

MICHIGAN TRADESMAN

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Thirty-Third Year

GRAND RAPIDS, WEDNESDAY, MAY 31, 1916

Number 1706

Three Big Profit-Taking Days

Of course you are coming to the Merchants' Congress to be held in Grand Rapids the 6th, 7th and 8th of June.

There will be things said and done of vital interest to you and your business.

The talk to be given by E. St. Elmo Lewis, a speaker and business getter of national reputation, will alone be well worth the trip.

Another big star in the business world, Paul H. Nystrom, of New York, is also on the program.

Such subjects as "How to develop the Retail Market", "The Man behind the Counter", "Accounting Methods for Retailers", "Credits and Collections", etc., will be discussed.

These three days will be Big Profit-Taking Days—every one of them. Come and get your share of the proceeds.

The latch string is always out where

LILY WHITE

"The Flour the Best Cooks Use"

is made.

It would please us very much to have you make your headquarters with us.

You will probably want to write a letter home—business or social. Dictate it to our stenographers'

You may desire to telephone your office to keep in better touch with business. We have telephone connections covering every section of the State. They are at your disposal.

Anyway come to the Merchants' Congress and give and take.

Give your business experiences. Take advantage of the other fellow's.

This Congress will be a Clearing House of Ideas of the brightest, most practical and brainiest business men of the country.

You ought to be there.

We would like to have you call on us.

Valley City Milling Company

Grand Rapids, Michigan

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

Piper's Pure Ice Cream

is in demand everywhere

Piper Ice Cream Co.

Kalamazoo,

:-:

Michigan

When in Grand Rapids stop at

Allen & Dorthy's Garage

236-242 Ionia Ave., N. W.

Lowney's Chocolates

in fancy packages

For Summer Trade

A fresh, complete line in stock all the time
Order by mail or from our representatives

Putnam Factory National Candy Company, Inc.
GRAND RAPIDS, MICHIGAN
Western Michigan Distributors

BARCLAY, AYERS & BERTSCH COMPANY

GRAND RAPIDS, MICHIGAN

- - - J O B B E R S - - -

"Crescent" Roll Roofing
"Crescent" Asphalt Slate Shingles

Distributors of
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Catalog Upon Request

Heystek & Canfield Co.

Grand Rapids
Michigan

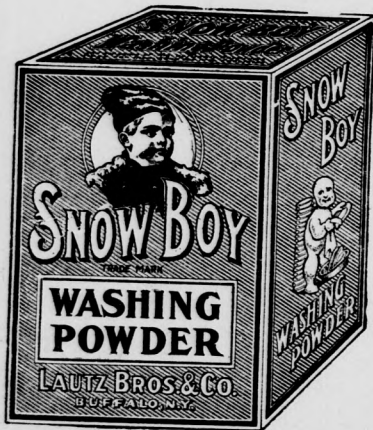
*Our name has become known by dealers throughout the United States
because of our vast distribution of*

WALL PAPER

*We have a large stock ready for immediate delivery at all times.
Our Stock of*

**PAINTS - WINDOW SHADES
PAINTERS' SUPPLIES**

*in one of the most complete in Michigan. We will be glad to have our
salesman call on you.*



NEW DEAL

MORE PROFIT

Snow Boy Washing Powder 24s

FAMILY SIZE

Ask Your Jobber's Salesman

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

Lautz Bros. & Co.

MICHIGAN TRADESMAN

Thirty-Third Year

GRAND RAPIDS, WEDNESDAY, MAY 31, 1916

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THE FINANCIAL SERVICE.

The Heaviest Burden on the Jobber's Shoulders.

"The financial service," says this man, "that the jobber gives for the toll he takes is a heavy one. It is just as varied and as many-sided as the service expended upon the goods themselves in changing their condition and form to meet the taste and convenience of the consumer. And there are quite as many phases in this financial service that are unknown to the average layman as in the service relating to the commodities handled. We are not only bankers of merchandise—collecting funds of food supplies from the four corners of the earth and holding them to be drawn upon by the retailers and consumers of our territory—but we are merchandising bankers in a far more literal and financial sense of the term. I am sharply reminded of this every time I look over my monthly trial balance.

"I believe it is safe to say that one-third of the retail grocers of this country owe the jobbers more money than the goods in their stocks are worth. This sounds as if we were a very reckless set of business men, but decide that point after the whole situation is made clear. Certainly we are selling to the man that the money banker would not carry for a month, at least to anything like the extent to which we are carrying him. Of course, there is something in the way of an offset. The fixtures of the modern grocery store are somewhat expensive—they form a very respectable part of his investment. Then there are his book accounts. This end of the retailers' burdens is always too heavy by far.

"His heaviest customers are almost invariably his slowest paying customers. The woman who flits from her home to the seashore and from the seashore to Europe pays her grocers when she gets good and ready—and not before. The retailer is afraid to press customers of this class to pay up; he can't do it without offending their pride—and he

knows it. These customers, combined with outright dead beats, the unfortunate, and those who have to be carried thirty to forty-five days, make the book account of the retail grocer a terror by day and by night. They think they owe the local grocer, but in reality they owe the jobber, because he has to carry the retailer. Of course there are some retailers who do not have to be carried, but their number is comparatively small.

"The retailer's account creeps up and up as this condition expands, and he pays no interest on his account. We go to the bank, borrow the money with which to finance him, and pay the interest on it in advance! That's the actual situation in a nutshell.

"Every grocery jobber in the country is deliberately nursing along a certain contingent of customers that he knows are insolvent—men who owe more than they are worth, who would not pay out dollar for dollar if they were closed out. Right now the name of a certain retailer occurs to me. We have been selling him a liberal line of goods for five years, and there has not been a moment in those five years when he has been solvent; but that does not worry me, for we'll pull him through and get him out upon discount ground high and dry before we finish with him.

"Poor business, that? No! Good business, because ultimately he'll make a solid and seasoned merchant. We're educating him. That's a kind of service with which the layman never credits the jobber. And he's working at that part of his job every day through his traveling salesman and his credit department. Meantime we are furnishing this man with capital in the form of unpaid for goods on which to conduct his business. To provide a man with both capital and education ought to be considered as real service.

"Often the individual jobber has to carry this service to an extreme. Here's a typical case from my own experience: A few years ago the account of a certain customer had crept up to \$700. I went to see him. The first thing he told me was to take the business and close it out; but bankruptcy proceedings and attorney's fees are expensive commodities that should always be avoided where there is the slightest show of pulling a man through. I went through his affairs carefully and then said:

"Charley, will you stay here and run the business for us—but in your name—if we'll take it over and clear up the debts? You've been drawing out a certain sum for living expenses. We'll pay you ten dollars a month more than that amount, and when the business shows a profit we'll give you half the profits besides. But you'll be running under orders direct from us and carrying them out to the letter."

"He agreed to this. In six months

the business was making a profit. Of course, we had paid off all the other creditors, and, of course, too, we sold him practically all his goods. But no jobber wants to do that kind of business; he only does it because he is forced into it as a matter of self-protection, and in almost every instance he gets out of it just as soon as he can—as we did in this particular case.

"All jobbers would be glad if they could turn this kind of service over to special and expert hands; but somebody must educate the retailer in sound business methods and pull him out of the hole when he gets in too deep, provided he is honest and energetic, and has the location that should command a good trade.

"The lack of business method among retailers is something appalling. This man of whom I have spoken had never taken a real invoice, and a trial balance was a sealed mystery to him when we took over the store. He had to be taught the rudiments of doing business; when these were mastered he was a success. This experience is repeated all along the line; and this kind of service—furnishing the retailer with capital and teaching him how to handle it—is one of the heaviest burdens on the jobber's shoulders."—Forest Crissey in Saturday Evening Post.

Foundation Stones of Mercantile Success.

Excuses fill no pay envelopes.

The salesman who brings in excuses instead of orders keeps no wheels turning.

The manager who makes no profits, but only excuses, is soon cast aside.

The advertising man who can produce nothing but ideal excuses does not last long.

The inventor who can invent only excuses for failure is apt to starve.

The designer whose creations will not sell cannot hope to efface his failure by even the best of excuses.

The world wants results, not excuses.

No man can hit the bull's-eye every time.

No man can make a sale to every prospective customer.

Indeed, it has been sagely said that the man who never made a mistake never made anything else.

But the best workers in any field are those who need to offer the fewest excuses, those who can let their achievements speak for themselves.

You will notice that the fellow who is not making good nearly always blames some one else.

Often he is too conceited and self-satisfied to look for the cause in himself, in his own shortcomings, in his own lack of energy and ability.

If he can find nobody or nothing else to blame, he will complacently

attribute his failures to "bad luck." Search diligently enough and you can usually find a reason for "bad luck."

"Bad luck" most times is nothing but a convenient excuse for lack of energy, lack of persistency, lack of diligent thinking and planning and striving and stick-to-it-iveness.

"Bad luck" and laziness, indifference, shiftlessness, shallowness are near relatives, if not always brothers.

The expert spinner of excuses is fond of explaining another's success as "good luck"

"Good luck," you must have noticed, however, commonly goes hand-in-hand with hard work, with indefatigable plodding, with unremitting application, with clear-headed thinking—with, in short, deservedness.

If those who use their brains in coining glib excuses would use them in overcoming the need for excuses, they would fare better in the end.

Next time you find yourself ready to blame another for your failure to achieve something just bite your tongue and keep your mouth shut. Make up your mind, brother, that if you are failing to score a creditable percentage of hits the trouble lies in yourself.

Try going to bed a little earlier and getting up a little earlier.

Cut out distractions for a while.

Get plenty of air and exercise.

Tackle your problem with a stout heart, a clear eye and good digestion. Stop whining.

Be determined to overcome at least some of your obstacles.

Make certain that you will at least deserve to succeed.

And in time you stand a good chance of getting there.

And remember that satisfaction comes more from the 24-carat, 100-per cent. effort to succeed than from success itself.

The Value of Cheerful Service.

A store that radiates sunshine and cheerfulness is the store that attracts. The salespeople who handle a request as though it were a pleasure, and who can be accommodating and smile at the same time, are the magnets that draw people to a store.

In this establishment we cultivate good cheer—we demand it as one of the qualifications of our employees.

And this policy of cheerful, willing, responsive service has helped to make Jordan Marsh Company, of Boston, one of the greatest stores in the world—proving pretty conclusively that the line of least resistance is, after all, the one that sinks animosity and fancied grievance.

But few men work overtime to make their wives happy.

Sagacious Suggestions From Saginaw Salesmen.

Saginaw, May 29—The Saginaw-Bay City Credit Men's Association held their annual election last week and elected the following officers:

President—H. H. Bartling, Bay City.

Vice-President—W. Park Warner, Saginaw.

Secretary—F. D. Smith, Saginaw.

J. C. Reinke, Jr., formerly of Saginaw, has been elected President of Hubinger Bros. Inc., of Frankenthum, conducting a general business in the village; Fred J. Fox, manager of the Lee & Cady Saginaw branch is Vice-President; Dr. E. A. Pillsbury, Treasurer and A. M. Hubinger, Secretary. The cheese factory and flour mill are running to capacity and the mercantile business is rapidly increasing, this being one of the prosperous establishments of Frankenthum.

George A. Wilder, who has for a long time represented the Washburn-Crosby Co., has accepted a position with the Diamond Crystal Salt Co., making Indiana territory. George is a live wire and is well liked by the trade. The Diamond people are fortunate in securing his services. J. W. Cunningham, of Flint, a former employe of Hamady Bros., will take Mr. Wilder's old territory for the Washburn-Crosby Co.

F. A. Lalonde has opened an up-to-date grocery store at 199 South Saginaw street, Pontiac. He bought his opening stock of Berdan & Co., Toledo.

We read where an Ohio judge granted a divorce to a man because his wife was a "movie fan," and would rather go to the movies than keep house. Boys, clip this out and flash it on her this evening.

And still she raves! Cowels & Mutscheller, Saginaw architects, have drawn up plans and are superintending the construction of buildings in Midland which will cost over \$200,000. They are erecting one store and office building that will cost \$50,000. We are glad to see our sister city grow and if we are not careful she will outgrow us.

The Oakland Candy Co., Pontiac, is having a new front put in its store on Saginaw street. Another boosters club for Saginaw was formed last week known as the Lapeer Avenue Business Men's Association. G. F. Opperman, of the Opperman Fur Co., on Lapeer avenue, was elected President, William L. Marwinske, Secretary and L. R. Cooper, Treasurer. There were thirty business men at the first meeting and enthusiasm ran high. They expect to start a booster campaign for membership. A number of plans are being considered for the improvement and beautification of the street.

Look out, you lizzie speeders! Mayor Paddock has purchased several new motorcycles to be used in running you down. Safety first.

Chief of Police Kain leaves next Sunday for Atlantic City to attend the twenty-third annual convention of the International Association of Police Chiefs. Chief Kain is a charter member of the Association.

At a general conference of the Methodist Episcopal church, at Saratoga Spring, N. M., a resolution was drawn up and adopted favoring woman suffrage. Another case of stirring politics in religion. Politics are too rotten nowadays to try to make a pal out of the Christian church. Clean your fish before you fry them.

Merlin Grotto, No. 63, M. O. V. P. E. R., took in a class of 125 at its ceremonial session last Friday night. They were given a theater party at the Palace.

The Peoples Bargain Store, 315 Genesee avenue, Saginaw, opened its doors to the public last Saturday. Mr. Lewis Levinsohn is the proprietor.

E. V. Stark, John De Fore and L.

W. Andrews, of Saginaw, have opened a furniture store at 122 North Jefferson avenue. They have capitalized at \$5,000. The firm will be known as the Stark-De Fore House Furnishing Co.

Henry Hamme, of Bay City, has purchased the grocery store of E. J. Whyte, at 925 Third street.

W. H. Uptegraff, formerly of Garner & Uptegraff, grocers at Flint, has bought the Sanitary Grocery, at Birmingham. Mr. Uptegraff is an up-to-date and live merchant and will, no doubt, build up a live trade. Bice & Aldrich, former owners, will continue the bake business.

Mr. Dernberger, head of the Merchants Delivery Co., at Pontiac, is building a big structure to be used as the delivery station. It is patterned after the Ann Arbor merchants' delivery plant.

W. H. Reid, member of the McRae-Reid Co., wholesale grocers at Bay City, is a candidate for Sheriff of Bay county. Mr. Reid is very popular in the county, having served as a member of the Board of Supervisors for seven years in Garfield township; also for a long time member of the school board and Postmaster at Garfield. For four years he was manager of the Bay county poor farm. He always gave a creditable account of himself in whatever office he served. He has a host of friends among the traveling fraternity who wish him well.

Probably one of the youngest and most efficient hotel clerks in the State is Howard Heldenbrand, chief clerk at the Kenwood Hotel, Pontiac. He is courteous and always ready to lend a smile and helping hand to the weary traveler, which goes a long way with the boys who appreciate a good hotel and pleasant surroundings.

Have you had your name in the Tradesman yet? No? Well, then, send me some news. My 'phone number is Bell 3821J.

Judging from the weekly animadversion sent to the Tradesman by James M. Goldstein about Billy Sunday, I think that Billy probably thinks it pays to advertise. Be careful, James, you might get a fancy offer as advance man for the baseball preacher.

The Michigan members of the American Specialty Manufacturers Association held their regular meeting at Unedarest Cottage, the summer home of J. B. "Jim" Hill, at Bay Port, last Saturday. The following members were present: President C. H. Robinson, S. H. Ayers, (who acted as Secretary in the absence of Mr. Thorne) and D. L. Christian, all of the Kellogg Corn Flake Co.; F. J. Townsend, of Bay City, representing the Foulds Milling Co.; J. B. Hill, representing the Diamond Crystal Salt Co., and L. M. Steward, with the Postum Cereal Co. After an interesting business session, we were at the mercy of J. B., who had made arrangements for entertaining us Saturday afternoon and Sunday. We were very sorry that so many of the boys failed to be on hand and help partake of the genial hospitality tendered us by Mr. and Mrs. Hill, who certainly left nothing undone toward making us feel at home. There isn't a word big enough or broad enough in the dictionary to describe their parental acts and offerings to us poor luggers of baggage. Messrs. Robinson and Ayers could not wait for Saturday morning to come. They motored to the convention headquarters from Detroit on Friday and met the rest of us at the train Saturday morning and escorted us to Unedarest camp, where our rooms were held in reserve. To give in detail the happenings during our two day stay at Bay Port would fill a book, so I'll confine myself to a few of the important events. At all such outings there must be an accident

and to follow that a hero and there must be noises unheard of and thunder and lightning; people must be in great danger; there must be a dashing automobile ride or motor boat chase on the wild and foaming waters, etc. Sam Ayers tells how he was awakened from his peaceful slumbers Friday night by the rumbling in the heavens; how he silently through the watches of the early morning stole out upon the front veranda of the annex and no sooner had he opened the door when God seemed to pick up North Island and lay it at his feet. While all this was going on Chet Robinson awoke and, finding Sam gone, began to worry. He could not realize what had happened to Sam. Looking out of his bedroom window he spied a figure attired in white pajamas and, grabbing his search light and gun sprang to the door and shouted, "Hands up or I'll hsoot." As if by magic, up went a little pair of fat hands. "For heaven's sake don't shoot, Chet. This is Sam." There was silence for a moment, Sam turned and when their eyes fell upon each other, they clasped one another in fond embrace and returned to their peaceful abode. On Saturday afternoon Mr. Hill provided fishing boats and we all started out to try our luck. We were all successful in catching, but could not land our fish. All the big ones fell off the hook. The champion fisherman of the event was Mr. Ayers, who caught three perch, 4, 5 and 6 inches long, respectively. At this point in my story comes a sad incident. We were several miles from shore when a storm came up. The writer became very much worried, as he can not swim, although it was some comfort to know he was with two such able bodied seamen as Ayers and Robinson. The storm grew worse and worse. At first the riding of the waves was joy to the oarsmen, but bit by bit their faces grew pale and they were becoming exhausted. I must confess I was a bit worried. All at once there came within our sight a ray of hope across our cheerless, watery path. It was the good ship, the Witch. Mr. Hill had realized our predicament and had sent the good ship to our rescue. We were towed safely to harbor, arriving dryless and almost fishless. But danger for all had not passed. Messrs. Townsend and Christian were still out on the briny waters. At times we could see them and again we could not. Had it not been for the medal of bravery that Townsend possesses, they might have been dashed to pieces. With might and main he labored and won the battle, only to face another accident after reaching the Unedarest dock. After taking out their fish (?) and other articles of less importance from their boat, Mr. Christian attempted to step ashore and for some unseen cause lost his balance and fell in. Here is where the hero of the day saved a Christian. Mr. Townsend plunged in and rescued his fishing partner from a possible watery grave (water two feet deep). At any rate we all arrived safe and much wiser. The evening was spent playing cards and discussing how a jewelry store could be so prosperous in such a small village. Sam solved the mystery, but would not tell the rest of us. Ask him when you meet him. Sunday morning came and again Mr. Hill had planned for our entertainment. We arose early—some earlier than others, Robinson got up at 2 a. m. and in language unfit for a printer to use told Sam Ayers that as long as he lived he would never bunk with him again. It is a settled fact that Sam snored so loud that many of the trees were loosened from their roots. He would make the volcano of Vesuvius blush with shame at her mere rumble. Of course, one difference between the two is, Vesuvius spits flames of fire

and Sam tobacco juice. Now, back to our rising early. We arose at 5 a. m. (Sam shines again.) Hill furnished 20 minute hard boiled eggs, burned bacon, scorched toast and coffee, oh, so delicious! It looked so good to the writer that he gave his share to the older boys (always respecting age) and drank hot water. At 6 we boarded the fish tug and took a trip out to see the fishermen lift fish nets. It was a sight to behold to those who had never seen such work. We arrived back at the dock at 12:30, everyone declaring it a wonderful trip. The day was ideal on the water. At 2 we all started for home in Mr. Robinson's touring car. Had you seen us you would have taken it for a combination baggage and touring car. The trip to Saginaw was a most enjoyable one, even if we did have to be pulled out of the mire by a farmer's horse, detour and do marathons. They all added to the joy of living in a free country. I must stop now and let Chet, Sam, Fred, David and Uncle Jim tell you the rest when they see you, but those who failed to attend missed the time of their lives. Mr. Hill received a telegram from Frank Stiles, of the Postum Cereal Co., on Saturday explaining his absence and wishing all a good time. And we had it.

L. M. Steward.

Balmy Breezes Blown Over From Port Huron.

Port Huron, May 29—Great activity is being taken at the present time in the proposed construction and improvement of the lake shore road, connecting with Harbor Beach. This will eventually be a gravel roadway, traversing the whole Eastern length of the State from Detroit to Bay City and through to the Upper Peninsula and will be along the water all the way.

