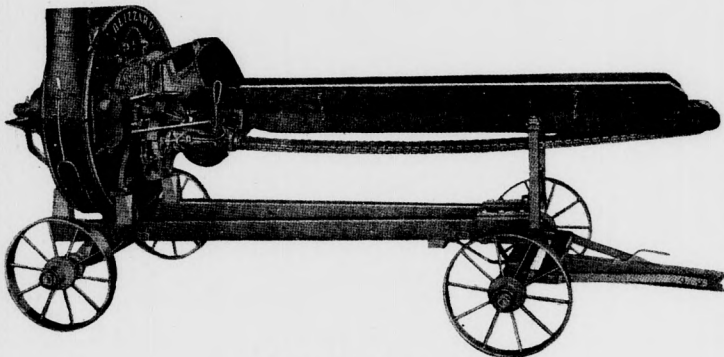
**Spraying Materials**  
**Arsenate of Lead, Paris Green**  
**Mixed Paints**  
**Stains and Varnishes**  
**White Lead**  
**Linseed Oil, Turpentine**

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

**Hazeltine & Perkins Drug Co.**

Wholesale Druggists Grand Rapids, Michigan

**"BLIZZARD"**



**Safety First**

The "BLIZZARD" is absolutely safe. Every machine is tested at double the speed required in actual use, before leaving the factory. You will find machines on the market that are advertised to elevate at low speed. Chances are that kind of a machine would not be safe to run at higher speed, like the "BLIZZARD." Fact is, the "BLIZZARD" will elevate just as high at the same speed as any other machine made, but the extra speed is only one of the reasons for the enormous capacity of the "BLIZZARD." Every revolution of the wheel makes as many cuts as there are knives on the wheel (the "BLIZZARD" can be equipped with either two or four) consequently speed is an important factor in making big capacity. And remember, the "BLIZZARD" is absolutely safe at any speed. The machine that is advertised to run at low speed would not be safe at a higher speed, consequently does not have the advantage of the big capacity of the "BLIZZARD." Think that over.

If the "BLIZZARD" is not handled in your town, get our attractive dealer's proposition

**Clemens & Gingrich Co.**

Distributors for Central Western States

MAIN OFFICE  
 1501 WEALTHY ST.