It is reported that Port Huron and Detroit capitalists have arranged for the construction of a new theater and business block in this city, on the site of the old opera house property on Military street. The plans of the theater provide for a seating capacity of 1,500.

Arrangements are under way for the organization of a motor boat club. F. B. Stover, Secretary and Treasurer of the E. J. Schoolcraft Realty and Insurance Co., and an enthusiastic boat man, is at the head of the project.

President Bennett, of the St. Clair County Automobile Club, has arranged with a moving picture concern to feature the auto parade on June 10.

The Van-Leuven-Brown school for crippled children of Detroit will again camp at Lakeside Park this summer. A local committee has been busy for several days arranging for the camp and raising subscriptions to provide for the children. An enclosed dining hall and a sidewalk to the shore will be built for their accommodation. It is expected that about thirty of the little cripples will be in camp here.

John B. McIlwain and William Doetsch, of this city, have purchased the W. O. Lee Foundry Co., at South Park. William O. Lee will still retain an interest in the business, which will be incorporated. The company manufactures the Lee injector and has a fine business in the making of other brass goods. The work will be carried on upon a large scale.

The entire City Commission, with the Mayor, the City Engineer and City Attorney, will attend the International Joint Commission in Detroit June 26. The Joint Commission from Canada and the United States has been investigating the sewage condition along the Great Lakes for the past year and it is expected that some plan will be evolved at this meeting that will improve the condition now existing. Observer.

Wafted Down From Grand Traverse Bay.

Traverse City, May 29—Mr. Thomas, of Traverse City, traveling salesman for Gold Medal flour, says he thinks there is such a thing as boys getting too good in their work. Last week Mr. Thomas was driving through the country with his car about milking time, and it happened to be in a country where the cows run at large. A farmer boy was in the act of milking very close to the roadside and just as he was passing the boy changed the angle from the pail directly to Mr. Thomas' face and literally covered his face and best clothes with good rich country milk. Mr. Thomas lost the price of dry cleaning a suit of clothes—and some say his standing in the church.

A. D. Supernaw, member of No. 361, left Saturday for Charlevoix to attend the golden wedding of his father and mother, Henry and Julia Supernaw. Mr. Supernaw's father, aged 102 years, will be in attendance at his son's fiftieth wedding anniversary. Mr. and Mrs. Supernaw are old settlers of this region, having come here thirty-six years ago from their native home in New York.

Dick Hodges, of Fife Lake, was taken suddenly ill last Wednesday with a very acute case of appendicitis. He was rushed at once to the hospital at Cadillac, where he underwent an operation. Everything is being done for him that money and friends can do, and while very low the doctors think there is a slight chance for recovery. Mr. Hodges is very well known by all the boys who travel the G. R. & I. He at one time owned the hardware store now owned by his brother, J. S. Hodges. We all hope for a speedy recovery and hope to find him in good health on our next trip.

Everything is in readiness for the big convention, Thursday, Friday and Saturday. If there should happen to

be any of the boys who haven't fully decided to attend the convention, just express your grips home and buy a ticket for the Queen City of the North. We are going to give you a little car ride where we can show you some of the most beautiful natural scenery in the world. We will go up on the mountain overlooking Grand Traverse Bay where as far as the eye can reach will be seen the most magnificent scenery ever planned by nature. You will have but to turn around and you will behold hundreds of acres of orchards in full bloom, the fragrance filling the air with a perfume more delightful than ever came from a manufacturer's still. We have other things too. Come and see them. There will be hundreds of automobiles that will be placarded "U. C. T. Service Cars" and they are real service cars. No matter where you want to go in the city or country, they are free for the asking, and we want you to keep them busy. June 2 and 3 are the big days, all the time, night and day. All we can say is, come.

Sam Taylor, Hannah Lay & Co.'s flour man, is certainly enjoying his car, as he makes his entire territory with it. He also carries along a tent and a folding stove, and when it comes night he pitches that little tent along some nice trout stream, catches a few trout for supper and breakfast, gets his supper and turns in. We always knew that Sam was some fisherman and a past master in the art of cooking, and if anybody gets any more enjoyment out of traveling than Sam does, we want his recipe. Sam sells some flour, too. F. W. Wilson.

Not every young man who smells of gasoline owns an automobile. Perhaps he cleans his own clothes.

It's a wise saw that knows its own maker.

Boomlets from Bay City.

Moses Marks, of Oscoda, who has conducted a dry goods, clothing and shoe business for several years, has recently come into possession of the stock of the Oscoda Hardware Co., which occupies the building adjoining. It is his intention to remove a portion of the intervening wall, which will enable him to conduct the hardware in connection with his present business.

The Bay County Stone Road Commission at its last meeting, decided to construct six miles of stone roads in various parts of the county this summer.

Detroit and Saginaw capitalists have secured an option on 220 acres of land at the mouth of the Saginaw river, which they will convert into a summer resort. The present plan contemplates a large modern hotel and cottages, dancing pavilion and other features which go to make an attractive summer resort. It is expected that the Street Car Co. will extend its line to the site about one and one-half miles. It is estimated that \$200,000 will be required to improve the property.

David H. Hurst, local freight agent of the Michigan Central Railroad and for forty-four years in the service of the road, has been retired on half pay. Mr. Hurst met with a serious accident a year ago and since that time has been incapacitated for business. His retirement was made upon his own petition.

B. C. Wolgermuth, grocer at Gladwin, who has been sick with Bright's disease for nearly a year, died last week.

The new bank building which has been under construction since last summer is completed, and is now occupied jointly by the First National and Bay County Savings Banks. The building is said to be the very latest

design in bank building architecture and cost about \$100,000.

The joint committees of G. A. R., S. W. V. and Sons of Veterans are hard at work perfecting arrangements for the State reunion which will be held here June 20 to 22. It is expected that the following military companies will take part in the parade. Co. C., of Port Huron; Co. A., of Flint; Co. H., of Owosso; Co. F. and Naval Reserves, of Saginaw; Co. D., of Alpena and Co. K., of Cheboygan. W. T. Ballamy.

Van Tongeren Invents a Cigar Wrapper.

Holland, May 30—Herman van Tongeren, the well-known cigar manufacturer, has invented an automatic machine which puts the tinfoil-tissue wrappers on each cigar automatically in a much more rapid manner than the old time method by hand, long in vogue in the cigar factories.

The new machine has already demonstrated its value in ensuring cleanliness, preventing breakage of the cigars and preserving the original, fine aroma. Each cigar is its own humidifier, and dust, air and odors can not possibly come in through this superior process of wrapping.

Mr. van Tongeren has long made a specialty of wrapping his cigars, but the process of wrapping the cigars by hand did not prove satisfactory, and, consequently, he conceived an idea of inventing some apparatus which would do the work more quickly and keep the goods up to a high standard. The new machine enables the tinfoil-tissue wrapping to be done at a cost next to nothing and prevents the flavor, moisture and mildness from escaping.

The machine invented by Mr. van Tongeren will be placed on the market as soon as it has been patented. It is already being used in his factory and has proven its worth in numerous ways.

Put It Up to Your Dairyman

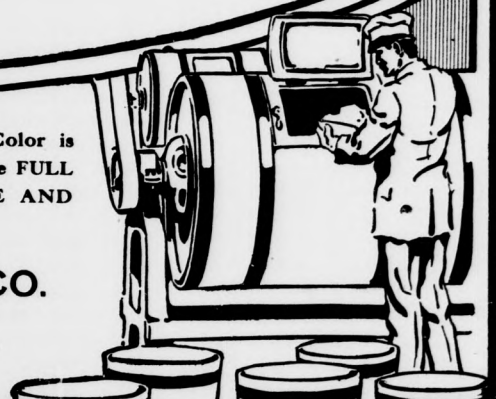
Ask your dairyman if he uses Dandelion Brand Butter Color. If he doesn't, speak to him about it. Tell him that you know that women buy butter largely on color—that your customers want butter of a deep, rich, golden hue—the wonderful color that only Dandelion Brand Butter Color can confer.

Insist that your butter be colored with it—it means bigger profits to you.

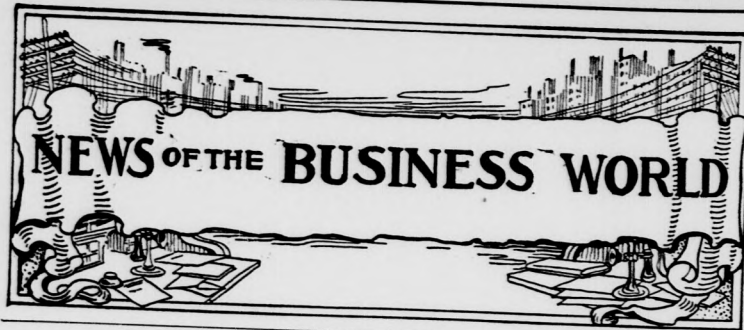


We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS, STATE AND NATIONAL.

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



Dandelion Brand Butter Color
The color with  the golden shade



Movements of Merchants.

Edgetts—G. A. Johnson succeeds T. W. Ford & Co. in general trade.

Niles—George Unruh has closed out his meat stock and will retire from business.

Traverse City—E. Wilhelm, dry goods dealer, is closing out his stock at special sale.

Owosso—The A. E. Osmer Co. succeed Loomis & Osmer in the grocery and meat business.

Kalamazoo—The Woodhams, Oakley & Oldfield Co. has changed its name to Oakley & Oldfield.

Boyer City—Buschert & Leavenworth have engaged in the heating, plumbing and sheet metal business.

Dowagiac—Smith & Foley, grocers, have closed their store, preparatory to re-organizing or liquidating the business.

St. Ignace—John Dill and Charles Madison have formed a copartnership and engaged in the lumber business.

Perington—L. H. Richards, dealer in general merchandise and groceries, has installed new show cases throughout his store.

Ypsilanti—Floyd Daggett has been elected trustee by the creditors of Albert L. Evans, dealer in bazaar goods.

Perrinton—J. B. Kinney & Son, dealers in groceries and general merchandise, have remodeled and enlarged their store building.

Saginaw—The Saginaw Pure Ice Co. is building a \$4,000 addition to its plant at the corner of Atwater and Water streets.

Caro—William Widmere has sold his stock of bazaar goods to Mrs. Pearl DeFrenn, recently of Owosso, who has taken possession.

Corunna—Fremont Bovee has purchased the grocery stock of James Meade and will continue the business at the same location.

Manistique—William Mueller is erecting a two-story brick store building on River street, which he will occupy with his bakery about August 15.

Benton Harbor—W. E. Parks has purchased a half interest in the nursery and farm implement stock of the Cutler & Downing Nursery Co.

Port Huron—Watson Brothers have merged their business into a corporation under the style of the Port Huron Heating & Plumbing Co.

Lapeer—J. H. Daniels has opened a plumbing and tin shop in connection with his hardware store under the management of Harry Raymer.

Charlotte—Mrs. Roszie Clever has sold her millinery stock to Victor C. Roblin, who will remove it to Hastings and consolidate it with his stock there.

Saginaw—The Bancroft Drug Co. has been organized with an authorized cap-

italization of \$10,000, all of which has been subscribed and \$5,000 paid in cash.

Benton Harbor—Arthur Freidman and Jesse Lever have formed a copartnership and engaged in the drug business at the corner of West Main and Colfax streets.

Bellevue—The Farmers Co-Operative Elevator Co. has been organized and will engage in business in the Cargo-Owen Co. building, which it has purchased.

Albion—The Charles E. Roat Music Co. has purchased the stock and fixtures of the A. Emmons Music Co. and will continue the business as a branch of its Battle Creek store.

Saginaw—Louis Levinsohn has engaged in business at 315 Genesee avenue under the style of the People's Bargain Store. It will be an outlet for bankrupt stocks of all kinds.

Saranac—James Eddy has sold his interest in the produce stock of Eddy & Jepson to E. A. and James Jepson, who will continue the business under the style of Jepson & Son.

Hastings—Chris Spiris, recently of Lansing, will open a confectionery store and ice cream parlor in the building recently occupied by the Jamieson restaurant July 1.

Detroit—The Strasburg-Miller Co. has engaged in the automobile business with an authorized capitalization of \$50,000, of which amount \$25,000 has been subscribed and \$3,000 paid in cash.

Battle Creek—J. McNarrey has purchased the George F. Wight cigar stock and fixtures and will continue the business at the same location at the corner of State and North Jefferson avenues.

Niles—F. W. Richter, who has conducted a drug store for the past twenty-five years, has sold his stock to Harry T. Richter, of Battle Creek, who will continue the business at the same location.

Benton Harbor—George S. Avery has returned from Mississippi and purchased a one-third interest in the Lutes-Sinclair Laundry Machine Co. The business will be continued under the same style.

Coopersville—Elroy Reed and son, Roy, have formed a copartnership and purchased the S. W. Giroux stock of general merchandise and will continue the business under the style of Reed & Son.

Detroit—The Velick Scrap Iron & Machinery Co. has engaged in business with an authorized capital stock of \$12,000, all of which has been subscribed, \$5,000 paid in cash and \$7,000 paid in property.

Coldwater—Collins & Lockwood, grocers and meat dealers, have sold their stock to Frank E. Stinebower and Rod-

ney George, who have taken possession and will continue the business under the style of Stinebower & George.

Olivet—John H. Smea has sold his hardware stock to William Morgan and Walter Kachelski, who have formed a copartnership and will continue the business under the style of Morgan & Kachelski, adding plumbing and heating departments.

Flint—While Chas. Piedmont and his family were asleep early Tuesday morning a dynamite bomb blew out the front of his grocery store, wrecking the interior of the building. The Piedmonts escaped injury. Piedmont denies having received any black hand letters, but the police believe he has been too thoroughly scared to talk.

Benton Harbor—Andrew Patrick and C. V. Buchanan have formed a copartnership and engaged in the women's furnishing goods and ready-to-wear clothing and millinery business on Pipestone street under the style of Patrick & Buchanan. The millinery department has been leased to R. A. Montieth, traveling representative of Hart & Co. of Cleveland, Ohio.

Eaton Rapids—Isaac N. Reynolds, who died here May 28, aged 86 years, was one of the oldest and most prominent pioneer business men in this section of the State. Ten years before Eaton Rapids became a city he was President of the village, and for more than half a century had been a member of the Masonic lodge here. He was also a member of the Charlotte commandery, Knights Templar. Besides his four children he is survived by one brother, R. H. Reynolds, who resides here. For many years Mr. Reynolds had been a director in the Michigan State Bank.

Manufacturing Matters.

Detroit—The Hicksville Product Co. has increased its capital stock from \$5,000 to \$12,000.

Jackson—The Velvet Ice Cream Co., manufacturer of plain and fancy ice cream and pasteurized milk products, has engaged in business at 407 West Randolph street.

Detroit—The Interstate Timber Co. has been incorporated with an authorized capital stock of \$100,000, all of which has been subscribed and paid in property.

Detroit—The Autopower Co. has been incorporated to manufacture automobiles and accessories with an authorized capital stock of \$50,000, all of which has been subscribed, \$5,000 paid in cash, and \$45,000 paid in property.

Detroit—The Reliable Trunk & Bag Co. has engaged in the manufacture of all kinds of leather goods with an authorized capitalization of \$4,000, of which amount \$2,700 has been subscribed, \$200 paid in cash and \$2,500 paid in property.

Holland—The Hardie & Ekeblad Co. has been incorporated to manufacture jewelry and metal novelties with an authorized capital stock of \$25,000, of which amount \$12,500 has been subscribed, \$4,500 paid in cash and \$1,500 paid in property.

Detroit—The Acason Motor Truck Co. has engaged in the manufacture of automobiles and vehicles of all kinds with an authorized capitalization of

\$50,000, of which \$25,000 has been subscribed and \$5,000 paid in cash.

Detroit—The Nicholds Co. has engaged in the manufacture of automobiles, automobile parts and accessories with an authorized capital stock of \$10,000, of which amount \$1,000 has been subscribed \$1,500 paid in cash and \$8,500 paid in property.

Jackson—George W. Sattler, manufacturer of cigars has merged the business into a stock company under the style of the Jackson Cigar Co. with an authorized capitalization of \$1,000, of which amount \$500 has been subscribed and \$270 paid in cash.

Detroit—The Michigan Standard Gear Co. has engaged in the manufacture of gears, motor vehicles and other machinery and accessories, with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed and \$5,000 paid in cash.

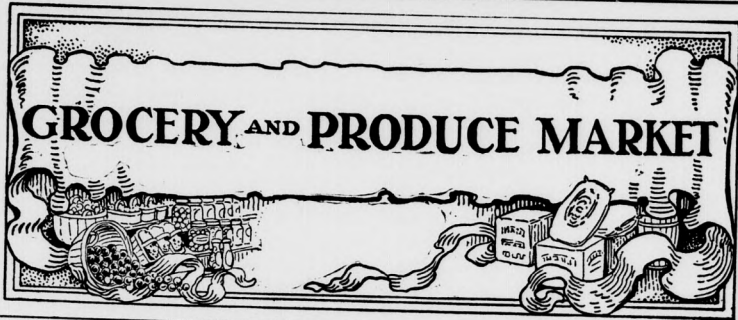
Detroit—Walter R. Hamper, president and general manager of the Globe Tobacco Co., died in Grace hospital Sunday. Mr. Hamper, who was 56 years old, was perhaps the best known and most popular tobacco man in Detroit. Born in Fenton, he came to Detroit when a young man and thirty-seven years ago went into the tobacco business here. He made a thorough study of tobacco and was regarded as one of the most expert tobacconists in the country. Mr. Hamper never married. He lived at 106 Lafayette boulevard. He had been ill for a long time of diabetes and his death came as no great surprise to his many friends and acquaintances in Detroit. The body was taken to Fenton for burial.

Department Store Selling Lumber.

The Readicut Lumber Co. recently has been formed in Portland, Ore., and has obtained patents on a miniature yard and its trade-mark, making arrangements with a Portland department store to retail useful sizes of lumber for household purposes. When this miniature lumber yard is installed in the store it will be possible for home owners and others quickly to obtain emergency lumber for small household repairs.

In addition the public will be supplied with designs and working plans for the making of many useful articles of wood, such as boxes, umbrella stands, book racks, flower baskets, tabourettes, wood seats, shirt waist boxes, writing desks, telephone stands, and a hundred other things that can be made conveniently by any person with the saw and hammer. Plans of the company contemplate the installation of similar departments in stores throughout the United States.

You are a free man, and let no organization come between you and your best interests. Do not let any man, or any body of men, tell you where you shall work, or when you shall not work. If a man wants to belong to a labor organization, let him belong. If he does not want to belong to a labor organization, let him have perfect liberty to stay out. You own yourself. Let no man put a manacle on your hand, or foot, or head, or heart.—Rev. T. Dewitt Tal-



The Grocery Market.

Sugar—The market is unchanged as to price, but the feeling is strong, with an advancing tendency. The domestic movement has been of late retarded by various factors, from strikes to poor weather, but the handicaps are being removed. A spell of hot days would, more than anything else, accelerate the consumption by manufacturers of ice cream and soft drinks. Some observers state that the country is only covered until the middle of June and must purchase for summer requirements, invisible supplies being moderate. The export movement has proven a stimulus to the market, lifting it from the pessimism into which it had fallen. As in the past, it was the buying of the British Commission which brought needed support after a decline of 1/4c from the recent high price of raws and granulated. More business from this quarter is expected, since the needs of the United Kingdom and France must be filled this summer prior to the arrival of Javas. Even peace, which Germany is bending every energy to precipitate, would not influence the immediate market much, since the production in Europe will be short this year and no surplus sugar should exist. Efforts to curtail consumption are, of course, being made, but from the standpoint of the Cuban planter it is held that there is little cause for worry, as his crop is rapidly coming to an end. Financially, the large profits make for strength and facilitate the holding policy pursued on the island.

Tea—No marked improvement is expected, since there is an incentive for going slow in the high quotations coupled with the current wave of peace talk. Some hold that the end of the war will not bring immediate adjustment of values, since Europe will replenish heavily but, on the other hand, freights will, of course, recede. The primary markets keep firm. Formosa is holding its own around 18c, at which figure there is a good business doing for the United States, possibly the high opening as Hankow accelerating the movement, as substitution may be forced. The cables from Hankow state that trading is very active, presumably for Russian account, as America is inclined to go slow at the figures quoted.

Coffee—Germany is rapidly disposing of her enormous stock of coffee, accumulated before the war, which would seem to indicate that the Teutonic nations propose to force peace plans on the Allies. The liquidation from abroad has been fully 100,000 bags, and yet some circles believe that there is fully as much more still in hand accumulated since the outbreak of the war. It is possible that the German holders have realized on part of the coffees, with the

idea that in the event of peace not materializing in the near future opportunity will be afforded to repurchase cheaper when the new Brazil crop movement is in full swing. Milds are steady to firm and quiet. Java and Mocha grades are unchanged and in light demand.