GRAND RAPIDS, MICHIGAN

**WHOLESALE DRUG PRICE CURRENT**

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

<b>Acids</b>	Mustard, true, oz. @2 00	Ipecac ..... @ 75
Boric (Powd.) .. 20@ 25	Mustard, artifil. oz. @1 75	Iron, clo. .... @ 50
Boric (Xtal) .... 17@ 25	Neatsfoot ..... 85@ 95	Kino ..... @ 30
Carbolic ..... 1 26@1 20	Olive, pure ..... 2 50@3 50	Myrrh ..... @1 05
Citric ..... 87@ 90	Olive, Malaga, yellow ..... 1 60@1 75	Nux Vomica ..... @ 70
Muriatic ..... 5 1/2@ 8	Olive, Malaga, green ..... 1 60@1 75	Opium ..... @3 50
Nitric ..... 11 1/2@ 15	Orange, Sweet ..... 3 75@4 00	Opium, Capmh. @ 90
Oxalic ..... 88@ 95	Origanum, pure ..... @2 50	Opium, Deodor'd @ 75
Sulphuric ..... 5 1/2@ 8	Pennyroyal ..... 2 25@2 50	Rhubarb ..... @ 70
Tartaric ..... 87@ 90	Peppermint ..... 3 00@3 25	<b>Paints</b>
<b>Ammonia</b>	Rose, pure ..... 12 00@14 00	Lead, red dry .. 10 @10 1/2
Water, 26 deg. .. 8 @ 12	Rosemary Flows 1 50@1 75	Lead, white dry 10 @10 1/2
Water, 18 deg. .. 5 1/2@ 9	Sandalwood, E. I. .... 9 50@9 75	Lead, white oil 10 @10 1/2
Water, 14 deg. .. 4 1/2@ 8	Sassafras, true 1 25@1 45	Ochre, yellow bbl. 1 @ 1 1/4
Carbonate ..... 13 @ 16	Sassafras, artifil 50@60	Ochre, yellow less 2 @ 5
Chloride ..... 10 @ 25	Spearmint ..... 2 75@3 00	Putty ..... 2 1/2@ 5
<b>Balsams</b>	Sperm ..... 95@1 05	Red Venet'n bbl. 1 1/4@ 4
Copaiba ..... 1 00@1 40	Tansy ..... 4 00@4 25	Red Venet'n less 1 1/2@ 5
Fir (Canada) .. 1 25@1 50	Tar, USP ..... 30@ 40	Vermillion, Amer. 25@ 30
Fir (Oregon) .. 40@ 50	Turpentine, bbls. .. @ 46	Whiting, bbl. .... @1 1/4
Peru ..... 5 50@5 75	Turpentine, less 51@ 56	Whiting, 2 @ 5
Tolu ..... 75@1 00	Wintergreen, tr. 5 50@5 75	L. H. P. Prep'd. 1 60@1 70
<b>Berries</b>	Wintergreen, sweet birch ..... 4 50@4 75	<b>Insecticides</b>
Cubeb ..... 70 @ 75	Wintergreen, art 3 50@3 75	Arsenic ..... 9@ 15
Fish ..... 15 @ 20	Wormseed ..... 3 50@4 00	Blue Vitriol, bbl. @ 24
Juniper ..... 8 @ 15	Wormwood ..... 4 00@4 25	Blue Vitriol, less 25@ 30
Prickly Ash ... @ 50	<b>Potassium</b>	Bordeaux Mix Pst 8@ 10
<b>Barks</b>	Bicarbonate .... 1 80@2 00	Heliozore, White powdered ..... 50@ 55
Cassia (ordinary) 25@ 30	Bichromate ..... 95@1 00	Insect Powder .. 30@ 50
Cassia (Saigon) 90@1 00	Bromide ..... 5 25@5 40	Lead Arsenate .. 8 1/4@ 16
Elim (powd. 35c) 30@ 35	Carbonate ..... 1 60@1 75	Lime and Sulphur Solution, gal. .. 15@ 25
Sassafras (pow. 35c) @ 30	Chlorate, xtal and powdered ..... 95@1 00	Paris Green ... 37 1/2@ 43
Soap Cut (powd.) 35c ..... 23@ 25	Chlorate, gran'r 1 00@1 05	Acetanalid .... 2 25@2 50
<b>Extracts</b>	Cyanide ..... 45@ 55	Acetanalid ..... 2 50@2 80
Licorice ..... 38@ 40	Iodide ..... 5 10@5 20	Alum ..... 15@ 20
Licorice powdered 50@ 55	Permanganate 2 40@2 50	Alum, powdered and ground ..... 18@ 25
<b>Flowers</b>	Prussiate, yellow 2 50@2 75	Bismuth, Subnitrate ..... 4 10@4 15
Arnica ..... 1 00@1 10	Prussiate, red ..... @1 80	Borax xtal or powdered ..... 10@ 15
Chamomile (Ger.) 95@1 10	Sulphate ..... @1 10	Cantharades, po 2 50@8 50
Chamomile (Rom) 55@ 60	<b>Roots</b>	Calomel ..... 2 64@2 70
<b>Gums</b>	Alkanet ..... 90@1 00	Capsicum ..... 30@ 35
Acacia, 1st ..... 60@ 65	Blood, powdered 20@ 25	Carmine ..... 6 50@7 00
Acacia, 2nd ..... 50@ 55	Calamus ..... 75@3 00	Cassia Buds ..... @ 40
Acacia, 3rd ..... 45@ 50	Elecampane, pwd. 15@ 20	Cloves ..... 30@ 35
Acacia, Sorts ... 35@ 40	Gentian, pwd. .... 45@ 50	Chalk Prepared .. @ 8 1/4
Acacia, powdered 40@ 50	Ginger, African, powdered ..... 20@ 25	Chloroform ..... 7@ 10
Aloes (Barb. Pow) 30@ 40	Ginger, Jamaica 30@ 35	Chloral Hydrate 2 00@2 25
Aloes (Cape Pow) 30@ 35	Ginger, Jamaica, powdered ..... 30@ 35	Chloral ..... 75@ 85
Aloes (Soc. Pow.) 40@ 50	Goldenseal pow. 6 50@7 00	Cocaine ..... 2 00@2 25
Asafoetida ..... 1 00@1 10	Ipecac, powd. .... 4 75@5 00	Cocoa Butter ..... 4@ 10
Asafoetida, Powd. Pure ..... 1 15@1 25	Licorice, powd. .. 30@ 35	Corks, list, less 70% ..... @ 2
U. S. P. Powd. 1 30@1 50	Licorice, powd. .. 28@ 35	Copperas, bbls. .. 2 1/2@ 2
Camphor ..... 66@ 75	Orris, powdered 30@ 35	Copperas, less ..... @ 7
Guaiac ..... 50@ 55	Rhubarb, powdered 20@ 25	Copperas, powd. .. 4@ 10
Guaiac, powdered 55@ 60	Rhubarb, powd. 75@1 00	Corrosive Sublim 2 34@2 40