Canned Fruits—The announcement of the new prices of the California canned fruits—some of which are about 33 1/3 per cent. higher than last year owing to the prospective scarcity of supplies—has been the subject of considerable discussion during the week. From the growers and the canners' standpoints the new prices are justified by conditions and it was of noteworthy interest that some of the canneries announced higher schedules than those which were finally accepted as the basis for general market quotations. Just at present there is the usual jockeying for position on the part of both buyers and sellers, so that it is doubtful if even the minimum schedule may be accepted as the final word from the packers. The arguments which the latter are bringing forward in support of their position are admitted to be logical enough from the supply standpoint, but trade is not always conducted on the basis of logic nor even with a strict observance of the Golden Rule. On the contrary, it is more apt to be an outcome of severe competition with each individual seeking all the advantage obtainable, either by diplomacy or quick wittedness, regardless of how much his opponent may lose by the transaction. Hence, there have been reports circulated by buyers of substantial discounts from the quoted rates, some being placed at 12 1/2 per cent to 15 per cent; yet the only expression from a packer on this phase of the question was an acknowledgment that a 5 per cent. discount would be allowed for a good sized order. So far as can be learned, there has been no heavy buying as yet and confirmation on the whole has been slow. Crop advices have not been altogether favorable, although there has been some change for the better within the past week. The high price of sugar is being used by packers as one of the main arguments, but it is asserted by those who claim to know that too much capital is being made out of this one item, for the reason that packers were shrewd enough to obtain their sugar contracts some time ago and before the present advance set in. Buyers are holding off also in the expectation of a readjustment of conditions if peace should be declared, being inclined to regard the continued agitation of the question as highly significant. It is evident, therefore, that activity in trading will wait until demand becomes a little more urgent. An advance in Hawaiian pineapple has been established ranging from 5@10c accord-

ing to brand. This came as a surprise in some quarters, as there seemed to be no doubt that the pack would be sufficient to meet the demands, but the orders already received have indicated a possible shortage of some sizes and varieties. Apples are dull and cheap.

Canned Vegetables—Rather serious reports have been coming forward from the various growing centers concerning the lateness of the season, particularly with reference to tomatoes. Advices during the week from the South indicated that not over 5 per cent. of the plants had been set out. Reports from other localities were of similar tenor, the result of which was a stronger position assumed by packers. Old pack prices are fairly well maintained on the basis of \$1, but there has been a sale here and there at 97 1/2c, but not of sufficient importance to materially affect the market. There has been a good active demand for cheap peas and Wisconsin advices are to the effect that supplies are now more concentrated. The general activity for this product has stimulated a demand for fancy stock of which the offerings are light. Spinach is selling fairly well at steady prices. Offerings of corn are rather restricted.

Canned Fish—There is a fair business in daily sales of sardines, but reports from Eastport indicate that the run of fish is still light. The market is firm on the basis of \$2.75 for quarter-oil keyless and nothing more has been heard of offers below that figure. There has been an advance in three-quarter mustards to \$2.65 in key cans, but cartons are out of the market for the present. Sales of tuna have been quite liberal at opening prices and there have been some rather bullish reports concerning the size of the pack, but as no one can tell what the run of fish will amount to such reports are considered premature. Salmon shows no change and in good demand.

Dried Fruits—Currants have advanced considerably during the week owing to the continued uncertainty of the new crop. Growers report that they will not be able to get the chemical that they use to spray the growing plants with, and this will make a poor season, with fruit shorter and inferior. Prunes show no change from a week ago. The situation is still strong and prices are high. Peaches and apricots are where they were a week ago, and with a light demand. Raisins are also unchanged and quiet.

Cheese—The make is increasing as the season advances. There is a normal consumptive demand and a heavy demand for export and prices are steady on about the same basis as a year ago. The average quality is good. Skim is in light supply and unchanged in price.

Rice—The country is buying for actual needs and naturally does not care to anticipate with the new crop ahead, especially at higher prices. Peace talk has some retarding effect on the theory that an early ending of the war would relieve the shipping situation and facilitate the movements of foreign rice. The South is firm for the remainder stocks.

Provisions—Everything in smoked meats is steady and unchanged, with a light consumptive demand. Prices are very high for the season, owing to the

export demand. Pure lard and compound lard are steady, with a fair jobbing demand at unchanged prices. Barreled of 50c per barrel. Dried beef and canned meats are unchanged and steady.

Salt Fish—Some holders of mackerel are stiffening up in price, even toward the end of the season, and are asking several dollars more a barrel than they could have been bought for some time ago. Stocks are very low and the season will clean up very closely. New domestic mackerel will probably be available about the middle of June. Cod, hake and haddock are not wanted on account of the season, and the situation is unchanged.

Shorter Credit System.

That manufacturers of implements will establish a new credit system for farmers is the announcement lately made here. They are taking their cue from the automobile business, which has been handled for cash. The average farm has \$800 worth of implements—the price of the average automobile owned by a farmer. For the car he paid spot cash; the implements are bought on six months' to a year's time and the merchant is expected to wait on the pleasure of the buyer for his pay. The manufacturers are contemplating making a thirty-day limit on credit for the farmer, and if this is done, it will doubtless for a time reduce the sales.

The dealers are not opposed to the change, for it has meant a heavy overhead expense in carrying on the business and has resulted in losses that the automobile dealer knew nothing of. The coming of tractors and new forms of machinery make it an opportune time to readjust the credit system, and it is likely that the plan will be put in practice in every branch of the implement business.

Dealers report a good business during the past year and better collections than usual, but they have felt the influence of the automobile craze which has eaten up the ready cash of their best customers. Indications are that this will continue, for the "saturation point" for cars has not been reached; although there is already one to every ten families or less in most states.

Among the recent speakers secured for the Retail Merchants' Congress next week is Hon. Roger I. Wykes, ex-State Attorney General, who will discuss the trading stamp situation with reference to the decision now pending in the Michigan Supreme Court.

W. J. Colwell, Secretary of the National Grocer Co., and Edward Kruseniga, manager of the local branch of the National Grocer Co., are spending a few days—fishing, etc.,—in Northern Michigan.

The Teman Bazaar Co. at Grand Ledge has added a line of groceries, the Worden Grocer Co. furnishing the stock.

F. R. Atwater has engaged in the grocery business at 4226 Plainfield avenue.

The average man has more ambition than ability.

All news isn't as black as it is printed.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, May 29—Demar Electrical Wind Mill Co. is remodeling the building formerly occupied as a meat market by John Dion, Ashmun street, near the water power, and when completed the company will start to manufacture wind mills to supply electrical power for storage batteries, thus affording the farmers the use of electricity. Mr. Demar is greatly encouraged over the outlook of the new industry which will mean added activity to our busy city.

John Dill and Charles Madison have formed a copartnership for the purpose of engaging in lumbering operations and expect to operate two camps near Moran. They have sufficient timber for a three year cut and will employ about sixty men.

Captains report having considerable difficulty in keeping their crews aboard and a number of them have been reported to have been greatly hampered under the conditions, the men quitting the boats without waiting for their pay. It is claimed that the demand for labor ashore is so insistent that high wages are being paid and, as the sailors are in need of the money, they are taking advantage of the conditions. Something similar to the salmon industry at the time of the rebuilding of San Francisco after the earthquake when labor was paid \$5, which was \$3 per day more than what the canning industry had been paying their men.

A Chicago concern has been awarded the contract for an incinerator plant at Mackinac Island, which will be a most modern structure and solve a serious problem. It is expected that the construction work will be started on or before June 10, and have the plant in commission by July 15, and ready for the tourist season.

The A. B. Klise Lumber Co. has sent a large crew of men to Watersmeet, where it will start new lumbering operations.

A. E. Sharpe, well-known attorney here and Grand Chancellor for the Knights of Pythias for the Michigan Domain, was a St. Ignace visitor last week in the interest of the order.

The roads at Gould City between the depot and the town are being graded up. They have heretofore been almost impassible. Autos will be pleased to hear of this good news, as it was one of the sore spots en route.

A letter received at Mackinac Island from L. E. Edwards, from Miami, Florida, where he spent the winter, announces that he will leave in a few days and expects to arrive at Mackinac Island about June 1st. Mr. Edwards thinks the Island and surrounding resorts will have the largest year this year in its history. The season just closing in Miami has been remarkable for the large number of visitors and for six weeks Mr. Edwards was unable to accommodate all who wanted to remain at his place and had as high as 500 people at night sleeping in hallways, hotel lobbies, etc. Mackinac Island will be satisfied with half that overflow and welcome the optimistic news which is pleasing to the Islanders.

Reports from the early tourists at Hessel state that the perch continue to leap at almost bare hooks and large strings of fish are seen going through the town en route to the various frying pans. The best part of it is that the high cost of meats has made the fishing industry more interesting than heretofore.

Cedarville is planning to construct a large garage and the new project will be under the management of Gordon and Howard Rudd. More autoists are visiting the Snows each year and a garage of a large capacity will be just the thing to house the

cars during the tourist season. This will be pleasing news to the many Sooites and others who figure on going to the Snows for their Sunday dinners and often wish to stay over for a few days.

Hessel is to have a new hotel, ground having been broken last Tuesday for the new family hotel to be erected by Mrs. Jane Morgan. This will fill a long felt want and be a welcome addition to the list of local enterprises. The new site secured will give the guests a beautiful view, which will appeal to the visitors and also be appreciated by the traveling fraternity who are callers during the busy season.

John Quance, well-known local merchant and express agent at St. Ignace, was a Chicago visitor last week.

County Engineer McIlhargie has issued a most complete road map of Chippewa county. It shows the entire county road system, as well as the proposed trunk lines. Mr. McIlhargie has devoted much of his spare time to perfecting this work and the map shows every county and township road in detail. It includes that portion of Mackinac county lying just south of Chippewa and also Luce county as far west as Newberry. The large number of auto owners here and in the surrounding country will have an opportunity of getting familiar with all the roads, and the new map speaks well for our local engineer.

J. Van Riper, of New York, passed through the Soo last week on his magnificent yacht, the Rambler. This is one of the finest crafts which has passed through the Soo this season. The party is bound for Duluth and expect to stop off on the North shore for a time to fish. The Rambler carries a crew of twenty-four men. The remarkable feature, however, is that the high cost of gasoline has been eliminated as they are using hard coal for fuel. William Moher, of the Standard Oil Company here, is not feeling blue over this, however, as John D. can well afford to whack up with the coal dealers at the present price of gasoline and still keep out of the poor house.

Dave Brown, one of our former Sooites, but now of Corpus Christi, Texas, is visiting in the Soo with his daughters who are still residents here. Mr. Brown is always glad to get back to the Soo and has still to find a nicer place than the good old Soo.

Norman Hill, editor of the Soo Evening News, was elected on the Board of Directors of the U. P. Developing Bureau at the meeting in Marquette last week. Mr. Hill is one of our live wires and will be a valuable addition to the new board. Mr. Hill is full of publicity and, although comparatively new in the field here, has made a record of which he can justly boast.

"When it comes to stepping into a fortune no man objects to putting his foot into it."

E. E. DuCAP, well-known hotel man of Trout Lake, who has been following the lumbering business for the past winter, disposing of his hotel last fall, has again taken possession of the hotel and is now open for business. He will be pleased to have the boys noise it around that he will be pleased to see them all at the hotel again.

William G. Tapert.

Not Clear to the Father.

"I've got a letter from my son out West."

"What is Tom doing now?"

"That's what I can't make out. He says he is engaged in the destruction of weeds. Now, that may mean he's smoking a good many cigars or that he is trying to induce some widow to make a second adventure, or it may mean that he is doing farm work."

IN DOUBLE HARNESS.

Walter N. Burgess Joins the Ranks of Benedicts.

Walter N. Burgess was married Monday forenoon to Miss Olena Hermansen, of Ludington. The ceremony occurred at the home of the bride's sister, Mrs. Samuel Morris, 426 Cass avenue, Grand Rapids. Rev. Daniel Roy Freeman was the officiating clergyman. The happy couple left Monday noon for the North expecting to reach Traverse City Thursday noon where they will take in the Grand Council of the United Commercial Travelers.

Walter N. Burgess was born at Lansing, Nov. 22, 1870. His father was of English and Scotch descent, while his mother was of German descent. When he was 2 years of age his family removed to Paris, Mecosta county,



Walter N. Burgess.

where his father erected the first dam and grist mill at that place. In December, 1875, the family removed to Big Rapids, where the father engaged in the shingle mill business. He completed his education at that place by taking one year in the high school and subsequently spending a year in the Ferris Industrial Institute. At this time the Ferris school was in its infancy, Mr. Ferris and his wife being the only teachers. Mr. Burgess afterwards attended the same school in the evening for four years, occupying his time during the day by distributing advertising matter pertaining to the school. His first employment outside of the Ferris Institute was as a shingle packer in a mill. He later sold oranges to the lumbermen who came down with the drive in the spring, when he took up the book agency business, soliciting subscriptions for a publication called Our Country's Achievements. He frequently made \$5 a day while pursuing this occupation, and while engaged in this work he acquired the habit of studying human nature. Believing that he was destined for a mercantile career, he gladly accepted the offer of a position with A. S. Hobart & Co., dealers in crockery and glassware. He remained with this establishment for seven years, rising from the position of store boy to that of head clerk and buyer. Mr. Burgess came to Grand Rapids in 1895 to take charge of the crockery and glassware department in the retail store of H. Leonard & Sons, which was then located on

Monroe avenue. A year later he was transferred to the wholesale department going into the salesroom. He afterwards went on the road, covering Eastern and Southeastern Michigan for two years, at the end of which time he was taken into the store as buyer. He subsequently was elected President of the Leonard Crockery Co., which position he occupied the two years the corporation was in existence. On the dissolution of the corporation, he became manager of the wholesale department of H. Leonard & Sons, continuing in that capacity for one year. Jan. 1, 1909, he engaged to travel for Kinney & Levan, of Cleveland, with which house he has now been identified for seven years.

Mr. Burgess is an attendant at All Souls' church, having been Treasurer of the Sunday school and usher in the church for many years. He is a member of the Foresters and occupied the position of Secretary of the Big Rapids lodge. He was also Chief Ranger of the Grand Rapids lodge. He enlisted in a Big Rapids company in 1888 and has been connected with some military company most of the time since. He was Captain of Company A, 5th Infantry,



Mrs. Walter N. Burgess.

two years and was a member of Company K in Grand Rapids nine years, being Sergeant Major of the 2nd Infantry six years and serving three years as First Lieutenant and Adjutant.

Mr. Burgess attributes his success to a thorough knowledge of every detail of the crockery business which he says he owes largely to Mr. Hobart, who impressed on him the great necessity of mastering perfectly the particular thing he had in hand and then passing on to another. Mr. Burgess has also enjoyed good health, which he regards as one of the most important factors in a successful business man's life.

How He Got It.

A tradesman in a certain town put a box outside his shop one day, labeled, "For the Blind." Most of his customers dropped in pennies and complimented him on his charity. A few weeks after the box disappeared.

"Hallo! what's happened to your box for the blind?" he was asked.

"Oh, I got enough money," he replied. "And," pointing upward to the new canvas blind that sheltered his shop window, "there's the blind. Not bad, is it?"

Welcome to Michigan Merchants

We trust every customer of our house and every retail merchant in Michigan will avail themselves of the opportunity to visit Grand Rapids next week and take part in the Retail Merchants' Congress. This Congress is **ABSOLUTELY FREE TO ALL RETAILERS.** The Wholesalers of Grand Rapids invite you to attend and participate in the discussions. In extending this invitation the Grand Rapids Wholesalers wish to render a service to the retailers which could not be obtained in any other manner. The object of the Congress is to improve merchandising conditions in this section of the country; to help the retailer increase his profits, decrease his losses, eliminate his worries and serve his customers better.

We extend a cordial invitation to all visiting merchants—whether customers of our house or not—to make our store headquarters while in the city.



WORDEN GROCER COMPANY
GRAND RAPIDS, MICHIGAN

The Prompt Shippers

MICHIGAN TRADESMAN

(Unlike any other paper.)

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
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E. A. STOWE, Editor.

May 31, 1916.

COME ONE, COME ALL!

The retail merchants of Michigan will have an opportunity next week, through the generosity of the Grand Rapids wholesalers, to listen to the best exposition on mercantile methods and practices ever undertaken in this State. The programme starts with an afternoon session on Tuesday, followed by an evening session, three sessions on Wednesday and two on Thursday, concluding with a theater party Thursday evening. No expense has been spared to make this event one long to be remembered by those who attend. Not all of the problems which confront the retailer can be covered in a three day convention, but the committee in charge has aimed to embody in the programme many of the subjects which are uppermost in the minds of the merchants of to-day and the topics to be introduced and discussed are all vital ones with the mercantile world and their presentation in this manner should attract the attention and attendance of a large number of thinking merchants who want to secure all the information they can on the cardinal principles of their business. If the attendance is large and the interest intense—as the Tradesman sincerely hopes will be the case—the Congress will probably become a yearly feature of the Grand Rapids market for several years. On the other hand, if the merchants of Michigan fail to avail themselves of this opportunity to get in touch with the best thought of the present day on modern merchandising methods, any further efforts in this direction will probably be abandoned.

The time selected for the Congress is exceptionally opportune. No great staple is being marketed at present, requiring the undivided attention of the retailers. This renders it possible for most merchants to leave home at this time without inconvenience or concern. Furthermore, Grand Rapids, which noted experts in city development and embellishment assert is the "greenest and cleanest city in the world," is now in her best attire. The trees and lawns which are the glory of Grand Rapids now present their most attractive aspect, while the spiraea which is so much in evidence is a constant source of surprise and gratification. This feature

alone is sufficient to justify a visit to Grand Rapids at this season of the year by any home owner who seeks ideas as to the most effective way to beautify his home by the employment of vines and shrubs.

The sessions of the Congress are open to all, without price. All that is required is a good ear and a receptive mind. If any merchant finds himself unable to attend, he should by all means be represented by his wife or clerk, so that he can inform himself as to arguments presented for the betterment of his present condition by some of the foremost thinkers and workers of the age.

MURDEROUS ATTRITION.

The struggle around Verdun long ago ceased to be a battle for Verdun and has developed into a process of murderous attrition. It shows the wearing-out tactics which for a year and a half obtained on a four-hundred-mile front now concentrated within a twenty-mile area. One might almost say that by common consent the opposing leaders have decided to try attrition with 40,000 men to the mile instead of only 5,000 men to the mile. It gives the commanders a much narrower field to worry about, it simplifies their problem and it does not change the purpose of the war, which is to see which side can continue to lose men longer without a moral breakdown. The contest has for more than a year been a matching of casualty lists, and it hardly matters whether these lists are filled from a narrow sector around Verdun or from a line extending from the North Sea to Switzerland. So far as a decision is to be obtained by the fighting around Verdun, the hostile armies might as well have retired to the interior of Greenland to try out conclusions. Men may be killed off as rapidly in one place as another; and so long as France and Germany have the men, the war will go on without being greatly affected by the shifting of the lines a few miles one way or the other.

The quiet adjournment of the Canadian Parliament testifies to the harmony with which the Dominion parties, after temporary squabbles, have bent to the huge tasks of the war. Aside from the enquiry into Shell Committee affairs, now proceeding soberly, the outstanding events of the session have been the vote of \$250,000,000 for the war, and of \$250,000,000 for domestic purposes. This means a marked addition to the Dominion's debt. Yet the war vote has been accepted with enthusiasm, and the new special revenue measures are not attacked. Of these the chief are a business tax, absorbing one-quarter of the net profits of joint stock companies above 7 per cent., and higher tariff rates. The vote for home uses has been regarded as more debatable, for it includes a loan of \$15,000,000 to the Canadian Northern and of \$8,000,000 to the Grand Trunk Pacific, and provides for the taking over of the Quebec & Saguenay. But a majority of Canadians favor carrying through the railway-development scheme which the Government had undertaken long before the war.

CLEAR THE ATMOSPHERE.

That the unprecedented export trade of the United States is now a large element in our domestic prosperity is daily acknowledged by financial authorities, but few have given equal attention to the inevitable fact that extensive curtailment of export trade after the war may throw large numbers of workmen out of employment and introduce a serious element of weakness into our position in world commerce. Those American industries which export from 10 to 30 per cent. of their product have shown themselves best able to weather the storms caused by the economic pressure of alternating periods of prosperity and depression in the home market. Opportunities opened abroad by the elimination of European competition have been taken advantage of by many manufacturers and merchants hitherto doing only a domestic business. The advantage of foreign trade as a balance wheel to the vicissitudes of the domestic market is now more widely dispersed and shared by a greater proportion of the population than at any time in our history, rendering an incalculable number of citizens of all classes dependent for livelihood upon foreign trade, which should grow at least as rapidly as domestic industry. It is just as important for the country to prepare for a more effective resistance to government-encouraged co-operative effort of foreign rivals as to make ready to repel a campaign of "dumping," or to defend by judicious changes in the tariff system the operation of the preferential customs alliances toward which the belligerents on each side are now tending.

It is difficult to find another question upon which there is such general agreement by all interests in the United States as upon the necessity of removing the doubt which now enshrouds the legality of co-operative foreign selling effort and thoroughly legalizing combinations of exporters for foreign as distinct from domestic commerce.

ECONOMIC PENETRATION.

Advices from London state that by recent official action of the British government, a concern nominally British but controlled in Frankfurt-on-Main and known to represent the dominant German interests in copper has been eliminated from the London market. Australia has just adopted a regulation by which all Australian corporations must furnish the government full information as to the nationality of their stockholders. The purpose of this is to eliminate German interest in Australian companies. All contracts with Germans have been dissolved. The outspoken intent of British commercial powers, now, seems to be to root out all Teutonic interest in English commerce as a permanent thing.

A more moderate spirit may prevail when hostilities are over. If not, only the future will tell what the effect of the substitution by England of exclusiveness for free internationalism in commerce will be. It seemed to be

Germany's disposition before the war, notwithstanding her intensity of purpose in organizing every force she could in foreign commerce, to recognize the advantage of international co-operation in certain institutions of commerce and the disadvantage of any form of competition that might lessen her share in those advantages. She was building up her merchant marine, her insurance companies, her banking, and other institutions as strongly as she could, but evidently with the purpose of becoming as strong as she could within the organization of the commerce of the world with London as a center, not as a rival outside of it.

CALCULATING AHEAD.

Preparedness in business for any change that may result from peace in Europe or a shortage in crops is believed by some observers to be under way. It is true that there is no slowing up in any line of trade except possibly the steel industry, which had been stimulated beyond any previous experience in its history. Even in steel, if the mills were to turn out promptly the vast amount of tonnage they now have in hand, they would be busy for many months, and in some lines of finished steel they can run more than a year before catching up with their orders. Still, the whole situation calls for close watching for the next twelve months, or until the war in Europe is over.

Belief is general that there will have to be a readjustment then, although how much disturbance will be created is something on which the most experienced business men cannot agree. As a rule, the belief is that there will come a temporary pause when peace negotiations begin, but that afterward business will go on as actively as before, and on a more secure basis, because the great disturbing element will be regarded as out of the way. To secure opinions on the question of peace affecting business seriously, a large number of enquiries were recently sent out here by a local furniture manufacturer. The replies showed the feeling to be about evenly divided, with the predictions that it will not be affected adversely more numerous by a small percentage.

TO BANISH THE MYTH.

The Research Committee of the National Canners' Association has undertaken to stamp out another popular myth affecting canned foods, by proving through scientific investigation that ptomaine poisoning from canned foods is impossible. According to Chairman Henry Burden of the Committee, it will require approximately \$30,000 per year for three years to pursue this study to an end, and a pledge for this amount is being circulated for signatures. Many canners put their names down for large sums at the recent Executive Committee meeting and it is still open. With this myth officially laid at rest there will be nothing left to attack canned foods with.

THE JAPANESE BUGABOO.

It Originated With Thoughtless Writers and Speakers.

It is a very unfortunate fact that much loose talk is being circulated, and many reckless statements being published, concerning the inevitableness of a war between the United States and Japan. This bugaboo is to-day a favorite argument of the ultra-militarists. Not many weeks ago I read a critique on what was evidently a rather yellow plea for preparedness, containing this sentence: "He is sure we are in imminent danger from Japan because the Japanese 'like fighting and dislike us.'" The title of the book and the name of the author are of no importance, but the sense of the statement is of vital interest.

I had the good fortune to spend the spring of 1913 in Japan. It was the period during which the Legislature of California agitated the alien landholding bill, when Mr. Bryan made his hurried trip across the continent, and when the jingo papers both of Japan and of the United States were proclaiming the two countries as upon the very verge of war. In the first place, I should confess at once that possibly the Japanese do not really like us, nor, on the contrary, do they "dislike us." There is only one, I believe, among the greater nations of the world who frankly likes us, and that is France.

It is just the growth of this sort of unreasoning mistrust on the part of the Japanese towards us which we must strive against. If the first roots of it exist at present we have only ourselves to blame. The dislike of the Japanese for us is as yet inarticulate, it is a state of mind which is still half-formed. From the time of the entrance of Commodore Perry into Yokohama Bay the Japanese have had a strong desire for our friendship. Like China, they have viewed our interest in their progress as really unselfish. It is we, on the contrary, with our faltering foreign policy—our complete lack of foreign policy, in fact—and our bungling local politicians, who have changed what was once friendship and sincere affection into the germs of doubt and suspicion.

During the entire spring of 1913, when the California legislators were doing their utmost to insult and mortify the Japanese, treating them as though they had not for many years been included in the family of cultured and civilized nations, during those anxious months I never heard one single suggestion from any reputable person in Japan that their country desired or feared a possible war with the United States except—and here they qualified diffidently—through the clumsy machinations of ignorant American politicians which might drive the Japanese to defend their honor.

Much as I regret to say it, it seems to me that at present the Japanese have a higher sense of national honor than ourselves. We have lived perhaps through too many luxurious years, without any of those experi-

ences which try men's souls. Two great wars have, in recent years, welded the national spirit of Japan, and to the Japanese their honor stands above all material gain. But their attitude in this stage of their development is like that of a youth who has just reached maturity, conscious of his new-found strength and knowledge, but still uncertain as to how he will be received in the critical circle of his elders. In other words, the Japanese are not yet quite sure of themselves, in the sense that they are anxious for commendation and generous recognition. We ourselves have hardly passed that period of growth. We still read with avidity the opinions of the visiting foreigner, we enjoy his admiration, and we carry something of a chip upon our shoulders to use against his criticism.

To-day the Japanese are practically unanimous in their desire for our friendship, and they realize to the full the advantages of mutual goodwill. For material reasons, if for no others, since we are Japan's best customer. And what foreign policy would be more productive of good—if our Government can only be brought to realize the need of cultivating some constructive foreign policy—than that policy which should draw Japan, Britain, and the United States into a defensive and offensive alliance? The world has grown very small since the days of Washington, as some of our freshwater statesmen do not seem to have yet appreciated. Do they not understand that all that keeps our precious Monroe Doctrine afloat in safety is its endorsement by the British navy? Japan should be paramount on one side of the Pacific, we should be paramount on the other, England paramount in Europe—what other imaginable triple alliance could be so conducive to the peace of the world?

Before all Japanese suspicion can be dispelled, we must change, in a vital way, our attitude toward the island Empire. We must give the Japanese the right of naturalization. The "right," it seems to me, is all that this would ever amount to, for the number who would take advantage of this privilege would probably be small. We must give the Japanese complete recognition as our equals, as all who know them will realize they most certainly are. Their art, their national pride, their religion impress a casual sojourner as deeper and more vital than any of which we can boast. I have been in no country where the national spirit seemed so highly developed. Next door, in China, such a spirit does not exist. The pathetic absurdity of the so-called republic is an excellent example of this lack.

As for Japan wishing to seize the Philippines, I never heard a single Japanese express the desire that his country should take the islands over. At present Japan has her hands full with Korea and Formosa. It might not, however, be an inadvisable plan if, at some future day, and for a satisfactory consideration, we could persuade the Japanese to extend their sovereignty over the islands. Cer-

tainly if we withdraw and leave the Philippines to themselves the islands are bound, sooner or later, to fall under the rule of their strongest neighbor.

Then as to the phrase that the Japanese "like to fight." This is a sweeping statement which could as easily be made of half a dozen other nations. At least it may be a boast more deserving of respect than that suggested so recently of us by our own President. The Japanese are a very brave people and they have immense national pride. Their religion teaches them that it is honorable to die fighting for their country. But surely no religion worthy of the name teaches otherwise. Like all young countries, like all sensitive peoples, the Japanese are quick to take offence. We should take care not to arouse by silly pin-pricks their enmity. They are not like the English—phlegmatic, humorous, who, willing to let our politicians twist the lion's tail, understand the action for what it really means. The Japanese are more akin to the French; they may have sympathy for us, but they can never fully understand our Anglo-Saxon temperament. Their point of view is far too different. But the United States now has it in its power to cultivate and foster a friendly Japan, a Japan which will welcome the opportunity to stand shoulder to shoulder with us to promote the peace of the world. Nowhere do the vital interests of Japan and the United States clash. If Japan desires a paramount influence in China, we, on the contrary, want only the "open door." Thus it rests with the ability of our Federal Government to look ahead, to vision the possibilities of an international understanding which shall be truly constructive in its scope. It lies as well with our thoughtless writers and speakers to cease conjuring up the bogey of a Japanese peril, and doubly it behooves us, who know and love Japan, to seek to counteract their reckless outpourings whenever the opportunity arises.

Alexander Phillips.

Basis of Success in Selling Is Service.

Archie M. Peisch who speaks before the Retail Merchants Congress on June 6 upon the topic "New Problems in Merchandising" is a member of the faculty of the University of South Dakota. Mr. Peisch is a graduate from the University of Wisconsin where he specialized in business subjects. He has had some very valuable practical experience in retail selling and comes thoroughly equipped to talk about the actual problems presented by retail store-keeping.

In connection with his work at the University of South Dakota, Mr. Peisch is devoting himself to a thorough investigation of the mail order problem. In February he addressed a Merchants Short Course in Sioux Falls, South Dakota, upon this topic and showed himself amply fitted to contribute some very valuable information upon the subject.

Mr. Peisch firmly believes that the real basis of competition in modern retail selling is service. He thinks that real honest and true service is scarce and that it is here that the modern retail store faces its great opportunity to suc-

cessfully combat the competition of the catalogue house. He believes that it takes something more than goods and prices to please the customer public of to-day and that no mail order house can make headway against downright quality in service and men.

Mr. Peisch is also an ardent advocate of advertising for the local retail store. He believes that a policy of watchful waiting is disastrous to the modern merchant. The storekeeper can not wait for things to happen. He has to make them happen. He can't wait for customers to come into his store. He must go out and invite them in. No invitation is more suitable than advertising—advertising that is effective, that instructs, and that creates a real desire to buy.

Will Talk on Insurance and Inventory

Among the experienced speakers who will deliver addresses at the Retail Merchants Congress to be held in this city next week is C. F. Hildreth, of Freeport. Mr. Hildreth was born in Vermont



C. F. Hildreth.

in 1861 and has been in the fire insurance business in Freeport for the past twenty years, during half of which time he has been Secretary of the Freeport Building and Loan Association. He served a year as President of the Building Association League of Illinois, likewise a year as President of the Illinois Association of Insurance Agents, two years as President of the National Association of Insurance Agents and two years as President of the Freeport Chamber of Commerce. He has also served a term on the Library Board and nine years on the Board of Education. The remainder of the time he has been busy trying to earn a living.

Close Buying.

"Commend me to the average woman shopper for real shrewdness," says the manager of a well-known establishment. "We received a visit from one the other day that taught us something.

"She was considering the purchase of a yard of silk at 80 cents. The woman's purchase left a remnant of a yard and a half, which the salesgirl suggested that she should take.

"What'll it cost?" asked the shopper.

"Fifty cents."

"I'll take it," was the prompt response, "and you may keep the yard you've torn off."

MEN OF MARK.

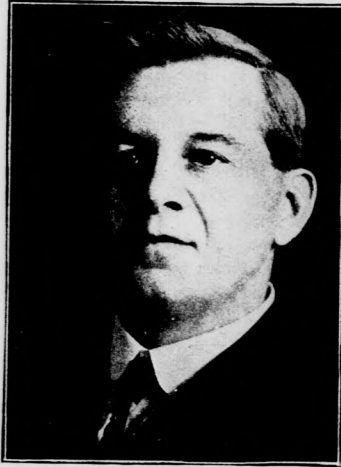
Oscar B. Clemens, of Clemens & Gingrich Co.

Oscar B. Clemens was born on a farm in Gaines township, Kent county, in 1870. His father's family trace back to the old progenitor Gerhard Clemens, who was born in Germany about 1610, and emigrated to America and settled under the domain of William Penn. The family branched subsequently, part of it removing to Preston, Waterloo county, Ontario, where Mr. Clemens' father was born. Mr. Clemens' mother was of Swiss descent. Her maiden name was Bowman. She also was born in Canada, both being allied with that highly respected stock of old Mennonites.

Mr. Clemens attended the district school in Gaines township, known as the Detray school, and later worked on the home farm, where he became familiar with all phases of farm life. He was always interested in farm machinery, and gradually acquired a reputation as an expert in the installation and repair of harvesting machinery. The knowledge of his ability in this line was ultimately brought to the attention of the McCormick Harvesting Machine Co. and the Warder, Bushnell, Glessner Co., and for several years he was engaged as mechanical expert by these companies. He then entered the employ of the Brown & Sehler Co., of Grand Rapids, as road man for their retail department, selling goods to the farmers throughout the county, and later took up their full line in the whole-

sale department, visiting every town of importance in Michigan and Wisconsin. During the years of his connection with this company he made the acquaintance of a large number of farmers and dealers in agricultural implements and machinery.

In 1909 he formed a copartnership



Oscar B. Clemens.

with J. H. Gingrich, under the firm name of Clemens & Gingrich Co., who have since become general distributors for the popularly known line of Blizzard ensilage and feed cutting machinery manufactured by the Jos. Dick Mfg. Co., Canton, Ohio, covering a territory of seven states, from Ohio to Nebraska. They have a corps of traveling salesmen cover-

ing this territory, who are coached on salesmanship, and carefully posted on the mechanical points of construction and efficiency of the Blizzard, by Mr. Clemens, who spends most of his time on the road among these salesmen. Mr. Gingrich has charge of the office end of the business, including the extensive advertising which is constantly being carried on.

Through persistent effort and square dealing, Clemens & Gingrich Co. have acquired this vast territory from a small beginning, until to-day they are doubtless the largest exclusive distributors of ensilage cutters in the entire country.

Mr. Clemens has followed the "blower" type of ensilage cutter from its beginning, and many of the improvements on the Blizzard machines were adopted from his suggestions during his frequent visits to the factory at Canton.

Mr. Clemens was married in 1903 to Miss Elsie Brewer, of Gaines township. The family reside in their own home at 109 Stewart street. Mr. Clemens attends the First United Brethren church on Buchanan street. He is a member of the Otterbein Brotherhood, and is interested in church and Sunday school work. He is a member of the Masonic order, including both the York and Scottish Rite degrees, and the Shrine.

Mr. Clemens still retains his interest in farming through his ownership of a part of the old homestead in Gaines township, thus keeping in close touch with the needs of farmers.

SALES POSSIBILITIES.

Many Things Which People Rarely Think About.

When we advertising men take a survey of the great public, our customers and prospects, from wherever our watch tower may be, we have to think of the thousands or millions of people as belonging to two main classes:

1. The people who know that they want our kind of goods; and
2. The people who don't know that they want our goods, or who don't even know that our goods exist.

Most advertisers burst right into the hot turmoil of competition, to get the dollars of the people who know what they want but don't know yet where they are going to buy it, or perhaps don't know what trade mark, if any, is going to be on the goods they will select.

This is a fascinating field for advertising and salesmanship. No good merchant, and no smart advertiser, will neglect it for a moment. It is spectacular, inspiring, resultful effort.

Our day's work is there. Our regular business is there. We must get these sales. We don't need to be urged to do our utmost to get that business.

But we all want increased business.

We want new customers.

We want to sell our product for new uses.

It is all very well to get the sales of things that people want to buy; but that is too small in volume. We must make people want many other things in order to get a big increase in business.

So the advertising manager must

MR. K. B. SIMMONS of Saline, Michigan, has represented Foley & Company in Michigan and Northwest Ohio for nearly thirty years. When he first sold this line in Michigan, he covered only a part of the State. Later he has covered the important points in the entire State, and Southeastern Michigan, and Northwestern Ohio closely, having three men to assist him in his territory.

He was born in Bristol, New York, in July, 1863, his forebears, who were of English and Scotch descent, having moved to Western New York from Massachusetts about 1780.

His birth and training in early life instilled in the mind of this man an honesty of intent and purpose which he has carried out all through his life, and which has assisted him in the development of a popularity and confidence among the merchants of Michigan. He has built up the largest volume of medicine business sold by any one man in Michigan, and has, himself, prospered with his firm, being now one of the stockholders of the Company.

Mr. Simmons is able to promise this year a better distribution of advertising matter than ever before, and wider newspaper publicity. His best sellers are:

FOLEY'S HONEY AND TAR COMPOUND
(A great lung and throat remedy that contains no opiates)

FOLEY KIDNEY PILLS
(Tonic in action, quick in results, contain no habit forming drugs)

FOLEY CATHARTIC TABLETS
(A new principle in Cathartics, Keep stomach sweet, liver active, bowels regular)

FOLEY & COMPANY

2835-45 Sheffield Ave.

SOLE DISTRIBUTORS

CHICAGO, ILL.

have two things constantly in mind:

First—What do people want?

And his advertising must let them know that he is able to supply that want. That is one vital side of advertising.

But the other side is not less important and is too often either neglected or only half done, and that vital question is:

What do I want to sell, that I must make people want to buy?

Commerce is constantly demonstrating that millions of people need things very badly, although they don't even know that the things exist.

The store which simply prints a list of prices day after day may win the attention of people who have their minds made up to buy certain things at that time; but such advertising has no more influence in creating desire for the merchandise than a railroad schedule has in tempting people to travel.

The vital thing for the retail advertising man to think about is—how many things have you got in stock that people either rarely think about, or do not even know exist?

How are these things going to be sold if the story is not told in the newspapers?

Did you ever realize how helpless merchandise was while lying back on the shelves, with no display in the windows, no word about it in the newspapers, and rarely being shown by the salespeople?

All of this merchandise was made to meet some definite want; but advertisers are neglecting to get together the goods wanted and the people who want it.

A great many merchants think that certain goods won't sell, when the goods have never had a chance.

The first way to increase business in a store is to sell more things to the present customers of the store.

People have a great many known wants, but you are only getting part of the business when you satisfy them alone.

You must educate them in reference to the unknown want that you can also supply, and thus sell more goods to every customer who comes to your store.

Again, you must make people buy oftener.

A vastly greater quantity of hosiery could be sold by a store, if people didn't darn their stockings so continuously. Many people darn their stockings until you can scarcely see any of the original soles, heels and toes. They need only be educated to the fact that the same amount of labor would be worth vastly more than the small saving from continuous darning. If a man were told what a labor and tax he was putting on his wife by compelling her to continuously darn his old socks, he would have enough compunction to buy the new ones that you want to sell.

With the proper kind of advertising a great many more corsets could be sold. The figures show that, on an average, a woman buys only one corset a year. While many women buy more, thousands of women do

not buy one a year, or one in two years. The proper educational advertising would prove to women that an old corset makes her best gowns look badly and spoils her own figure.

A similar educational campaign would sell vastly more shoes, blouses, and tooth brushes.

If business were confined to the sales that would be made to people who woke up in the morning with definite wants on their minds, most department stores would have to go out of business.

If manufacturers confined their production to the filling of the wants of the public, for things for which they, themselves, found the need, American commerce would shrivel, and the country would be filled with the unemployed.

The unknown want is a most powerful factor in making sales, and hundreds of industries depend upon it entirely. We all realize it, when we think about it; but most of us are prone to overlook it in the rush of our day's work.

I am inclined to the belief that one of the greatest wastes in promotion work comes from failing to get the impelling argument for the use of our goods placed, in the most effective manner, before the eyes of the people who really need it.

When goods don't sell readily, the storekeeper is inclined to blame it on the price, and makes a reduction that kills the profit. At least half the time, I believe, that this diagnosis is wrong. I don't believe that the goods have had a chance. Either its story has not been well told, or it has not gotten the attention of the people who need the goods.

So this is the great advertising problem:

1. To analyze the uses of the commodity, and determine to whom the goods should be sold.
2. To tell the story of the goods in an intelligent and alluring manner—to interest and arouse the desire of the people who actually want your goods.
3. To get your advertising printed in the best possible medium to reach the people whom you know will want them, or to get your printed matter mailed to the list of names of people who want the goods.

In other words, it is the problem of both merchant and manufacturer to bring together the goods and the people who want them.

To tell the people why they want the goods, and to convince them of their need of them.

After that is done the matter of price becomes a secondary matter. A cut price is unnecessary; and a fair price is entirely satisfactory to the customer, and the merchant fills a want of his customer, while he makes a profit for himself. Everybody is happy because a real constructive piece of selling has been done.