Kino ..... 70@ 75	Rosinweed, powd. 25@ 30	Cream Tartar ..... 55@ 60
Kino, powdered .. 75@ 80	Sarsaparilla, Hond. ground ..... 55@ 60	Cuttlebone ..... 45@ 50
Myrrh ..... @ 40	Sarsaparilla Mexican, ground ..... 25@ 30	Dextrine ..... 7@ 10
Myrrh, powdered @ 50	Squills ..... 35@ 40	Dover's Powder .. @2 50
Opium ..... 13 80@14 00	Squills, powdered 40@ 60	Emery, all Nos. .. 6@ 10
Opium, powd. 15 50@15 80	Tumeric, powd. 13@ 20	Emery, powdered 5@ 8
Opium, gran. 15 80@16 00	Valerian, powd. 70@ 75	Epsom Salts, bbls. @ 4
Shellac ..... 31@ 35	<b>Seeds</b>	Epsom Salts, less 5@ 8
Shellac, Bleached 35@ 40	Anise ..... 20@ 25	Ergot ..... 1 25@1 50
Tragacanth No. 1 ..... @3 50	Anise, powdered @ 25	Ergot, powdered 2 75@3 00
Tragacanth powder 2 25	Bird, is ..... @ 10	Flake White .... 15@ 20
Turpentine ..... 10@ 15	Canary ..... 8@ 12	Formaldehyde lb. 15@ 20
<b>Leaves</b>	Caraway ..... 25@ 30	Gelatin ..... 90@1 00
Sage, powdered .. 55@ 60	Cardamom ..... 1 80@2 00	Glassware, full cases 80%
Buchu, powd. .. 1 75@1 85	Celery (powd. 55) 45@ 50	Glassware, less 70%
Buchu, bulk ..... 67@ 70	Coriander ..... 10@ 18	Glauber Salts bbl. @ 1 1/4
Sage, 1/8 loose .. 72@ 78	Dill ..... 30@ 35	Glauber Salts less 2 @ 1 1/2
Senna, Alex ..... 55@ 60	Fennel ..... @1 25	Glue, brown ..... 13@ 18
Senna, Tinn. .... 42@ 50	Flax ..... 6@ 10	Glue, brown grd. 12@ 17
Senna, Tinn. pow. 50@ 55	Flax, ground ... 5 1/2@ 10	Glue, white ..... 15@ 25
Senna, Tinn. pow. 50@ 55	Foenugreek, pow. 8@ 10	Glue, white, grd. 15@ 20
Uva Ursi ..... 18@ 20	Hemp ..... 8@ 12	Glycerine ..... 45@ 60
<b>Oils</b>	Lobelia ..... 40@ 50	Hops ..... 45@ 60
Almonds, Bitter, true ..... 15 00@15 25	Mustard, yellow 22@ 30	Hops, list, less 70% ..... @ 2
Almonds, Bitter, artificial 7 00@7 25	Mustard, black .. 19@ 25	Iodine ..... 5 68@5 91
Almonds, Sweet, true ..... 1 25@1 50	Mustard, powd. 22@ 30	Iodoform ..... 6 78@6 94
Almonds, Sweet, imitation ..... 65@ 75	Poppy ..... @ 50	Lead Acetate .... 18@ 25
Amber, crude .. 1 50@1 75	Quince ..... 1 00@1 25	Lycodium ..... 4 00@4 25
Amber, rectified 2 50@2 75	Rape ..... 10@ 15	Mace ..... 85@ 90
Anise ..... 2 00@2 25	Sabadilla ..... 40@ 50	Mace, powdered 95@1 00
Bergamont ..... 4 75@5 00	Sabadilla, powd. @ 40	Menthol ..... 4 50@4 75
Cajeput ..... 1 35@1 60	Sunflower ..... 10@ 15	Morphine ..... 6 30@6 55
Cassia ..... 2 25@2 50	Worm American .. @ 25	Nux Vomica ..... 20@ 25
Caster ..... 2 50@2 75	Worm Levant ... 1 50@1 75	Nux Vomica pow. @ 20
Cedar Leaf ..... 90@1 00	<b>Tinctures</b>	Pepper, black pow. @ 35
Citronella ..... 85@1 20	Aconite ..... @ 75	Pepper, white ..... @ 40
Cloves ..... 2 25@2 50	Aloes ..... @ 75	Pitch, Burgundy .. @ 15
Cocanut ..... 20@ 25	Arnica ..... @ 75	Quassia ..... 12@ 15
Cod Liver ..... 6 40@6 50	Asafoetida ..... @1 35	Quinine, 5 oz. cans @1 00
Cotton Seed ... 1 15@1 25	Belladonna ..... @1 35	Rochelle Salts ..... 42@ 48
Croton ..... 2 00@2 25	Benzoic ..... @1 00	Saccharine .. 19 00@19 20
Cupbebs ..... 4 25@4 50	Benzoic Compo'd 1 50	Salt Peter ..... 51@ 55
Eigeron ..... 1 75@2 00	Buchu ..... @1 50	Seidlitz Mixture 40@ 45
Eucalyptus ..... 1 00@1 25	Cantharades ..... @1 80	Soap, green ..... 20@ 25
Hemlock, pure .. @1 00	Capsicum ..... @1 80	Soap, mott castile 12@ 15
Juniper Berries 7 50@7 75	Cardamom ..... @1 50	Soap, white castile case ..... @8 00
Juniper Wood .. 1 25@1 50	Cardamom, Comp. @2 00	Soap, white castile less, per bar ..... @ 85
Lard, extra ..... 95@1 05	Catechu ..... @1 05	Soda, Ash ..... 4 1/2@ 10
Lard, No. 1 ..... 85@ 95	Cinchona ..... @1 05	Soda Bicarbonate 2 @ 8
Lavender Flowers @6 00	Colchicum ..... @1 05	Soda, Sal ..... 1 1/2@ 5
Lavender, Gar'n 1 25@1 40	Cubeb ..... @1 20	Spirits Camphor @ 75
Lemon ..... 2 00@2 25	Digitalis ..... @ 80	Sulphur roll ..... 2 1/2@ 5
Linseed, boiled, bbl. @ 75	Gentian ..... @ 75	Sulphur Subl. .... 3 @ 5
Linseed, bld. less 80@ 85	Ginger ..... @ 95	Tamarinds ..... 15@ 20
Linseed, raw, bbl. @ 74	Guaiac ..... @1 05	Tartar Emetic .... @ 80
Linseed, raw, less 79@ 84	Guaiac, Ammon. @2 80	Turpentine Venice @2 00
	Iodine ..... @2 00	Vanilla Ex. pure 1 00@1 50
	Iodine, Colorless @2 00	Witch Hazel ..... 65@1 00
		Zinc Sulphate ... 15@ 20









SPECIAL PRICE CURRENT

12

18

14

15

16

17

Table with columns for items and prices. Includes sections for Smoking, Cigars, Twine, Vinegar, Wicking, Woodenware, Butter Plates, and various other goods.

Table with columns for items and prices. Includes sections for Churns, Clothes Pins, Egg Crates and Fillers, Faucets, Mop Sticks, Pails, Toothpicks, Traps, Tub, Washboards, Window Cleaners, Wood Bowls, Wrapping Paper, Yeast Cake, Cigars, and various other goods.

Table with columns for items and prices. Includes sections for Axle Grease, Baking Powder, Soap, and various other goods.

TELFER'S COFFEE



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

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
1/2 Barrel Deal No. 3
6 doz. each, 10, 15 and
25c ..... 24 60
With 3 dozen 10c free.
Half-Barrel Deal No. 3
4 doz. each, 10, 15 and
25c ..... 16 40
With 2 doz. 10c free.
All barrels sold F. O. B.
Chicago.

Royal
10c size .. 90
1/4 lb cans 1 35
6 oz cans 1 90
1/2 lb cans 2 50
3/4 lb cans 3 75
1 lb cans 4 80
3 lb cans 13 00
5 lb cans 21 50

FITZPATRICK BROTHERS' SOAP CHIPS
White City (Dish Washing)
Tip Top (Caustic)
No. 1 Laundry 88% Dry
Palm Soap 88% Dry

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 (BRAND REGISTERED) Ginger Ale
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.

Roasted Dwinell-Wright Brands



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

SALT



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

SOAP

Lautz Bros.' & 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
Circax, 100 cakes 5c sz 3 75
Climax, 100 ovals cakes 3 40
Gloss, 100 cakes, 5c sz 3 40
Big Master, 100 blocks 3 90
Mystic White Borax 4 90
Naphtha, 100 cakes .. 3 50
Oak Leaf, 100 cakes .. 3 15
Queen Anne, 100 cks. 3 20
Queen White, 100 cks. 3 90
Railroad, 120 cakes .. 2 40
Saratoga, 120 cakes .. 2 40
White Fleece, 50 cks. 2 50
White Fleece, 100 cks. 3 25
White Fleece, 200 cks. 2 50

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

WASHING POWDERS.
Gold Dust
24 large packages ....4 30
100 small packages ..3 85

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

Queen Anne
60 5c packages ..... 2 40
24 packages ..... 3 75

Oak Leaf
24 packages ..... 3 75
100 5c packages ..... 3 75

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



# BUSINESS-WANTS DEPARTMENT

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

## BUSINESS CHANCES.

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

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

For Sale—Fine two-story, nine-room dwelling with brick basement and one acre lot, located in good village with three railroads (two steam, one electric) in Northern Ohio. Cheap if taken at once. G. H. Tice, Ewart, Mich. 101

For Sale—General store in one of best towns in Western Michigan of 1,200 population. Stock and fixtures invoice \$4,500. Fine location, modern building. This will appeal to one wishing an up-to-date place in good town. Address No. 102, care Tradesman. 102

For Rent—Fine new store building, 22 x 95, large plate front. Located in good business town on P. M. railroad of the Saginaw Ludington division. Good farming community. Five grocery and general merchandise stores, two hardware, good school, electric lights. Good opening for furniture or drug store. Wm. Fisher, Custer, Michigan. 78

For Sale—\$25,000 stock dry goods at 50c on the dollar. It is a clean, well proportioned stock—\$4,000 new goods been recently added. Good store building, well located, at very reasonable rent if wanted. Would give terms on part with approved paper. Texas Mercantile Co., Gainesville, Texas. 94

For Sale—Four drawer electric operated National cash register, cost \$75 new. Price \$350 cash, f. o. b. Kearney, Address A. J. Lee, Druggist, Kearney, Nebraska. 123

For Free Map of the Oklahoma oil fields and information about profitable investments in Oil Belt property, address Frank P. Cleveland, 1100 Adams Express Bldg., Chicago. 124

For Sale—General merchandise business located in the heart of city of 10,000. Invoice about \$5,000. Will sell 80 cents on the dollar. Address, Gast & Banister, Valparaiso, Indiana. 125

For Sale—Shoe department now conducted in connection with other lines, but in separate room, in one of the best towns in Northern Michigan. Only good live shoeman who would continue the business need apply. Address No. 126, care Tradesman. 126

For Sale—New grocery stock invoice about \$2,300. Sales \$18,000 per year. Best city of 5,000 in Southern Michigan. Cash deal only. Address Box 127, care Tradesman. 127

Plumbing Shop with stock and tools for sale or rent; an ideal location with my hardware store and lumber yard. Big boom here. F. J. Poole, Pontiac, Mich. 128

For Sale—Old established hardware business. Write No. 624 Main St., Marine City, Michigan. 117

Dry goods and shoe stock; \$12,000 stock; \$4,000 new spring goods, cheap for cash. A nice clean stock, no trades. Doing fine business. Get busy if you want it. Box 416, Vandalia, Mo. 119

Handy Egg Tables—For merchants and produce men. Shows worth of any number of dozen eggs, or part of dozen instantly, at from 8c to 40c. Price, postpaid, \$1. Address, Replogle & Garrett, Holton, Kansas. 120

For Sale—Old home on river surrounded by beautiful grounds. Write No. 624 Main St., Marine City, Michigan. 118

Acres—For exchange, 1,000 acres, clear, North Arkansas. Want merchandise or income. W. H. Beach, Leslie, Arkansas. 122