W. R. Hotchkin.

Diplomacy is often a knife in the hands of the underhanded.

The longer the dog's day the shorter the cat's night.

RAMONA

"The Park Beautiful" Welcomes You

To the opening of another season of refined entertainment and amusement.

You Will Be Surprised

At Ramona's changed appearance.

More Attractive Than Ever

More Beautiful Than Ever

Bigger Than Ever

For Ramona's shows again will come from the great Keith Vaudeville Circuit, which assures the best.

The Best of the Old

RAMONA DANCING CASINO

Again under the management of Mr. and Mrs. Frank Harris Peak of Chicago. Many new and novel innovations are in store for patrons of this properly conducted ballroom, including **Benson's Banjo and Saxophone Orchestra** of Chicago under direction of "Felix," you'll all soon know "Felix" and like him.

RAMONA CARROUSEL

This pleasing diversion of the youngsters is very dear to them, and Grand Rapids "kiddies" will this year find their favorite "jumpers" spick and span and ready to "go-a-galloping" to the strains of some wonderful new music.

RAMONA'S CIRCLE

Around the Circle Way may be found many new and interesting devices including the new "Play Ball" game, Mexican War Game, etc., as well as the best of the old—Photo Gallery, Japanese Bazaar, Lowney Booth, Novelty Booth, Casey's Flats, Electric Striker, Batting Machine, Fish Pond, Shooting Gallery, etc.

RAMONA'S STEAMBOATS

Launches, rowboats, fishing, swimming, in fact, all the water sports will again be featured and everything is in first-class shape.

A NEW SENSATIONAL SURPRISE

Ramona "Jack Rabbit" Derby Racer

If you liked the old "Derby Racer" you will love the "Jack Rabbit."

Ask about the Elgin Automobile when buying tickets for a race on the "Jack Rabbit."

**PLAN FOR A HAPPY SUMMER
AND RAMONA IS THE PLACE—NOW ISN'T IT?**



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.

Plans for Securing the Wedding Present Trade.

Written for the Tradesman.

In recent years, the hardware dealer has competed keenly with the jeweler for the wedding present trade. This trade, although it reaches its biggest proportions in June, is an all the year round affair; but June is the month for which the shrewd dealer lays especially careful plans.

The tendency nowadays is strongly in the direction of practical as opposed to purely ornamental gifts. This tendency is one of which the hardware dealer can profitably take advantage. In fact, it is only by coming to him that people can secure a wide selection of useful gifts.

Of course, many of the hardware lines are ornamental as well as useful. Many stores handle cutlery, silverware, brass goods and similar attractive lines.

In these lines, much can be accomplished by dealers who recognize at once their opportunities and the means of realizing them. One dealer who has been very successful in pushing brass goods begins toward the end of May to display his stock prominently enough to attract the notice of the passerby. The goods are brought to the front of the store and considerable care given to their arrangement. Plants mounted in brass fern holders add much to the artistic appearance of the goods. Window displays for a couple of weeks before the wedding season begins are also helpful.

Art metal goods can often be profitably handled. There are many people who like to put into their gifts something of their own work and skill. A hardware merchant who saw opportunities in this direction got out a printed letter which he mailed to all the young ladies in town who might reasonably be expected to be interested in a hobby of this nature. The letter pointed out that art brass work made possible the preparation of pretty articles at slight expense and with comparatively little labor. The hint was given that wedding presents of this nature were very acceptable and stylish. Simultaneously a window was fitted up with piercing sets, brass patterns, shades, candlesticks, and similar items. A good trade was done in these lines in June.

It is, however, on the purely practical side that the hardware store ap-

peals most strongly to the wedding gift trade.

Often a donor is very much puzzled as to what to give. A few suggestions occur which are pretty sure to occur to other prospective purchasers for the same couple. Here the merchant's more intimate knowledge of the possibilities can be made helpful. A merchant has compiled a complete list of wedding gift suggestions. These lists are displayed prominently in the store. The merchant advertises that he will be glad to help any intending purchaser make a selection. A number of years ago a young man went to a furniture dealer to purchase an article of parlor furniture for a young couple. He thought of a rocking chair. "I would suggest a center table," remarked the salesman. "The price will be practically the same, and there will be no danger of duplicating." In this store the salespeople made a practice of keeping track of their sales of wedding gifts. They knew what young couples were being married, for what couples gifts were being purchased, what had been purchased already for these couples—and thereby they helped to prevent that most annoying feature of gift purchases, duplication of certain articles. The same idea can be adopted in the hardware store in relation to wedding gifts. Find out for whom the purchase is being made, keep at least mental track of it, and thereby help the next customer to make a satisfactory selection. Of course, one store cannot keep check upon the purchases made in another store—although there have been occasional instances of a working arrangement between competitive stores with a view to preventing duplication.

There are many possibilities in the gift line which the hardware dealer is apt to overlook. Carpet sweepers and vacuum cleaners, for instance, are necessary in every household. Electric cooking, heating and cleaning devices also make excellent gifts where electric current is available. Electrical goods make excellent window displays for June, not merely as possible gifts, but to appeal to the general trade; since, with the approach of hot weather, these lines are eminently seasonable. For the customer who wants to spend considerable money a cooking range or a high-grade vacuum cleaner makes a worth-while gift.

In many instances the friends of the June bride will aim to help her in her house-furnishing by getting up a "shower" of some kind. Young friends fix a day a short time previous to the ceremony, descend upon

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

Brooms of the Hour
 "Prize" ^D "Gold Bond"
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Packed in Cases
 Genuine Polished Handles

Never Approached
 Write for Particulars

Amsterdam Broom Co.
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Largest Independent Broom Concern in the World

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 FIRE ^{APPROVED BY THE NATIONAL BOARD OF FIRE UNDERWRITERS} **SAFE**
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Reduces Fire Insurance Rates

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 "Originators of the Asphalt Shingle"
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AGRICULTURAL LIME BUILDING LIME
 Write for Prices
A. B. Knowlson Co.
 203-207 Powers' Theatre Bldg., Grand Rapids, Mich.

Many Lines In One Bill

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

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

Butler Brothers

Exclusive Wholesalers of
 General Merchandise

New York Chicago
 St. Louis Minneapolis
 Dallas

Short Price Staple Material

150 feet 6 inch nearly new Wrought Pipe.
 110 feet 10 inch, same. Will cut to any length for posts at about half price. Can furnish cast plates to fit same.
 Two 16 foot 10 inch I Beams..... 2c lb.
 1,000 lbs. New Cast Washers, 3/4 to 1 1/2 inch..... 2 1/2c lb.
 6 heavy Elevator Counter Balance Weights..... 1 1/2c lb.
 3,000 feet good second hand 3/4 and 5/8 Wire Cable..... 3c foot
 25 feet 3x24 Cast Iron House Mover Junk Screws..... \$1.50
 1,600 lbs. 3/4 and 1 inch New Jute Rope..... 7 1/2c
 10,000 lbs. good used Shafting 2 7-16, 2 15-16, 3 7-16, 3 15-16—5 inch..... 3c lb.
 If cut to length 3 1/2 lb.
 300 Iron Pulleys, 16 to 72 inch, nearly all split..... 2 1/2c lb.
 150 New Keasey Wood Split Pulleys, 16 to 72 inch, 750 ft.
 16,000 lbs. New Bar Iron, good assortment, \$2.90 per 100 base.

The VanDervoort Hardware Co.

Lansing, Mich.

Foster, Stevens & Co.
Wholesale Hardware

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

Grand Rapids, Mich.

her en masse, and bring with them practical gifts designed to help in housekeeping. A "kitchen shower" may include such small articles as a nutmeg grater, an egg beater, a pie pan or something in that line.

The hardware dealer who features kitchen utensils in the latter part of May can continue such displays into June, coupling with them in show card form the suggestion of a "kitchen shower for the June bride." Often very elaborate window displays can be devised with orange blossoms, figures in bridal costume, and similar striking accessories.

The dealer can do much to encourage the "showering" habit in gift giving. For instance, he can work out suggestions on new lines. An electric shower or an aluminum shower—to give only two instances—are apt to appeal, at least to those folks who have money to spend.

Some retailers make up "shower suggestions," listing every article that the young housewife is apt to need. They offer the entire list for a lump sum, and it has been found that quite often the friends will club together and raise the money for a shower of this sort in preference to making a less complete and less satisfactory selection individually. This scheme usually saves the purchasers a little money or gives them a better assortment for their money, and in addition, it eliminates all danger of duplication. A variety of suggestions can be listed, to appeal to all purses.

A small town dealer watches the papers closely for wedding announcements and, when customers come to purchase kitchen utensils, he asks whether they are to be given as wedding or shower presents, stating that he keeps a list of articles bought as presents in order that these presents may not be duplicated by friends of the prospective bride. This policy has, in actual practice, secured him a practical monopoly of the trade in such lines, people going to his store purely for the sake of avoiding duplication.

It will pay a dealer either personally or through his sales-people to keep in touch with prospective weddings, and to secure wherever possible advance notice of such events. With this information he can send circular letters and lists of suggested gifts to friends of the contracting parties. Here, as in many other lines of trade, it pays the hardware dealer to have a personal acquaintance with folks and to do a little gossiping when opportunity offers. The newspapers should be watched, too, for announcements of engagements.

The salespeople should be encouraged to keep their eyes and ears open and to report information of this sort, in order that advertising matter may be used to advantage. The dealer who secures the gift trade is bound to secure a good share of the regular household trade that follows.

William Edward Park.

Self-confidence is all right if you are in a position to back it up.

The longer a man does nothing the more he seems to like it.

Active Summer Demand For Crockery and Glass.

Crockery is good from a sales point all the year round, but as the summer months approach the demand is somewhat heavier than usual. It is supposed to be good policy to stick to one or two stock patterns so that customers can replace broken items. This may be true to a certain extent, but carrying the same designs in stock year in and year out does not tend to lend any newness or attractiveness to the counter. Again it may be that the designs offered may not be just what all your trade have a fancy for and they will not buy.

Changing to new designs creates this newness, a desirable feature in every department. Customers attracted by a prettily designed piece of china or crockery will buy and continue buying for as long as the stock lasts. Another line may attract the same buyers again, and so it goes. No housewife feels that she has too much pretty china or her shelves. The attractiveness of the design is what in most cases creates sales.

There is little or no difference in the cost of producing a catchy design than one that is commonplace.

Some merchants when in need of crockery badly will accept almost any design offered them if the price is right.

Naturally the manufacturer knows when a certain pattern is not taking and is eager to dispose of this design where possible. Such patterns are apt to be offered and shown at a price that is the same he is asking for prettier looking goods.

Select goods like china and crockery with care, remembering that the stock will last over a long period.

Keep each pattern on the counter by itself and above all keep each article shining clean. Cleanliness is of more importance in the crockery and glassware departments than any other part of the store.

If you don't believe it, let one end of a counter be stocked with washed dishes and the other end with the same goods unwashed and soiled, and see which end of the counter sells the most goods.

To Conserve American Industries

The National Association of Manufacturers has inaugurated a Nation wide movement to organize immediate and active co-operation for the conservation of American industries and for industrial preparedness. The basis for the work, the Association says, lies in the belief that the public is misinformed as to the benefits which flow to every element of society, to every individual, through the activities of honest, unhampered, constructive industrial concerns. The Association complains of unjustifiable attacks upon manufacturers as a class for evils which are tolerated and perpetrated by some employers, large and small, but who constitute only a small part of the employing forces of the country; it complains also of the avalanche of legislation tending to oppress industry. It is preparing a series of posters and placards, which it asks business men to display in their stores, plants and factories.



"On this foundation will I build this business" Chas. A. Floyd



GUARANTEED PRODUCTS—SERVICE

Every product we sell shall carry our personal guarantee as a Michigan institution. We shall render architects, engineers, contractors and dealers a genuine service, made possible by the facilities of our own large yards, our arrangements for daily shipments from our various manufacturing establishments—our ability to make up and ship cars of mixed supplies, and the fact that many products are manufactured for us under our own particular specification.

- | | |
|----------------------|-----------------------------------|
| Structural Steel | Good Roads Supplies and Equipment |
| Metal Lath | Paving Brick |
| Rib Bars—Hy Rib | Asphalt |
| Steel Doors | Concrete Mixers |
| Fire Windows | Trus-Con Highway Prod. |
| Floredomes | Kahn Steel |
| Sewer Pipe | Portable Houses |
| Flue Lining | Roofing Materials |
| Clay, Tile and Brick | Plaster, Lime |
| Waterproofing and | Concretite |
| Technical Paints | |

CONSTRUCTION SUPPLY CO.

CHAS. A. FLOYD MANAGEMENT



HOW shall we get value received from this space friend Stowe has sold us in his paper?

YOU can help us and help yourself also by asking for description of these Business Labor Savers:_____

BILLS LADINGS—right up to date.

FREIGHT TRACERS—will start delayed freight and let your customer know you *have* started it, and

FREIGHT CLAIMS—to use in making claims for *lost* freight.

TELEGRAM BLANKS—in triplicate.

QUOTATION BLANKS—giving record of all figuring on any job quoted on.

LOCAL ORDERS—for ordering anything around town.

PERPETUAL TIME BOOKS—you only write list of names *once* instead of every week, and

THE BEST SYSTEM yet devised for



Barlow Bros., Grand Rapids Michigan

MEN OF MARK.

Dr. Willard M. Burleson, the Eminent
Rectal Specialist.

Willard M. Burleson was born in Saginaw, March 20, 1868. His father was of Welch descent, the original family of Burlesons having emigrated to this country in 1635. Mr. Burleson's mother was of Scotch and Irish descent, she having been the daughter of the late Dr. Spaulding, who was an early practitioner in this city. When he was 6 years old the family moved to a farm four miles north of Ovid, where Willard remained until he was 14 years of age. He then went back to Saginaw and worked his way unaided through the public schools. On the completion of his school course he enlisted as a regular in the U. S. Army, being a member of the Sixth Cavalry, which was then commanded by General Pershing. He served one year at Fort Bayard and three years at Fort Union, spending the remaining year in Dakota, taking part in the campaign against the Indians which culminated in the death of Sitting Bull. While he was in the service he rose to the rank of Sergeant and was recommended for the position of Second Lieutenant. On the completion of his five year term of enlistment, in May, 1891, he was discharged from the service and returned to Saginaw where he took a business course at a local commercial college. His first employment was with Wickes Bros., boiler manufacturers, where he conducted the correspondence concerning the sale of the boilers for the office and apartment building which he purchased for his business eighteen years later. In 1896 he entered the Saginaw Valley Medical College. On receiving his diploma in 1899, he came to Grand Rapids, locating at 147 South Division street, entering in general practice. He took up the study of medicine with the idea of making a specialty of rectal troubles, but felt that it would be an advantage to him to engage in general practice for a time. In 1902 he gave up his practice and devoted his entire attention from that time on to the profession he had selected for his life work. He opened offices over the Grand Rapids Savings Bank, where he remained nine years, when he removed to the battery of buildings purchased by him for the use of his business in 1911. The year he started in business as a specialist he treated about fifty cases. In 1915 he treated over 3,000 cases. His treatment is non-surgical, mild and effective and is accomplished by means of electricity. No institution in the city has given Grand Rapids a wider reputation all over the world than the Burleson Institute, which attracts patients from Egypt, Australia, Siberia and nearly every country on the face of the globe. Dr. Burleson's practice has been to make his charges in keeping with the financial condition of his patient and it goes without saying that a great part of his work is of a charitable nature. No one has been permitted to suffer if he could be relieved by Dr. Burleson because he was not financially able to meet the expense of the necessary treatment.

Dr. Burleson has put three of his brothers through college. One of them, John F., who graduated from the Detroit College of Medicine in 1906, is as-

sociated with him in the business, which is conducted under the style of Drs. Burleson & Burleson. Dr. Burleson devotes his entire time to his lady patients, while the brother and two other assistants attend to the men.

In 1911 Dr. Burleson and his brother purchased the two down-town apartment buildings previously known as the Wellington Flats. This course was rendered necessary in order to provide ample and adequate accommodation for the patients of the Burleson institution. If all the patients of Dr. Burleson were local people, they could take the treatment and live at home, but transients, of course, have to establish a local habitation and Dr. Burleson finds it much more convenient for all concerned to have them located near him, where they

and automobiling. He is one of the most expert trout and bass anglers in the country and is now arranging to purchase a trailer containing tent and complete camping equipment, so that he can establish himself quickly at any point he wishes to stop in his meanderings around the country.

Dr. Burleson attributes his success to the certainty of cure in practically every case and to the fact that his patients invariably become his personal friends and pluggers. He has always gone on the theory that a satisfied customer is the best kind of a customer and no one has ever been turned away from the institution feeling that he was not completely cured. No money has ever been taken from a patient who could not be permanently cured. In many cases un-

broad and practical and his dealings with his friends and business associates are always marked by fairness and justice. He has a hearty contempt for cant and hypocrisy and his keen mind enables him to instantly detect the bogus from the genuine. Few men start at the bottom of the ladder and attain the pinnacle of success and retain their poise as Dr. Burleson has done.

What Would You Have Done?

People who have never been engaged in retail trade have little idea of the pains most merchants take to please the public. "When I lock this store up at night," said one merchant recently, "I feel that at last my soul is my own, and I can do what I think is right. But there are many times when I have to sink my own sense of fairness and justice in order to meet the requirements of the public. In the main people are reasonable, but there are many cases of unjust demands that are terribly irritating."

"For instance," he continued, "a man came in here one day and wanted to exchange some collars. They weren't bought here nor in this town. He had got them off on some trip, had bought them home, and then didn't like them. He thought he could come in here and get us to work them off for him and give him some of our regular goods in exchange. These collars were unlike anything sold in our store. They were so much cheaper that it would have hurt our trade to sell them. We simply could do nothing with them, and we told him so. He went off huffy and has never been inside our store since.

"We were under no obligation to work off his collars. If we had taken them from him, the best thing we could have done would be to throw them in the rubbish barrel, and charge their value up to advertising. And really as a pure business proposition, that would have been the thing to do. The trade of his we lost was worth much more than a total loss on those miserable collars."

The merchant went on to say that this illustrated how he had to deal with many people who have no experience with business methods. A man familiar with the ordinary ways and ideas of business men would never ask for any such exchange. The merchant is up against it.

Whether to yield to people who make these unbusinesslike propositions, or to take his stand on the established standards of trade, and thereby secure the dislike of the many people without the business sense, is a problem which bothers many stores.

For an hour a teacher had dwelt on the part played by carbohydrates, proteids and fats, respectively, in the upkeep of the human body. At the end of the lesson the usual test questions were put. "Can any girl tell me the three foods required to keep the body in health?" There was silence until one maiden held up her hand, and replied: "Breakfast, dinner and supper."



Sincerely yours
Willard M. Burleson M.D.

can be under the constant supervision of the Burleson operators, as to habits, treatment and diet. These buildings have been entirely refitted and refurbished and are now being converted into a homelike hotel which will afford the Burleson patrons all the comforts and convenience of a modern home.

Dr. Burleson was married August 21, 1900, to Miss Mary C. Comstock. They have a daughter, 10 years old. The family reside in their own home at 451 Paris avenue.

Dr. Burleson is a member of the Fountain Street Baptist church. He is a Mason up to the 33rd degree and an Elk. He has no other fraternal affiliations.

Dr. Burleson has two hobbies, fishing

and automobiling. He is one of the most expert trout and bass anglers in the country and is now arranging to purchase a trailer containing tent and complete camping equipment, so that he can establish himself quickly at any point he wishes to stop in his meanderings around the country.

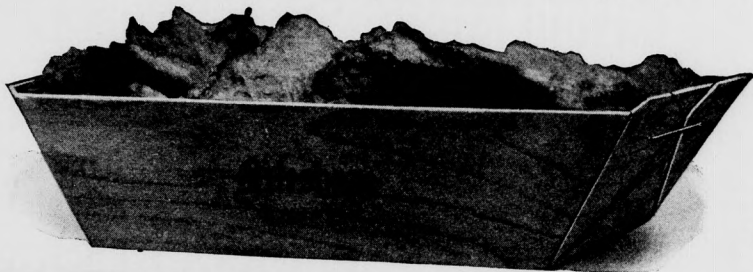
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O. W. D. Lines Make Profits for Every Store

RITESHAPES

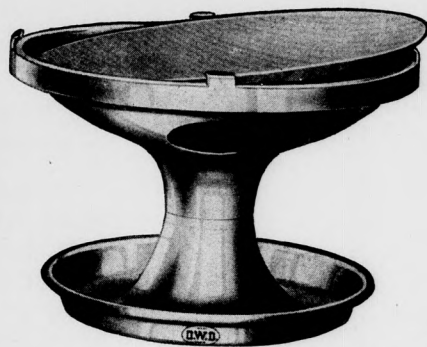
The Riteshape dish or food tray the De Lux container for all bulk foods dispensed in grocery, meat market and delicatessen. This dish adds value to the food sold in it. It makes a neater and more economical package than any other dish or container you can use. It is the strongest dish known and the only one available in all sizes from 1/2 to 10 pounds.



MAPLE COMPORT

The soda shop using Maple Comport equipment is able to serve more different kinds of sundaes than any other shop and is able to do it faster, more economically and in a more sanitary manner.

Ask about the free spoons.



Mapleware
TRADE MARK

Every store in town can sell Mapleware lunch sets. This is 41 piece lunch set all made from wood. It will carry any menu hot or cold Nationally advertised.



**Get O.W.D. Goods
From All Jobbers**

ASK

THE OVAL WOOD DISH COMPANY

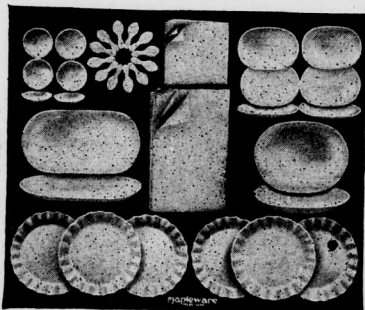
NEW YORK

DELTA, OHIO

SAN FRANCISCO

NEW ORLEANS

TOLEDO





SHOES IN GENERAL STORES.

Placing the Department on a Money-Making Basis.

We print herewith a letter from a new subscriber. It is a model of neatness and shows the writer to be a very careful and painstaking young man:

Dear Sir:—May I ask a favor of you? Will you kindly tell me where I can find information that will satisfactorily answer the following questions?

First: How to fit shoes?

Second: How and when to buy shoes?

Third: When buying shoes, what is the principal quality required by the customer—style or wear?

Fourth: When considering the shoe salesman's samples, what points should the merchant regard, or how can he assure himself that he is buying serviceable shoes?

I am a young man clerking in a general store and have been put in charge of the shoe department. The man for whom I work is a good merchant, but not a practical shoeman and cannot teach me what I want to know. The information I desire is practical knowledge, based on the experience of retail shoe dealers, and if you can tell me where to get it I shall be greatly indebted to you.

In answering the above questions we shall reverse the order of them and add some information not asked for but very essential to the running of a shoe department on a money-making basis.

The first essential to success in any business is a proper profit. Perhaps we had better put it as "Profit Figured Properly."

Many merchants make the mistake of figuring profit on the cost of the goods instead of on the selling price. For instance, a shoe may cost \$1 and be sold at \$1.25 and the profit is figured at 25 per cent. The dealer then figures his expenses and finds that out of each dollar taken in he must pay out 20 cents for running expenses. Figuring that on his sale at \$1.25 he makes 25 per cent., he naturally believes that he is 5 per cent. ahead of the game. But is he?

Out of the money taken in he pays 20 per cent. for expenses so let us figure his profit on the money taken in. Twenty-five cents—the profit on the \$1.25 sale—is just 20 per cent. of the sale price. Hence we see that the dealer is just breaking even, provided he has no losses to cover at the end of the season. Otherwise he is losing on each sale.

By simple mathematics it is easy to see that to make a profit of 25 per cent—or 5 per cent. clear—the shoes must be marked at 33⅓ per cent. above cost.

In this article we shall take the subject of shoe buying as applied to

department stores and considered from the department store standpoint. As a digression, let us remark here that many stores buy shoes too freely, that is, they buy shoes first and figure afterward. In the department store the order is reversed—the figuring is done first.

On the day you take charge of the shoe department invoice the stock. Go through it as carefully as possible. Take each shoe at its selling price. By that we mean the price it will bring on the present market and not the price it was bought to sell for. If you think a shoe will sell at \$3, mark it \$3, no matter what it cost. If it was bought several years ago and will bring only 25 cents, mark it 25 cents. Shoes, or any other merchandise, are worth only what they will bring.

After the retail value has been put on the shoes then go through (after you have decided what percentage of profit you wish to make), and put the cost price on each and every pair. Instead of "cost" in the last sentence we should have said "wholesale." To elucidate: If a shoe is to sell at \$2 and you intend to make 25 per cent. on the selling price, the "in stock" price should be \$1.50.

After the inventory has been taken the stock should be compared with the sales of the previous year. If the stock is too heavy plans should be laid at once for reducing it.

The question may arise here, "When is a stock of shoes too heavy?" Any stock is too heavy which at inventory time figures in excess of one-third of the business done the previous year. Otherwise, the merchant could do better by loaning his money out at 7 per cent. To prove this let us do some figuring. The ordinary business of to-day nets—on the business done—rarely to exceed 3 per cent., very seldom does it exceed 5 per cent. We mean here, of course, after all expenses are paid and all losses taken. At 3 per cent. net a three times turn of stock returns 9 per cent. on the money used. This then pays the merchant only 2 per cent. above what he could have gotten at interest and have avoided the worry and work incidental to the running of a store.

After the stock is down to the one-third basis plan your buying to keep it on that basis. We shall here give some data as figured out by the men at the head of several large shoe departments.

In buying for the future take the figures of the corresponding previous season's selling. Deduct from these the profit margin, then cut the remainder

What do you say?

You are coming, aren't you?

This "MERCHANTS' CONGRESS" is a rather new and we believe, important matter to ALL MERCHANTS.

The object is to devote a few hours of three days, to hearing what big, interested men *who know* have done and seen done in bettering mercantile conditions . . . and to have the opportunity of discussion and asking questions.

Important

The very condition which you feel is now *your own* greatest business *problem* may be answered in a way that will mean *dollars and success to you.*

Remember the dates, June 6, 7, 8, in Grand Rapids. All Merchants are welcome.

NOTE:—The Tennis business is humming. The demand for Hood Tennis is wonderful, but you can get away for three days if you try.

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids



A Car Load of Shoe Dressing

We are just receiving a full car load of Whittemore Shoe Dressings.

Besides the black and tan pastes, liquids and combinations, we also have the various new shades of cleaners and renewers to suit the many popular colors of leathers and fabrics in footwear, and a complete stock of liquids, powders, powder-bags, etc., for white shoes.

Your findings department may be made a satisfactory profit producer if kept rightly assorted.

Send for our complete catalog just off the press.

Hirth-Krause Company

Hide to Shoe

Tanners and Shoe Manufacturers

Grand Rapids, Michigan



in two. This figure is given as safe for the amount of orders to be placed for the futures.

In buying for immediate use: If your business is running at \$1,000 a month, every four weeks you are reducing your stock—on the 25 per cent basis—at the rate of three-fourths of \$250 a week. Hence to keep your stock even you may buy each week approximately \$180. Every dollar bought less than that—with the sales running at the given rate—will reduce the stock by a like margin at the end of the year.

To sum up:—buy to fit your figures and you will not have to figure to fit your buying.

In answer to question number four, we will say that for an inexperienced man it is safest for him to pick those lines which are well known. You may become acquainted with most of these lines by reading the advertisements in the trade papers, for the strong lines always advertise. This is also the manner in which to become acquainted with the prevailing styles.

In answering question number three, we will say that at the present time, in most localities, the question of style seems to precede that of wear, but all shoes must give a reasonable amount of wear. Judgment must be used here. If the shoe is to be used for an every day, hard wear shoe, the customer should be induced to buy a comparatively heavy shoe. For dress, style should be considered first.

In answer to question number two, it is best to place the desired amounts for future shoes early, as this gives one a better selection of stock and prompt delivery. (The amount of the future order has been figured in a previous paragraph.) In buying for immediate use, buy only as you need shoes. In this connection, let us say that it is imperative that you connect with some good "in-stock" house. You will find that you can turn your immediate shipment stuff very often.

In answer to question number one, "How to fit shoes?" we can only give here general directions, as the fitting of shoes properly comes with experience only. There is one rule, however, that it is necessary to follow. That regards the length. The length of the shoe in relation to the foot is determined by the ball. The ball of the foot should fit into the space just ahead of the break at the shank. If it rests back of this the shoe will be too long and will turn up at the toe. If it rests ahead of it the shoe will be too short and will give great trouble to the wearer. It is better to fit too long than too short.

The width may ordinarily be determined by the fit of the shoe through the instep. The instep of a new shoe should always fit snugly.—Shoe Retailer.

Even a Worm Will Turn.

Of all the modern pests that make a busy buyer swear, the salesmen bother me the most. They get my goat for fair. You might think I had nothing else to do but look at stuff and hear 'em tell about their lines and lots of other guff. They think they know an awful lot and try to put me wise, me, mind you,

who is known to be a judge of merchandise.

I always know beforehand what I'm going to buy. My time is far too valuable to have some brainless guy a fussing round and showing all the trash he has to sell. They can't put over one on me and what they know full well.

Of course they tell you that they've got some brand new stuff to show and all that line of talk, but then, they can't fool me, I know. You can believe me, I know how to handle traveling men. About two calls and they don't come to bother me again.

I cut'em off right at the start, before they've had a chance to take a minute of my time with their old song and dance. Sometimes I see a salesman busy digging for his card, I just stand still and size him up and glare at him right hard, and then when he is about to speak, I thunder at him no, and swing around upon my heel and down the line I go.

Or else I make 'em wait an hour, an' that's a jolly caper. It makes me chuckle as I sit and read the morning paper. Good will, you say? Oh, pshaw, be careful, please don't make me laugh. What good can that stuff do me, that is, outside our staff?

But say, it's funny, I must tell you, stuff is hard to get; right now, you know, I haven't got a single answer yet, from all the letters that I wrote enquiring as to price, and I with hardly any stock, now say, but ain't that nice? There was one answer from a man—I thought I could depend on him but he said that they hardly counted me a friend, and that with stocks right down to hardpan—shut-down most in sight—they'd ship what stuff they had to those who'd always used them right. But just the same I notice that at Jones' across the street, they seem to have all that they need and everything is sweet.

Gol darn those salesmen you can bet they'll stand no chance with me, when things get righted round, I'll fix the whole blamed bunch, be gee! Bumptious Buyer.

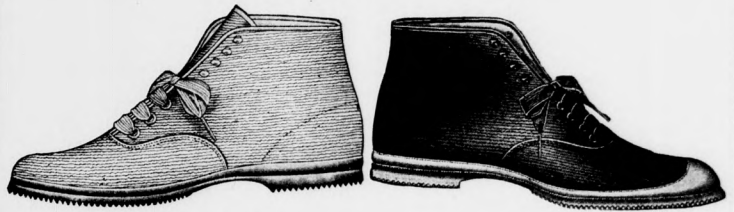
Ingenious Uncle.

"My married sister quite often leaves her three small boys for me to love, honor and obey while she goes shopping," related the bachelor. "It is not so much of a task as you might imagine, either. Among other things the little lads are passionately fond of attaching tin cans to dogs' tails. I keep a larger boy employed to provide the necessary material. Some days he appears with as many as sixteen dogs and cans, and my nephews have a delightful function. The eldest has evolved a plan for tin-canning ten dogs at one time and letting them all off together. The result is everything that he or anybody else could ask. It is very easy to keep children amused, if you only know how."



Tennis Bals and Oxfords

In Stock for at once shipment



Champion Line

	Size	Black		White	
		Bals	Oxfords	Bals	Oxfords
Men's	6-10	.65	.55	.70	.60
Boys	2½-6	.63	.53	.68	.58
Youths	11-2	.60	.50	.65	.55
Women's	2½-7	.60	.50	.65	.55
Misses	11-2	.55	.45	.60	.50
Children's	5-10½	.50	.40	.55	.45

Campfire Line

	Size	White uppers and soles	
		Bals	Oxfords
Men's	6-10	.85	.75
Boys	2½-6	.80	.70
Youths	11-2	.75	.65
Women's	2½-7	.78	.68
Misses	11-2	.73	.63
Children's	5-10½	.68	.58

Week End Line

Same as Campfire Line only has heel

	Size	Bals	Oxfords
Men's	6-10	\$1.10	\$1.00
Women's	2½-6	1.00	.90

Plan to attend the "Retail Merchants' Congress" in this city on June 6, 7 and 8. Make your headquarters with us while in the city.

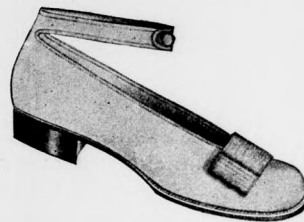
HEROLD-BERTSCH SHOE CO.

Manufacturers Serviceable Footwear

GRAND RAPIDS, MICH.

White Canvas Mary Jane Pumps

The Popular Style for Children and Growing Girls



IN STOCK

No. 2721—Growing Girls' White Canvas Mary Jane, Sizes, 2½ to 6	\$1.00
No. 3757—Misses' " " " " " 12½ to 2	.80
No. 3930—Childs' " " " " " 8½ to 12	.75
No. 4930—Childs' " " " " " 5 to 8	.70

TENNIS

IN STOCK — ALL STYLES

Yatching	Campfire	Champion
Emmy-Lou Pumps	Sister Sue Pumps	

Rindge, Kalmbach, Logie Company
Grand Rapids, Mich.

PORTO RICO.

Graphic Description of Our Island Possession.

Written for the Cheesemaker.

A person contemplating a visit to the islands or countries lying South of the United States should first obtain his bearings and a true conception of locations and distances. A review of the geography of one's school days will reveal surprises in that regard. A line drawn directly South of Grand Rapids would pass about 250 miles East of New Orleans, pass the Western point of the island of Cuba and diverging 375 miles to the East, touch the Panama Canal at Colon, which is about directly South of Pittsburg. Following the line again South of Panama City, it would pass West of the entire continent of South America, most of which lies East of the longitude of New York. One will find that a considerable portion of the Northern part of South America lies North of the Panama Canal. One will find that the canal does not run East and West from the Atlantic to the Pacific, but runs South-east from Colon to Panama City. This fact will explain why, when one reaches Panama, the sun will appear to rise in the Pacific and set in the Atlantic. He will discover the fact that Havana lies directly South of Detroit and West of the Florida peninsula; that Cuba is 750 miles long and lies West of New York; that Porto Rico is 400 miles East of New York and 1250 miles East of the Western coast of Cuba; that Colon is 1550 miles Southeast of New Orleans and about 800 miles Southwest of the island of Jamaica.

Our party left New York in winter weather, March 4, on the good steamship Brazos for Porto Rico, 1500 miles away, being equally distant from New York and Cadiz, Spain. There was a goodly passenger list and a brave lot of jolly tars, so we had every reason to anticipate a pleasurable voyage. The following day, however, as the ship approached the region of Cape Hatteras, the decks were deserted. The brave tars had retired to their cabins, the better to endure the seismic sensations and prepare for their graves in the sea. The pleasure of the voyage had vanished. We had lost interest in life and had not enough energy left to die. The following day, however, we began to emerge from the lower recesses of the ship in more or less hasty attire and reel around the open deck in a vain attempt to adapt ourselves to the ceaseless quiver and pitch of the moving ship and the rolling of the restless sea. Our stomachs were less responsive to the rise and fall of the waves. Some of our women folk might be observed sitting disconsolately in steamer chairs for weary hours, gazing at the indigo waters and murky skies in sullen silence and speechless sadness as they passed Cape Hatteras. Occasionally one of us might be seen supporting the railing, watching the devouring sea, wanting nothing but the earth. Our doctor was feebly trying to explain to any credulous person who would listen that our condition was caused by the liquid contents of a so-called labyrinth, consisting of a

group of lobes in the inner ear, the function of which was to control the equilibrium of the body and that the convulsion of our lower regions were the result of sympathetic action. We, of course, realized that this explanation was a lot of professional rot. We were impressed, however, with the fact that we never before fully appreciated the magnitude and functions of the organ familiarly known as the human stomach. We had labored under the delusion that it was a local organ that functioned with digestive apparatus. We soon came to realize, however, (passing Cape Hatteras) that said organ diffuses the entire human body and is subject to the operation of centrifugal as well as centripetal forces. In the course of time, we recovered our natural equilibrium, the labyrinth resumed its normal state and a desire

merged, the summits of which constitute the chain of remarkable islands known as the Greater Antilles, Porto Rico being the Eastern extremity of the chain. These West India islands have been graphically described as "only the protruding tips of the mightiest and most precipitous mountain range in the world." What a blessing to weary travelers on the Porto Rico line it would be if Goethals should happen along some day and dump Cape Hatteras into the lower depths of the Brownson Deep!

The good ship Brazos carried us safely over these cavernous ocean depths and the gorgeous mountain summits and coastal plains of Porto Rico gradually emerged into view. As we approached the picturesque city of San Juan, the rocky bluffs supporting the grand historic old forts of El Moro and San Cristotal rising sheer

city. Spacious gray stone buildings line its public squares. From the water front its narrow paved streets ascend to the white parapets of its castled hills and barracked heights, lined with buildings of solid masonry, tinted with varied soft and restful colors, having the appearance of having been packed together within the massive old worn gray walls of solid masonry thirty feet thick which for centuries protected the ancient city. Conspicuous on its terraced heights are noted Casa Blanca, the residence of the military commander; Santa Catalina palace, the residence of the Governor and headquarters of the civil administration; the United States Government buildings and other prominent structures and over all the United States flag serenely fluttering. To the right of the old island city with which it is connected by a bridge the new city of Santurce in its radiant setting of palms and other tropic foliage rises up the main land. Further around the South and West sides are rolling stretches covered with dark tinted palms and coconut trees, green fields of cane and fruit, ranges of terraced hills tinged with sunshine and shadow and directly behind us quaint fishing villages amid the tropic growth complete the charming circle.

As our ship approached the pier myriads of runners and porters, white and brown and black in varied costumes, madly shrieking numerous languages and dialects hasten to greet and pluck the anxious visitors. We fight our way out to an equally varied jumble of autos, fords, carriages, mules, donkeys, ox and hand carts, and select conveyances for ourselves and baggage. Here one needs to exercise some distinctive Yankee traits in collective bargaining. A shrewd enterprising chap is our Spanish speaking runner, and the American tourist is the most alluring object of his exploitation. When he first named his price, we replied that we did not want to sell our baggage, simply have it hauled to the hotel. He is withal a good natured chap and when he finds that you are familiar with the schedules and that he cannot get \$2.50 he cheerily takes an honest stipend and what he says about it will not disturb you, expressed as it is in a Spanish dialect that defies translation.

One of the first modern facilities that attracts the visitor as he leaves the pier is an electric street railway running through the narrow streets around the parks and squares past public buildings, ancient landmarks out through Santurce and the villages for miles beyond.

The capital city of San Juan appeals especially to the interest of the visitor because of the sharp and varied contrast between the ancient and the modern, its quaint and picturesque appearance and the rich romance of four dead centuries clinging about it. This city, first known as Puerto Rico, was a century old and contained substantial buildings, fortifications, walls and moats before Jamestown was settled and the little Mayflower delivered its lonely company at



MR. AND MRS. CLAPPERTON AND A MEMBER OF THEIR PARTY

to remain for a space on this earth was restored. The weather was a bit rough off Cape Hatteras. The sea was a bit heavy along Cape Hatteras. Damn Cape Hatteras.

We cleared Cape Hatteras in the course of time and emerged into the delicious sunshine of the Southern zone and the invigorating air of the salted sea. As we proceeded Southward, we gradually discarded our winter garments and donned summer attire. The voyage to Porto Rico was in a sense a lonely one. For 1500 nautical miles no other craft was sighted—not even a periscope dented the sky line. We had unrestricted freedom of the sea. But it was a joyous and delightful voyage.

Some considerable distance North of Porto Rico is located the great Brownson Deep, one of the most stupendous chasms of the globe. From its depths of 27,000 feet, rises a vast mountain range mostly sub-

merged, the summits of which constitute the chain of remarkable islands known as the Greater Antilles, Porto Rico being the Eastern extremity of the chain. These West India islands have been graphically described as "only the protruding tips of the mightiest and most precipitous mountain range in the world." What a blessing to weary travelers on the Porto Rico line it would be if Goethals should happen along some day and dump Cape Hatteras into the lower depths of the Brownson Deep!

The first panoramic view of the ancient city of San Juan is singularly impressive. We first approached the city from the North on the ocean side and turning the grim, shot scarred ramparts of old Moro, through the entrance we circled around the land locked harbor and approached from the South the spacious piers of the old city rising from the water's edge.