For Sale—Stock of General Merchandise. In Dowling (inland town). Stock will invoice around \$6,000. Dowling is located in Barry county in one of the best farming districts in Michigan ten miles south of Hastings, seventeen miles from Battle Creek. Any one wishing to buy a first-class business cannot go wrong buying this stock of goods. Postoffice in connection with store pays \$500 per year. This is a partnership business and we are going to sell. Don't write unless you mean business. Rice & Cassidy, Dowling, Michigan. 121

On account of sickness must sell a stock of general merchandise consisting of dry goods, shoes and groceries. Invoice \$8,000 to \$10,000. Best farming section in Michigan village of about 600. No old stock. Enquire John Tuinhoff & Son, Hopkins, Michigan. 107

One Thousand Acres of Land, located in the new zinc fields of Arkansas, for sale cheap. Leslie Land Company, Leslie, Arkansas. 105

For Sale—A good well equipped power cement building material manufacturing plant will be sold at auction May 16. Doing good business; good reason for selling. Guy Lutz, Pioneer, Ohio. 106

For Sale—Grocery stock \$600, fixtures \$500. Good location, cash business. Will sell stock for cash, fixtures on time. Other business, must sell at once. Address Grocery 8, care Tradesman. 108

For Sale—All marble liquid carbonic soda fountain, used two years; 17 foot front, at less than half the price. Address, C. Denecke, Inc., Cedar Rapids, Iowa. 109

Laundry—\$22,000 cash buys splendidly equipped steam laundry, present weekly business \$700. Capacity \$1,000. \$8,000 more includes the building. Three-story brick 87 x 20. Myrtle Steam Laundry, 472 Myrtle Ave., Brooklyn, N. Y. 110

Business Opportunity Wanted—Young man wishes to secure an active interest to extent of say \$1,000 in some desirable Grand Rapids business, hardware, or manufacturing preferred. References. Address P. O. Box 87, Manitowoc, Wisconsin. 111

To close an estate, an established jewelry business of over seventy years in automobile manufacturing center, 20,000 population. Near Detroit. For particulars write Glenn C. Gillespie, Atty., Pontiac, Michigan. 112

Wanted—A restaurant and bakery, grocery or bazaar stock. Have an improved 80-acre farm to exchange for same. No. 113, care Michigan Tradesman. 113

For Sale—Stock dry goods, groceries, boots, shoes and millinery. Millinery separate if desired. Big business, best town in State of about two thousand population. C. S. Mead, Youngsville, Pennsylvania. 114

For Sale—Squaring shears, been used only short time. Peck, Stow, Wilcox No. 136, 38 in. cut. List \$85. What will you bid for this machine? Johnston Hardware & Iron Co., Newburgh, N. Y. 116

For Sale—At a sacrifice, small dry goods stock and fixtures, best location in city. Established 22 years, retiring in account ill health. C. C. Bauer, Lima, Ohio. 115

For Sale—Stock dry goods and notions invoice about \$1,800. Liberal discount. Address D. G., care Tradesman. 130

For Rent—July 1, brick store building 26 x 80 ft., in a town of 1,500 population; best location in the town. Good opening for dry goods and millinery, only one other dry goods store in the town. Address owner, C. G. Pitkin, Whitehall, Michigan. 132

For Sale—Account sickness, only variety store in good Michigan town. Paying proposition. Address No. 131, care Tradesman. 131

For Sale—Rexall Store in best town of 1,200 in Southern Michigan. A splendid money making proposition and a bargain. Price \$4,000. Terms \$1,500 or more down balance on time if desired. Write quickly. Address No. 81, care Michigan Tradesman. 81

For Sale—Three-story brick hotel, 23 transient rooms, modern. Northern part of Michigan. Address No. 82, care Tradesman. 82

For Sale—Bakery and grocery in live fast growing town in new country, county seat and U. S. Land Office. Big trading center. One of the best business prospects in the northwest. Address Box 95, Timber Lake, So. Dakota. 75

For Rent—Store with steam heat suitable for drug or paper and paint store. First-class cash register for sale. Kaminski Bros. Cor. Fifth, Alpine and Stocking, Grand Rapids, Michigan. Ctz. Phone 1950. 70

For Sale—General merchandise store, building, residence, barn, warehouse and coal shed on track, and an acre and a half of small fruit, located within twelve miles of Grand Rapids. Will take Grand Rapids property or forty-acre farm as part payment. Write to C. DeVos, Coopersville, Michigan, for further particulars. 69

We are headquarters for sales and exchanges. For all kinds of merchandise and stock, business blocks and store buildings. Farms to exchange for blocks, store buildings and stocks. Real estate of all kinds for sale. Michigan Real Estate Co., Jackson, Michigan. 58

For Sale—Furniture and rug business. City 9,000. Good country trade. A 1 business, well established. Inventory \$8,000, can reduce. Must sell account ill health. F. S. Gutschow, Mt. Clemens, Michigan. 55

For Sale—Drug store, invoice about \$2,000. Corner store, reasonable rent. Address J. W. Adamson, 625 Harrison St., Bay City, Michigan. 90

I'll Buy Your Dead Stock—I will at any time buy 10 to 100,000 pairs of shoes, factory seconds, surplus lots, old fashioned shoes, entire plants, wholesale stocks, retail stores, etc. I have an unlimited export outlet—you can realize best price by dealing direct with me. Also buy merchandise stocks of every description small or large, new or old style. Correspondence confidential, instant attention. Est. 1889. New York Export Purchasing Corporation, 42 Lispenard St., New York City. 91

Agency wanted, grocery article on commission. Henry H. Moritz, 1788 Fulton Road, Cleveland, Ohio. 93

Safes Opened—W. L. Stocum, safe expert and locksmith, 128 Ann St., N. E., Grand Rapids, Michigan. 104

Will pay cash for whole or part stocks of merchandise. Louis Levinsohn, Saginaw, Michigan. 757

For Sale—14 light F. & P. gasoline plant, good condition. \$25. L. A. Burns, Menominee, Michigan. 87

For Sale—Hobart electric coffee mill, two hoppers, good repair, price low. For particulars enquire, National Grocer Co., Jackson. 71

For Sale—Grocery, drug and soda fountain. Live business in small town, living rooms in connection. Will sell building and invoice stock. Drugstore, Cochoctah, Michigan. 63

For Sale—Drug stock and fixtures, doing good business. Located in good neighborhood. Reason for selling am leaving town for other business interests. Address all communications to Clark B. Cretsinger, Kalamazoo, Michigan. 61

The Detroit Mercantile Adjusters, counselors and executors of high grade special sales and buyers of entire stocks. Room 1, Vhay Block, 91 Grand River Ave., Detroit, Michigan. 32

For Sale—Good paying drug store, well located in city of 40,000 in Southern Michigan. Clean up-to-date stock, invoicing \$4,000. A dandy opening for young man. Address No. 49, care Tradesman. 49

For Sale—Stock of hardware, will invoice \$7,000. Terms 60 per cent. cash; balance good security. No trades. Good chance, as it is the only hardware store here. Will bear investigation and will sell quickly. Address McGuffey Hardware Co., McGuffey, Ohio. 52

For Sale—Grocery business established 32 years ago, city of 10,000. Good trade and good location. Stock and fixtures about \$3,000. Address No. 56, care Tradesman. 56

For Sale—Barber-shop, pool room, soft drinks, cigars, candy, etc., dwelling near by. Small live town. Owner not a barber. Would consider a farm. Box B. R., Cochoctah, Michigan. 64

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

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

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

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

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

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

## POSITION WANTED.

Position Wanted—By young man of good habits and seven years' experience in clothing, furnishings, shoes, window trimming, busheling. Capable of managing store. Best references. State wages, etc. Address No. 99, care Michigan Tradesman. 99

Wanted—A position as clerk in dry goods or grocery store. Twelve years' experience in general merchandise in country town. Best of references. State wages, etc. Address, Walter W. Armstrong, Honor, Michigan. 83

Position Wanted—As stenographer in lumber or other mercantile line. Six years' experience. A 1 references. Box 43, El Dorado, Arkansas. 62

## HELP WANTED.

Wanted—Experienced soda dispenser. Give age, references and salary expected. Schrouder's, 47 Monroe, Grand Rapids. 129

Wanted—A young man to clerk in the leading dry goods store of a Southern Michigan city of 5,000. Experience and references required. Address No. 103, care Tradesman. 103

Wanted—An experienced rug and drapery salesman by a progressive Illinois department store; only those now employed in a similar capacity need apply; state salary and all particulars in first letter. W. Lewis & Co., Champaign, Illinois. 89

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

It pays to buy

# Good Furniture

from a GOOD firm

## Klingman's

The Largest Furniture Store in America

Entrance Opposite Morton House

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



### Activities in Some Michigan Cities.

Written for the Tradesman.  
 Detroit is planning special activities in its night schools for the coming season, with an appropriation of \$86,500 for the work. Beginning Sept. 11 the Cass "Tech" will be open six evenings a week for all the year while in other evening high schools the mechanical and commercial courses will be continued into the summer.

The Alma Business Men's Association is boosting plans for a new race track. New officers of the Association are: President, W. W. Cushing; Vice-President, J. Chick; Secretary, M. A. Medler; Treasurer, Lloyd Ellison.

Lake Odessa will pave its main street, the plan carrying by a majority at the special election.

The Manistee Board of Commerce will put out 10,000 booklets setting forth the charms of that city.

A plant for disposal of offal and refuse of the fish industry is being installed at St. Joseph. A vacuum pump takes away the liquid parts and the remainder will be converted into fertilizer without offense to the nose.

The Humane Society at Ann Arbor has presented the city with a \$150 fountain, which will be set up on the Saline road. It is stated that soon every road leading into Ann Arbor will have a fountain. They will be for man and beast, with three basins, one for humans, one for horses and one near the ground for dogs and smaller animals.

A fishing tug at Charlevoix recently lifted 9,700 pounds and 90 per cent. of the haul were white fish. The value of the catch is around \$1,000.

St. Joseph has installed a new laboratory for the analysis of city water.

New auto-bus lines have been established at Ludington, the northern division extending to Manistee by way of Scottville and the southern line to Shelby by way of Pentwater and Hart. Two round trips are made daily and the fare charged is 3 cents a mile. Each car holds fourteen passengers with hand baggage.

Munising has secured a new plant of the Superior Veneer and Cooperage Co., which will operate night and day, employing 100 men.

Escanaba has a toothpick factory, with four machines now in operation and six others to be added soon. Then the output will be 100,000 toothpicks per minute, or fourteen billion, nine hundred seventy-six million every year. Only second growth white birch timber can be used.

The plan of locating a public comfort station at Main and Jackson streets, Jackson, has been unanimously condemned by members of the First Congregational church, located on that corner, who ask that some other location less public be found for this desirable object.