San Juan is a typical old Spanish

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while attending the

Retail Merchants' Congress

June 6, 7, 8

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Leave your bundles and packages with us

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| NATIONAL GROCER CO.
Sault Ste. Marie, Mich. | NATIONAL GROCER CO.
Mills, Detroit, Mich. |

Plymouth Rock. One visits now quaint structures in a good state of preservation, among the oldest erected in the new world. The city was founded by the intrepid explorer, Juan Ponce de Leon, who first landed in this bay of Puerto Rico or "rich port" in 1508 and never got nearer to a fountain of perpetual youth. The first and capital city of San Juan on the Northern and the second city of Ponce on the Southern coast of the island perpetuate his romantic name and history. San Juan is of especial interest to the American visitor on account of its now being the seat of the present Government of the United States. The headquarters of the United States army of Porto Rico are in San Juan, the United States Navy maintains a wireless telegraph station and various other departments of United States service are maintained.

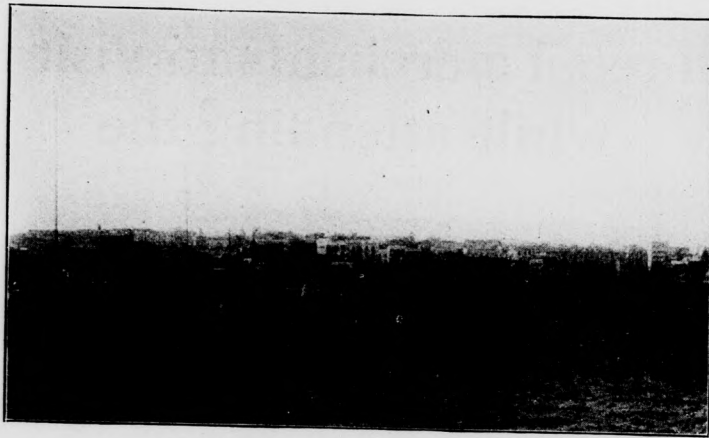
Besides the electric street railway mentioned an electric light and power system, local and long distance telegraph and telephone systems and the terminus of an American railroad are among its modern public service institutions. It contains numerous banking institutions, wholesale houses, cigar factories, two ice plants, a brewery and numerous up-to-date retail stores. Its churches and schools compare favorably with those of mainland cities of the United States. One of the most conspicuous of its new modern buildings is a spacious and well equipped Y. M. C. A. So the visitor passing eagerly from ancient to modern and back to ancient finds the city full of perpetual charm.

Our first intimate view of San Juan was obtained by an automobile drive past its public and business buildings, through its quaint old narrow Spanish streets, around its plazas and squares, up its terraced heights commanding wondrous views of glistening sea and radiant land, around its ancient forts and castles and along its paved water fronts. We visited old Moro, built and fortified centuries ago to command the surrounding seas, now empty, just a wondrous mass of masonry, of empty, walled rooms, corridors and passage ways reaching to the sea, of parapets and signal towers, with relics of old guns that once protected its great harbor and also the somewhat similar old fortress of San Cristoval further along the coast and more modern, barracks where American troops are stationed. The old city abounds in ancient forts and buildings.

One visits the cathedral, one of the oldest religious edifices in the new world, the sanctuary where the restless explorer, Ponce de Leon, found perpetual rest. Thence by way of contrast one passes to a smaller modern building facing the cathedral, the Episcopal church of St. John. Passing around the corner one ascends the greystone walls to the entrance of Casa Blanca (White House), one of the oldest buildings of the city now occupied by the commanding officers of the military forces in Porto Rica, an attractive place with its rustling palms and famous white walls overlooking the old city hall, thirty

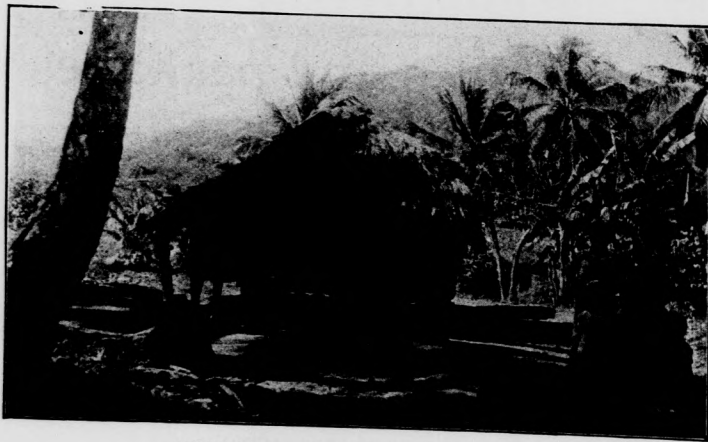
feet thick which extended along the water front. A little further on is the palace of Santa Catalina, built in the sixteenth century, formerly connected with Moro by tunnels, now the residence of the Governor of the island when he is not occupying his beautiful residence and gardens out in the country. These are conventionally designated as winter residence and summer residence respectively in a land of perpetual summer where frost was never known.

The market place on the heights



ENTRANCE TO THE PORT OF SAN JUAN

between the castles presents a most interesting and animated scene, typical of Spanish cities. It affords a rare opportunity to observe the native in action, his products, wares and methods of trade. The meat and fish stalls display in great profusion the varied and variegated products of land and sea. Others present wonderful varieties of unfamiliar fruits, vegetables and other products of soil and plant and tree, while still others display dry goods, shoes, clothing and other articles of necessity and adornment.



HOW SOME OF THE NATIVES LIVE

During the previous night from all the country around about, natives have journeyed on little pack horses, with baskets on either side, the rider asleep between them. Men, women and children, with laden baskets of vegetables, fruit, etc., have patiently trudged for weary miles over trail and road to this market place. In frenzied bargaining, this place rivals the pits of the American stock exchanges. Fixed and stable prices are tabooed and give way to noisy dickering which seems to constitute the natives' chief pleas-

ure as well as reward. The tourist in his purchases soon comes to realize that the vendor has no respect for the American in a hurry who buys at first price. One must learn to play the game and the experience is worth the time and price. Likewise, the dickering in the shops and stores of San Juan for articles of special interest to the tourist, such as Porto Rican filet laces, palm hats and other artistic products, is irresistible. Of course, there are notable exceptions to this characteristic custom in re-

sects destroyed and modern improvements and conditions established. One now enjoys pure air, pure water, clean streets and all the comforts of a model place of abode.

It is exceedingly fascinating to mingle with and observe the people of various classes and distinctions, their life and customs which are mostly in the open. With the exception of the siesta time in the heat of the day, when everything except donkeys and Americans rest, streets, plazas and other public places are thronged from early morning until late at night. Marked extremes in poverty and wealth appear, but the crowds are gay and happy, the poorer classes living a day at a time in a delightful land of constant summer. The air of San Juan is delightful, being devoid of smoke and dust.

While there are now many Americans in San Juan, the English language is spoken to a considerable extent, the greater proportion are Spanish speaking people possessing the characteristics and maintaining the customs of Spanish life. The people are courteous and appreciate the American, his power and resources. The tourist whose name is legion with his free, jolly, independent and lavish ways, is an object of interest to the islanders, who make the most of him. San Juan has good hotels and restaurants which with other institutions cater especially to the tourist trade. Food and accommodations generally are good and one easily obtains the comforts and convenience of modern life amid this strange old Spanish civilization.

San Juan is one of the most attractive and important trading cities of the West Indies. Indeed, the entire island of Porto Rico impressed us as the most favored of the tropic regions.

Porto Rico has four great assets—a warm, equable climate, picturesque scenery, a rich agricultural country and good macadamized roads. The island is in the form of an irregular parallelogram, being about 100 miles East and West and thirty-five miles North and South. It is traversed by irregular mountain ranges extending from the sea level to heights of 3,000 feet or more. Its mean annual temperature is about 76 degrees, ranging from 72 degrees to 78 degrees. In summer (so-called) the temperature along the coast is from 80 to 83 degrees; around the hills from 74 to 76. It varies during the days of the warmest season from ten to eleven degrees along the coast, and 20 to 25 degrees in inland stations. Its chief products are sugar, tobacco, coffee, diversified tropical fruits and nuts. Its population is somewhat in excess of one million. It is one of the densest populated countries in the world, having about 310 people to the square mile. There is comparatively little manufacturing, but its cheap and patient labor is especially skilled in handicraft, such as cigar and cigarette making, weaving and drawn-work. The majority of the inhabitants have adapted themselves to the diversified agriculture of the island. The volcanic rock of the hills has formed a

eliminated. The story of Col. Gorgos' renovation processes is still repeated with wonder and interest. The progressive citizen relates with pride how the buildings, from roof to basement, were ruthlessly invaded, old germ infested stuff, the brooding ground of all infection from bacilli to rodents was removed and piled up in the streets, then moved away and burned amid the lamentations of the conquered multitude. Old drains, filthy sewage and pestilential water sources were annihilated, infection laden in-

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Michigan

sticky red clay soil of great and inexhaustible fertility, suitable for coffee, tobacco and other tropical plants. The coastal plains, with deposits of alluvium from the hills, is exceedingly fertile and adapted to sugar cane, vegetables, bananas, etc. It is well watered, as rain falls in some part of the island practically every day in the year. Unlike our own country, clouds are not at all essential to rain which may come out of clear sky and golden sunshine at any time on the slightest provocation. The showers at times are sharply circumscribed. Our doctor insisted that he saw a bicycle that had traveled along the shower line, one side of which was dry and the other wet, and his reputation for truth and veracity in the neighborhood in which he lives is fairly good. However, it seemed at times that the rain was unevenly distributed, as the Northern portion through which we passed was green and thrifty, while the South seemed dry and parched. In fact, the Northern two-thirds of the island is well watered by rain, while the South side is dry and requires irrigation to produce the best crops. There is plenty of water available for irrigation and water power.

We had planned to leave San Juan for Santiago de Cuba upon a certain date, but when we called at the office of the steamship line for reservations, we were coolly informed that the boat we had booked for said date would not make the run for about three weeks after schedule time. Boats in the Antilles are few just now and run irregularly and people philosophically adapt themselves to conditions of transportation. If the boat doesn't run to-day, as expected, there will be one next month which will do just as well. Nobody is in a hurry. The saying is, only lunatics and Americans hurry. We were Americans, limited. In our quandary, the agent casually remarked that yonder Spanish steamship anchored out in the harbor might be going to Cuba. We hurried on and ascertained that the good steamship Cadiz from Spain would leave that evening for Santiago, via Ponce, whence it would sail the evening of the following day. We immediately engaged passage, hurried our baggage aboard, and arranged to join the snip at Ponce, on the opposite side of the island, thirty-six hours later. The modern mode of travel about the island is by automobiles, of which there is an abundant supply. The roads are excellent, the weather fine, the tropical country superb. The principal route for tourists is the famous military road built by the Spanish long ago, running across the island from San Juan to Ponce, winding around through valleys and mountains, a distance of about 100 miles. Branches run from it in all directions, ribboning the island. We were informed that there are about 800 miles of macadamized road on the island. After riding over a couple of hundred miles, we confidently accepted the other 600 on faith. We started in the morning from San Juan, going out through the outlying villages, past public institutions, including the University of

Porto Rico and pretentious country places, on through the black coastal plains to the foot hills beyond the town of Rio Piedras. It is a busy old king's highway, especially in the morning hours, and is filled with trudging natives carrying baskets of produce on their heads, donkeys with weighted baskets on either side and natives astride slow going ox-carts and rushing motor trucks and automobiles. On either side are attractive plantations where the finest of bananas, citrus fruits, pineapples and sugar cane are grown. The soil is alluvial and of exceptional fertility. Beyond Rio Piedras, the road winds southward through a pass in the lower range of mountains, rising a few hundred feet through charming scenery, it makes a slight descent through a spacious valley in which the Spanish city of Caguas is situated. This valley is principally devoted to tobacco plantations and is exceedingly beautiful and interesting. Emerging from the valley, we follow its serpentine course between and upward along the sides of rugged mountains to the summit of the divide, crossing at an altitude of about 1,500 feet above the sea. These continuous panoramic changes afford most charming views of valley, gorge, and mountain, the whole level and tilted area under cultivation or covered with radiant and deep hues of tropical vegetation. In this respect it is typical among mountain regions. We made frequent stops along the way as objects of interest appeared. The native hut by the wayside or back on the hilltop, consisting of a platform on posts, a roof thatched with palms and sides of bamboo cane is an object of particular interest. The native family sitting around in the shade, children in nature's garb, command attention. A brief stop is made while a native lad shins up a coconut tree, procures from the top one of the hundreds of clustering nuts, returns and deftly clips with traditional machete a portion of the green husk, removes the tip and exposes to the traveler a delicious and wholesome drink of milk for a modest stipend. Again, we pause while the ladies go into ecstasies over a great native palm which reminds one of Mark Twain's description, "Nature's imitation of an umbrella that has been out to see what a cyclone is like and is trying not to look disappointed," or a field of bananas, grapefruit, or pineapples larger and more luscious than we have ever seen before.

We pause on a great hillside to view the great pictured expanse of hill and valley and the distant turquoise sea, and meditate upon the wondrous glory of God's world.

We had proceeded perhaps thirty miles along this wonderful drive when our big automobile suddenly lost its power and we stopped on the hill by the wayside while our Spanish chauffeur jabbed and jabbered in vain attempt to restore the motive power. Precious hours passed until the hills had lost their grandeur and their charm for us in apprehension as we thought of a waiting ship anchored seventy miles away. Trudging na-

tives stopped and gazed at us in wonderment; passing automobiles paused while their occupants hurled conventional fool questions or remarks and we began to feel like lost imbeciles. The driver gesticulated and chattered and tried. We could not understand a word he uttered or a thing he did. A passing touring car stopped and a big, sturdy, fine looking, commanding young American alighted and came up to render such assistance in our plight as he could. With his few Spanish words misapplied he tried to argue with our driver, who shook his head, waved his arms and literally deluged us with a strange vocabulary. In good plain English we took up the discussion with our Samaritan of good intentions and forceful personality. We insisted that the trouble was caused by old socks lodged in the carburetor while he argued that the mixture was not adapted to the altitude. We removed the socks and changed the mixture and still it did not go and we concluded the trouble must be in the vermiform appendix. After our volunteer friend, in true American spirit had done his best, he reluctantly left us to our own lack of resources. In the meantime, one of our party had recognized in the young American, Vincent Astor, whose yacht we had observed in the harbor of San Juan and who with his party was doing the island. While we were in this joyous plight, a native came down the road half carrying a young boy about 16 years of age, apparently ill and completely exhausted. The boy finally dropped

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in the shade by the wayside and we gathered round him to play the part of the good Samaritan in a strange country. The native hurled some more Spanish at us and pointed to the boy's empty stomach, indicating that he was starving. We asked young Astor if he happened to have any food or drink in his car and were rejoiced to find he had both. He obtained a supply and we all tried to get the boy on the outside of it and make him as comfortable as possible under the circumstances. Finally, as he was about to take his departure, Astor sent the chauffeur to give the boy a goodly sum of money. We were most agreeably impressed with the incident, the forceful and kindly personality and democratic spirit of this young American, and declared him a royal gentleman and a good scout. May his tribe increase!

In this emergency our resourceful doctor had arrested the Chief of the Insular Police who had stopped to look at us, commandeered his big red roadster and ordered the officer to take him to the next town for the purpose of getting another automobile without an appendix. In due time, he returned with another machine to which we proceeded to transfer our load for the remainder of the journey. We called his attention to the sick boy lying by the wayside. He gave him a quick glance, uttered the significant word, "hookworm," and we proceeded on our way.

Hookworm, or anaemia, is the great scourge of Porto Rico. It is said to be caused by infection through the bare feet of natives tramping on the highway. It is said that about 300,000 Porto Ricans are afflicted with this disease. It is fatal in many cases and reduces the physical efficiency of its victim, which is hardly appreciable at best, fully 50 per cent. It is said to yield quite readily to special treatment which is afforded through dispensaries and other means throughout the island. It will, doubtless, be practically eliminated in time by this treatment and the increasing habit of wearing shoes. A doctor in Panama showed us a "hookworm" which he had succeeded in preserving in alcohol and so large as to be visible to the naked eye.

Resuming our journey, we passed through a great, fertile, gently-rolling plain in which lies the quaint old town of Cayey, about 1,000 feet above sea level, with precipitous mountains rising 2,000 feet higher on the South. We rapidly ascended the serpentine stone road to an altitude of 2,000 feet, approaching another plateau on which is located the famous city of Aibonito of about 12,000 population in the center of one of the great tobacco and coffee growing districts. It has an excellent water supply and on account of its altitude and prevalent breezes is regarded as one of the most agreeable and healthful places on the island. The mountain scenery around Aibonito has an exaggerated appearance on account of the immensity and grandeur of the descending slopes. From the high points the Atlantic on the North and the Caribbean on the South, and the rare

topography and radiant verdure of the country in all directions spreads out like a gigantic model map.

From this plateau descent to the Southern plain begins and the character of the view and vegetation changes. On either side of the winding road rugged mountain masses covered to the very summits with rich tropical vegetation of matchless green and flambouyant brilliant colors rise sheer to the clouds. The old military road, a famous piece of engineering winds down and around the Southern slopes in magnificent curves and sharp descents to the plain stretching for miles from the foothills to the sea and terminating in the old city of Ponce. We had enjoyed a wonderful drive and found our ship waiting in the harbor to receive us.

Ponce has a population of about 65,000, is the largest municipal district in the island and the foremost city, industrially and commercially, being the shipping port of the principal coffee and tobacco districts and also of a large portion of the sugar produced on the island. It is the terminus of the American Railroad and of the great military road. It has a commodious harbor which accommodates sea going vessels of the world which take cargoes of her varied products. It was one of the first places occupied by American forces in the Spanish war of 1898. It has sixty-one graded schools, a kindergarten and the largest high school in the island. It is a typical old Spanish city in every way.

Of course, the tourist in a few days visit can obtain but a superficial knowledge of this wonderful island, its industry and its people. He obtains, however, fixed and lasting impressions through the intensity of his interest while he is there.

We had noted with especial interest the fine high schools of San Juan, which send their graduates to the University of Porto Rico, an institution we had passed and admired on our way to Ponce, or to any college or university in the United States. Our attention was thus directed to the general educational system of the island. We learned that graded schools are located in each of the sixty-eight towns and cities of the island and in some of the more populous country districts and that experimental kindergartens are being maintained in San Juan and Ponce.

But the rural schools are the most numerous and constitute the most important factor in the educational development of the island. Of some 3,000 schools, about two-thirds are rural schools located in country districts, throughout the entire island on the coasts, in the valleys, on the hill roads and mountain trails. Out of a total enrollment of 150,000 children, about 85,000 are in these rural schools. We saw many of these schools on our long ride through the island. Over each one floats the American flag which makes a thrilling impression upon the American visitor. At every turn one sees Old Glory floating in the distance, its colors corresponding in brilliancy with its trop-

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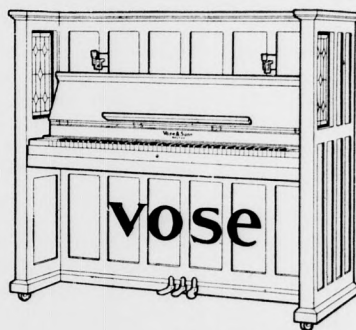
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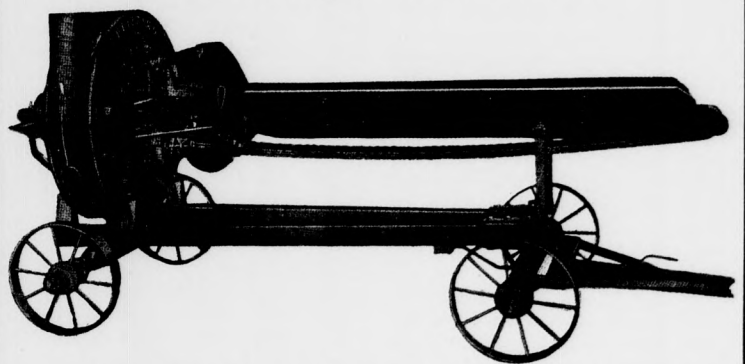
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GRAND RAPIDS, MICHIGAN

ical setting, and knows that beneath it is a native school house filled with native pupils under the supervision of our Government. The structures are of varied kinds, from the primitive thatched roof to the tinted cement building, all adorned by the same waving emblem. This rural school under the flag is the most important factor in the uplift of the Porto Rican people.

At the time of American occupation, there were about 500 public schools in Porto Rico, with an enrollment of 25,000. To-day there are about 3,000 schools, with an enrollment of 150,000, comprising one in seven of the entire population. The department of education is one of the seven co-ordinate executive departments of the Insular Government, at the head of which is a Commissioner of Education appointed by the President of the United States with power under the organic act to "superintend public instruction throughout Porto Rico," and who is the head of a most efficient and practical system of education extending over every municipal district, comprising kindergarten, graded, high, night and special schools, culminating in the University of Porto Rico. Nearly all the rural teachers and many of the high school teachers are native Porto Rican men and women. In connection with the high school, special courses in agriculture, gardening, manual training, domestic science and sewing are maintained. Public playgrounds are being established and athletic sports and exercises encouraged.