The Michigan State Humane Society will hold its annual convention in Jackson June 28 and 29.

The Adrian Chamber of Commerce has plans for advertising the city by erecting sign boards along the railroads. A home coming celebration

is being discussed and poor mail service is being investigated.

Sault Ste. Marie will install ornamental street lights, which will be ready for use by June 1.

Coldwater held a boosters' meeting and within a week six factory propositions had been received, two of which were thought worthy of investigation. Several of the offers came from Detroit concerns.

When Saginaw built its fine public auditorium provision was made for 500 seats, to be sold for not more than 25 cents each, for every entertainment. The theory was beautiful and was intended to give the poorer classes a chance to hear high grade music, lectures, etc. But in practice it does not work out that way. These seats are occupied very largely by people who ought to be in another part of the house and the 25 cent provision of the ordinance has been abused until it may become necessary to abolish it. This sliding down of audiences into the cheaper seats was the death of the May festival, the most serious musical calamity that has befallen Saginaw, and every first-class attraction coming to the auditorium has suffered.  
 Almond Griffen.

#### Meeting Mail Order Competition.

A striking instance of the way in which progressiveness, energy, and vigorous methods can overcome the danger of mail order competition is furnished by The Garver Brothers Company of Strasburg, Ohio. This store does a business of nearly half a million dollars annually in a town of only 1,000 people. In explaining the methods of the house to the Ohio Convention, Mr. G. A. Garver said that the business has been built up by advertising. Publicity is maintained extensively within a radius of twenty miles of the town. One means used is a large four-page circular issued monthly and sent to a list of 12,000 persons. The house does not use trading stamps but does issue coupons to those who pay cash. These coupons are redeemable in merchandise. This is charged to advertising, which costs about 3½ per cent. Mr. Garver thinks that poor stores in the small towns are the cause of much business going to mail order houses. There are too many such stores, he says. If the stores would carry the right kind of merchandise and give good service, most of the business would be kept at home. The Garver Brothers Company issues a daily bulletin showing the sales, which is posted where the public may see it. A record of salespeople's sales is also kept and a profit sharing plan is operated for the benefit of employees.

#### Cast Out the Devil.

To make a man happy fill his hands with work, his heart with affection, his mind with purpose, his memory with useful knowledge, his future with hope, and his stomach with food. The devil never enters a man except one of these rooms be vacant. Cast him out and sweep and garnish the room, and he will return with seven other devils. The only way to be rid of him is to fill the room and take down your "To Let" sign.  
 Frank Crane.

### Will New Foods Result From War?

For nearly two years Germany has been bottled up and has been compelled to depend almost entirely on her own resources for her sustenance. The small bits of information which filter through indicate that her men of science and her manufacturers have been goaded by sheer necessity to develop new and important food products. When the war is over these are likely to play an important and interesting part in the world's food supply.

About 100 years ago France was facing almost the same problems that Germany is facing to-day. England's fleet blockaded France's ports then just as they blockade Germany's today, and oversea foodstuffs had little chance to reach the French.

How far this went and how great an effect it had on conditions in Napoleon's empire is revealed by the fact that sugar sold for two dollars a pound. And that sugar is now two dollars a pound in Germany to-day is due to the steps taken by Napoleon to overcome the effect of the blockade on sugar. Years before some Prussian scientists had been trying to get sugar from the beet, and, under the patronage of the King of Prussia, Frederick William III, succeeded in their task.

Napoleon borrowed their ideas, set up beet factories around Lille, and gave to the beet sugar industry that impetus which has resulted in its development to a point where it yields half of the world's supply of sugar.

Napoleon further saw himself seriously embarrassed in the matter of food supplies for his army. He wanted something for his men besides things that were dried or smoked—a desire that was enhanced by his knowledge that millions of dollars in valuable but perishable foods were wasted because of the lack of adequate means of preserving them.

He therefore offered a prize of twelve thousand francs to any one who would devise a practicable method of preserving such foodstuffs. Such a method was quickly evolved, and out of it has grown the world's canning industry—one of the important steps that civilization has taken in the direction of insuring mankind against famine.

Thus the bottling up of France 100 years ago gave the world two of its greatest food discoveries—the manufacture of beet sugar and the process of canning.

It is not improbable that the present war will bring to mankind new methods in the feeding of the race that will prove as important as those

brought out by the Napoleonic wars. It has been announced lately that the Germans have devised a new synthetic method of producing protein. It is said that they feed yeast with a combination of sugar and nitrogen from the air and thus secure that most important of all of the elements that enter into the world's diet—protein. Examples of protein are the whites of eggs, the muscles of meats, the casein of milk, the gluten of flour, and the nitrogenous fats.

It may also happen that as a result of the war will come the utilization of other plant products than those now entering into direct use as human food. There are approximately half a million species of plants in the world, and yet only a few thousand of them are used at all for food, while only a few hundred of these are used to any important extent.

#### Liabilities Increased to \$47,000.

At a meeting of the creditors of the Fair Store (Grand Rapids), held May 12, John W. Kingsbury made a proposition to pay 50 cents on a dollar—40 per cent. cash and 10 per cent. endorsed paper. The proposition was unanimously accepted. Lynch Bros. have been engaged to conduct a sale, which will probably be the source of a portion of the funds necessary to effect the composition. Kingsbury still claims that he made the statements gotten up to secure credit while temporarily insane. The indebtedness has been ascertained to be about \$47,000, against \$6,000 last June, \$19,135.09 Dec. 31 and \$37,874.72 a week or so ago. On the face of things it looks as though 40 or 50 cents on a dollar was a pretty good arrangement for the creditors, but where all the merchandise went which was purchased by the Fair Store is still an unsolved mystery.

You can't stop a customer from going out without making a purchase at times, but you can at least find out why he would not buy and be ready for the next similar case.

#### BUSINESS CHANCES.

For Sale—199-acre stock and grain farm, 4 miles northeast of Dowagiac, Michigan. Good buildings. Will take some property in part payment. Wm. Wallace, 1419 Forres Ave., St. Joseph, Michigan. 133

For Sale—Building with general merchandise store established in it; all fresh stock; seven-room flat. The only business in town. Good barn and new grain house goes with it. Good location for busy man. Price \$5,500. Selling on account poor health. Address No. 134, care Tradesman.

For Sale—Stock of general merchandise in prosperous Upper Peninsula town. Stock inventories about \$9,000. Annual sales are about \$40,000. Will sell or rent store building. Terms reasonable. Reason for selling, ill health. C. W. Bretz, Engadine, Michigan. 135

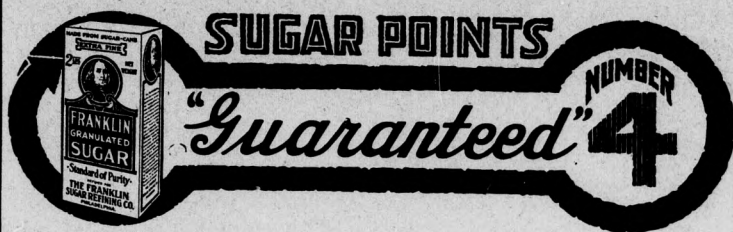
## PLANT FOR SALE

At Monroe, Mich.

The large manufacturing plant formerly operated by Monroe Glass Co., with land area of about four acres, and floor space of about 75,000 square feet, can be bought at a very reasonable price. For particulars see

**SECURITY TRUST COMPANY**  
 DETROIT, MICH.





We guarantee FRANKLIN CARTON SUGAR to be full weight and made from sugar cane. Its reputation as the Standard of Purity and Quality, and its great popularity are all additional guarantees to you that Franklin Carton Sugar will please your customers and is the best sugar for you to handle. The ready-weighted sealed cartons save you time and trouble and prevent loss by overweight.

*Cartons hold 1, 2 and 5 lbs., according to grade  
Original containers hold 24, 48, 60 and 120 lbs.*

THE FRANKLIN SUGAR REFINING CO.  
Philadelphia



**THE BEST**

piece of goods  
any dealer  
can hand over  
the counter.

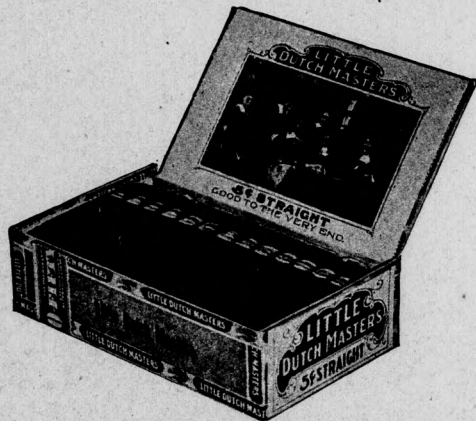
**KC BAKING POWDER**

The best at any price.  
Free from adulteration.  
It will pay you to push K C

**Jaques Mfg. Co., Chicago**

## LITTLE DUTCH MASTERS CIGARS

Made in a Model Factory  
Handled by All Jobbers Sold by All Dealers  
Enjoyed by Discriminating Smokers



They are so good we are compelled to work full capacity to supply the demand

G. J. JOHNSON CIGAR CO., Makers  
GRAND RAPIDS

## Boston Breakfast Blend



—Splendid Quality  
at a  
Moderate Price

**Judson Grocer Co.**  
The Pure Foods House  
GRAND RAPIDS, MICHIGAN

**Plan Now to Attend**  
*the*  
**RETAIL MERCHANTS'**  
**CONGRESS**

*in*  
**GRAND RAPIDS**  
**TUESDAY, WEDNESDAY, THURSDAY**  
**June 6-7-8, 1916**

Every retailer in Michigan and adjoining states is cordially invited to attend a **RETAIL MERCHANTS' CONGRESS** to be held in Grand Rapids on Tuesday, Wednesday and Thursday, June 6-7-8, 1916.

Subjects of the greatest importance and most vital interest will be presented and discussed at this congress.

Public speakers of National reputation, the best authorities the country affords, will participate in this programme.

**TOPICS TO BE PRESENTED**

New Problems in Merchandising	Stock Turnovers
Special Sales and Getting New Customers	Advertising
How to Develop Your Retail Market	Retail Salesmanship
The Man Behind the Counter	Selling by Telephone
Good Roads and the Retail Merchant	The Law of Sales
How to Meet and Overcome Mail Order Competition	
Insurance and Inventory	Credits and Collections
Relations of the Merchants to the Farmers	
Failures and Their Causes	Accounting Methods for Retailers
Window Trimming	Co-operation in the Smaller Towns

The wholesalers of Grand Rapids invite you to participate in this programme. Come and learn how other merchants have met and solved the very problems which you have been facing and combating for years.