Porto Rico came under the jurisdiction of the United States, October 18, 1898, and the American flag was raised over fortifications from which for four centuries the emblem of Spain had floated. One recalls the pathetic fact that the country which first made boast of an empire upon which the sun never set was Spain, whose sun has set to rise no more.

Under the organic act establishing civil government, the population of Porto Rico constitutes a body politic known as "The People of Porto Rico." The scope of the act was to temporarily provide revenue and a civil government for Porto Rico and other purposes, implying a provisional law maintaining a form of government until experience should determine what kind of government should be permanently established. The legislative power is vested in the legislative assembly, consisting of an executive council and a house of delegates, the former composed of eleven members, appointed by the President of the United States, at least five of whom must be natives, one of which with the other six are heads of the executive departments. The house of delegates has thirty-five members, elected every two years by the voters of the island which is divided into seven electoral districts.

The act provides for a Governor to be appointed by the President who is clothed with broad executive and appointive powers and who must reside in Porto Rico. The Secretary of Porto Rico is clothed with important

functions and comes into close official relation with the Governor. The department of justice embraces the office of Attorney General, the Supreme, District and Municipal Courts, Justices of the Peace and lesser officers. The Supreme Court is composed of five judges appointed by the President and has general appellate jurisdiction. The judges of the District and Municipal Courts are appointed by the Governor. The administration of this Insular Government, by and under the direction of the United States, has already brought about marvelous improvements in the country and the condition of its people. The more intelligent and conservative Porto Rican seems to fully appreciate the influence of the United States Government, but there appears to be a radical and more or less unstable element that clamors for complete self government which they would aspire to control and for which they are unfit. "Let us govern ourselves and spend our own money" is the cry. The agitator has unbounded confidence in his ability to dispose of public funds advantageously, being free from care and responsibility in relation to his own. Under the administration of the United States the revenues of Porto Rico are devoted to the island, but Uncle Sam insists that they be expended judiciously and wisely for the benefit of all its people. It is clear, even to the casual observer, that while a great measure of self government is granted to the Porto Ricans, they are not yet ready for complete independence and most of them are coming to understand, despite their old Spanish prejudices, that their future destiny is linked with the United States.

Porto Rico is one of the most beautiful and attractive of the tropical West Indies, a country where every prospect pleases and only man is vile. The past of Porto Rico is full of romance and eventful and tragic history. Its future is big with promise and social and industrial development. While the condition of the lower classes is deplorable, it is still a far cry from the condition of slavery abolished in 1873. It requires not the vision of a seer to foretell the wondrous growth and progress that will take place in the next two or three generations. The principal aids of this growth and progress will be education and free government under the United States, typified by the white Government building and the free school house under the American flag. Civilization, not trade alone, follows that flag always and every where.

The things which make the most profound impression upon the visitor are the industrial development of Porto Rico within recent years and the character and conditions of the Porto Rican people. The former is indicated all over the island by the extensive and varied investment of domestic and foreign capital in industrial and public service institutions, and the employment of modern methods and facilities for the development and utilization of the marvelous resources of the country. It

is capable of the most diversified agriculture and its products grow the whole year round. The island is in close proximity to the world's best markets, in which there is a growing demand for all its products. No part of the island is more than eighteen miles from tide water. Its industries and commerce are passing from the production and shipment of raw and crude to prepared and manufactured products. As an example of this development may be noted the fact that sugar cane lands worth \$30 an acre at the time of the American occupation are now worth about \$200 an acre. The investments in domestic and foreign corporations, largely foreign, amount now to about \$200,000,000. Its bank deposits amount to about \$18,000,000. The commercial and trade relations between the island and the United States are indicated by the fact that of the amount of \$43,000,000 of imports to the island about \$35,500,000 comes from the United States, and of the exports amounting to about \$50,000,000, about \$43,000,000 go to the United States. Conditions everywhere throughout the island indicate the marvelous changes in industrial and economic conditions that are taking place.

The impression created in the mind of a stranger as to the character and condition of the working classes of the population is that of extreme poverty, ignorance, inefficiency and lack of initiative. This is, perhaps, largely due to centuries of subjection, servitude and oppression. This condition of the working people is peculiarly pathetic. Occupying a divinely favored land upon which nature has lavished her bounty in royal munificence, a warm, equable and healthful climate, soil of inexhaustible fertility with means of sustenance and comfort everywhere abundant, through a minimum of effort, they are still hopelessly poor, having few wants and those poorly supplied through ill directed and primitive methods. Exploited and oppressed for centuries, they appear to have lost or failed to develop individual initiative, ambition or power. The crude hut, thatched with native palm leaves, protects the family from the rain and sun and constitutes the roof tree. The native everywhere, in the country districts especially, has the appearance of being poorly nourished. In fact, every burden bearing animal appears to be poorly nourished. Yet the native appears to be naturally sturdy and industrious, but economically submerged. From the mountain tip to the gates of the coast city, he gathers from tree and plant and vine the rich bounties of nature and crudely bears them over trail or road upon his thick head or weary back. The patient donkey and slow going ox is the limit of progress in his transportation facilities. One passes hundreds of men, women and children on the highway bearing on their heads their laden baskets, tramping many weary miles to obtain a few cents for the product of their toil in the distant market place. The fruits of nature's bounty and the native's unrequited toil ap-

pear to have been largely absorbed by the wealthy land owner and trader for centuries. One carries away from the island the sad impression of this hard and weary struggle for bare existence and the general resignation and inefficiency of this class.

The wages of their unlimited day are from 40 to 60 cents. We were told, however, that in view of the present great prosperity, due to the demand and higher prices for the stable products of sugar, coffee, coconuts, citrous fruits, etc., the employers of the laborer have magnanimously raised this wage to 70 cents. In considering this wage, however, the low earning power and inefficiency of the worker should be taken into account. Skilled native labor in the towns is considerably higher, although still inadequate. But this deplorable condition is passing away in the marvellous transformation of Porto Rico. It is yielding to governmental, industrial, educational, social and religious forces and will soon disappear. This condition of the working classes cannot long exist under present industrial development. Expanding industry demands intelligent and efficient labor. Invested wealth will work only for the masses. Economic forces cannot operate successfully amid general poverty and cheap ill fed and ill paid labor. When Uncle Sam imported the Jamaican negro to help build the Panama Canal, he compelled him to live in a comfortable house, to eat good food and plenty of it, to enjoy comforts and luxuries, so that he could do a good day's work and earn a good day's wage. And the Jamaican negro built the canal.

Furthermore, the United States Insular Government is the foe of ignorance and inefficiency, and the Porto Rican individual himself is awakening. He is acquiring knowledge and knowledge is power. With a book in one hand and a freeman's ballot in the other, he is going forward along the open way of opportunity. He doesn't know just where he is going, but he is on the way. He is falling into step with the music of progress in the common life. He senses the social uplift of the masses. He is becoming stronger, physically, and learning to use his head in other ways than bearing a laden basket. His physical, mental, social and moral wants are increasing. Likewise, his ability to supply those wants. He breathes the atmosphere of freedom and self government. He is in the irresistible sweep of modern economic forces. He feels the power of citizenship—the individual might of democracy.

The little school house under the flag is doing the trick.

Porto Rico has found a place in the sun.
George Clapperton.

Waiting for Better Times.

"How much did you pay for them eggs, Biddy?" enquired Pat.

"Forty-five cints a dozen, Pat," replied Biddy.

"Oh, wirra!" exclaimed Pat. "We can't afford to ate eggs at thot price. Put thim down cellar till they git chaper, an' thim we'll ate thim."

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CAMP ROGER.

Perpetuating the Memory of an Only Son.

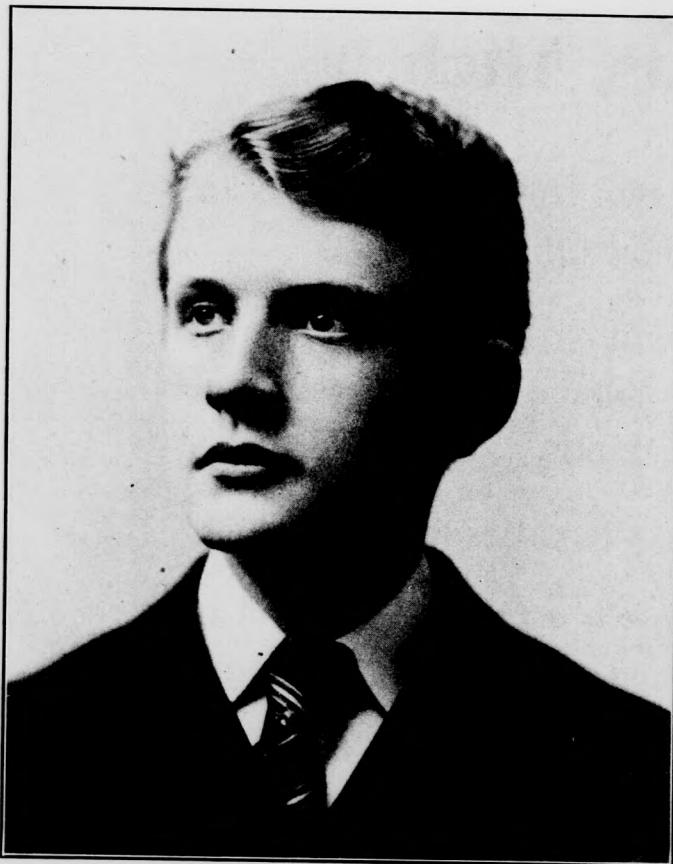
Camp Roger was born out of an idea casually expressed by the Dean, after a summer's experience with the Choir Camp at one of our numerous and interesting Lake Michigan resorts. And

the Dean proceeded to express the hope that sometime the Church might get possession of a bit of property, not too far from the city and convenient to some small body of water, but far enough from the usual attractions which surround the ordinary summer resort and which solicit all the spare change of the resorter, which properly might

At the conclusion of his remarks, which were at that time merely the expression of a dream and a hope which

what deep appreciation came into the hearts and minds of the members of the parish when they realized the significance of the gift!

A few weeks later a small group of people, consisting of the donors, the Bishop and a few others went out to



ROGER ANDERSON



THE CHOIR MOTHER AND SOME OF HER BOYS



THE LONE FISHERMAN

held the possibility of future achievement, Mr. William H. Anderson rose to his feet, and in his quiet way said that he and his wife owned about forty acres of woodland with the exception of one-half of Little Bostwick Lake, which lay eighteen miles from the city, and if

view the prospect. It was indeed a goodly sight that greeted the eyes of those first comers at what it was finally

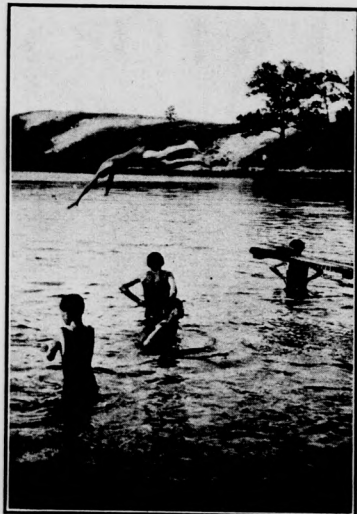
it all came about after this fashion: At a meeting of the Men's Club, held early in the fall of nineteen twelve, and after

be devoted to the use of the people of St. Mark's as a camp for recreative purposes. It would be necessary, he thought, to have the Camp far enough away to preclude the possibility of any child or person becoming disgruntled over the discipline and packing up to go home in a pout, and at the same time



GLIMPSE OF THE CAMP ROAD

the noonday luncheon, the Dean was called upon by the President of the Club, Dr. Alexander Campbell, for a few remarks. After outlining his ideas of how the Club might be made a more effective factor in the Church life by making itself a clearing house of ideas as related to social service and welfare,



THE OLD SPRING BOARD

it should be near enough to the city to make the problem of transportation as light as possible.



WILLIAM H. ANDERSON

the Dean would care to have this piece of property for the purpose he had mentioned they would be glad to deed it to St. Mark's.

Imagine the surprise! Imagine the delight of the three score members of the Men's Club who were present. And imagine if you can the happiness of the entire congregation as the news rapidly spread throughout the parish. And think of the joy of the donors when they saw how gladly their gift was received, and

decided to call Camp Roger, and which is rapidly becoming a worthy memorial to Roger Anderson, who had loved those same hills and waters, and whose death in the year nineteen eleven brought sorrow to many hearts in the town of his childhood and his early youth.

A stiff climb up a steep hill brought the explorers to the site where it was decided the camp should be pitched the following summer, and the whole place with its freshness and with its possibil-

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Children's

Gingham and Percalé Dresses, Middy Blouses, Outing Flannel and Crepe Night-gowns, and Pajamas.

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 Philadelphia

ities gave promise of a camp which could be an ever increasing joy to the Church. Various trips were made during the spring by Mr. Anderson, the Dean, and others, and after one of these trips Mr. Anderson noted the advantage of having a private road. To bring this

boys worked manfully to clear the underbrush away, and to rid the place of the smaller growth of timber, and start the foundations of a splendid driveway which was to be a later accomplishment.

That spring and summer the pump was installed. That pump was the cen-

terous gift. In the spring of nineteen fourteen Mr. Anderson caused the ice house, primitive yet effective, and well placed in sheltered quarters, to be built and filled with ice, which lasted well through the following season and into the next. Under the direction of Mr.

vas above. It takes a great deal of self-restraint and sweetness of temper to keep cheerful on such days, and the central lodge idea was an outgrowth of this need for permanent shelter.

For this reason the winter of nineteen fourteen was spent in talking and plan-

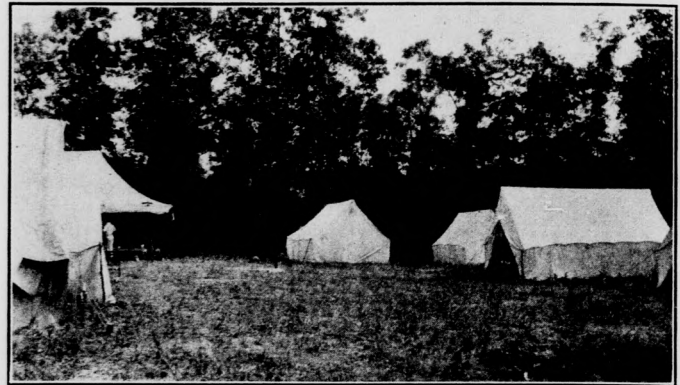


VIEW OF BIG BOSTWICK LAKE FROM THE PUMP

about he purchased an additional twenty-three acres which allowed a private entrance into the grounds, and which also gave entire seclusion on the three sides of the lake known as "Little Bostwick."

Early in July Walter Hartley, the organist and choir-master, together with

tral attraction of the camp life. Its clear waters were ever in demand, and it was and indeed still is the most precious possession of the camp. Every day the men and boys gave several hours of their time to clearing away the wood, and the rest of the time was spent in



WHERE THE BOYS SLEPT

Anderson and at his expense a well graded gravel road was also built around the lake and through the trees up to the hilltop. In making these improvements much thought and assistance was given by the Camp's friend and neighbor, Mr. Alcumbrack.

ning about a lodge, and Mr. William Spooner was kind enough to plan a rough sketch which seemed a fitting design for a central lodge. There was to be a large room in which to gather during dull weather, with a fireplace and other pleasant features. A big room was



MR. HARTLEY AND SOME OF THE PIONEERS

the Dean and Mr. Roberts, took the choir boys out to Camp Roger for their annual camping time. The boys were full of zest, and Mr. Hartley was a good man to lead them in their initial work. The boys who spent that first outing at Camp Roger will not soon forget the

games and swimming in the little lake, and helping blaze the trails which were later on to become the main road. They also worked on some paths up the hill, in order to make it easier of ascent for some not used to hill climbing.

Great pleasure is taken in showing



WHERE THE BOYS EAT

That summer not only the choir boys, but also the members of the Girls' Friendly Society, and some of the members of the Mothers' League had an outing at the camp.

The experience of that summer proved to the donors and others that it would be

arranged for over-head which was to provide a dormitory for the occupants, and which could be screened in to prevent the mosquitoes from enjoying feasts at the expense of the visitors at the Camp.

All on the quiet had Mr. Anderson



MR. ROBERTS AND OTHERS OF THE PIONEERS

experience. All the necessaries had to be carried up the steep hill, and there were stumps to block the way, and mosquitoes to irritate, and all minor annoyances which arise to hinder an enterprise of this sort. All through those weeks, under the direction of Mr. Hartley, the

pictures of the work as it developed during that summer of nineteen thirteen, and also of some of the workers who made the improvement.

The next winter found the donors of the camp carefully considering further plans for the development of their gen-



UNDER THE MESS TENT

a wonderful thing if a central lodge could be built. Tents have their disadvantages as well as their advantages, and well does everyone know that a period of rainy weather makes it mighty hard to spend the time under canvas with wet sand underneath and wet can-

been having dreams of his own. He and Mrs. Anderson announced to the Dean that they would gladly build the "The Lodge" as it was decided to call it; and when the Dean and others went to pay their next spring visit to the Camp they found on the shore of the lake a



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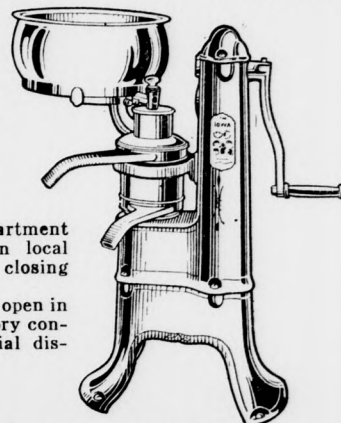
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You can accomplish more and it costs but little to use

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Michigan State Telephone Company

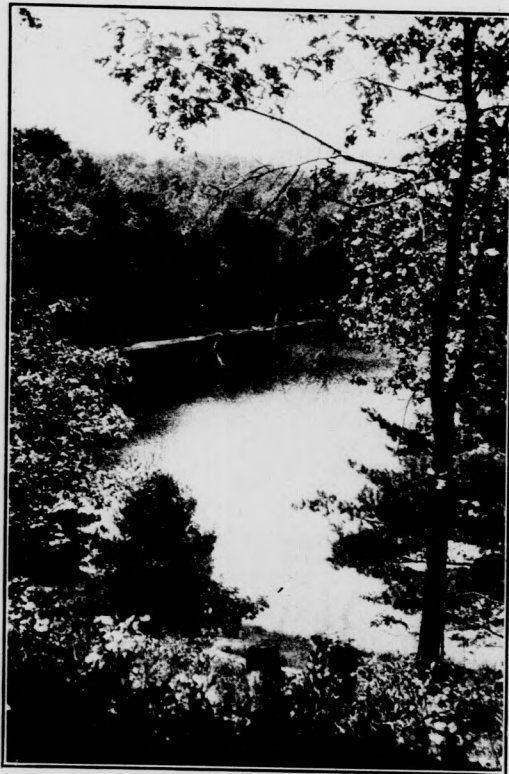
boathouse which Mr. Anderson had caused to be built; and in that boathouse they found a boat, also a gift out of

Mr. Anderson employed worked on the lodge; and it is such a worthy building that it delights all those who are priv-

hillocks in part, but can be seen in glimpses. One may also look down on the playground and see lovely vistas in many other directions.

On the ground floor of the lodge is the big central meeting room, in which, through the kindness of Mr. and Mrs.

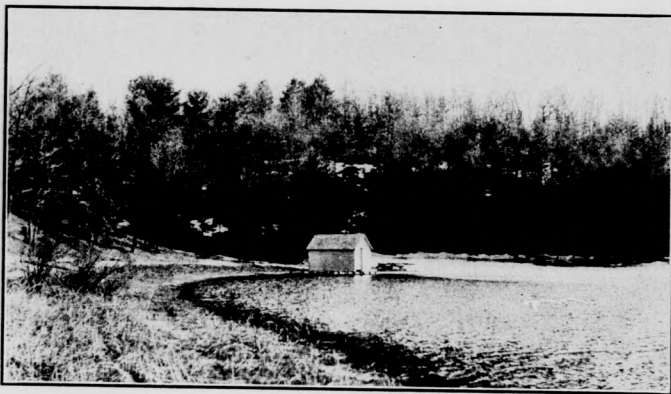
plan for Church social service work of a recreational nature. The donors and the parish officers have it in their hearts to touch as many types of life as can be touched for good through the ministrations of nature without the usual accompaniment of those things which we find



LITTLE BOSTWICK LAKE

the generous hearts of the donors. And down by the swimming beach, just at the danger line of deeper water were sunk two iron pipes between which was

ileged to spend time in it. Well placed on the old camp ground, with a big porch running around two sides of it, and some of the porch screened, it pre-



THE BOAT HOUSE

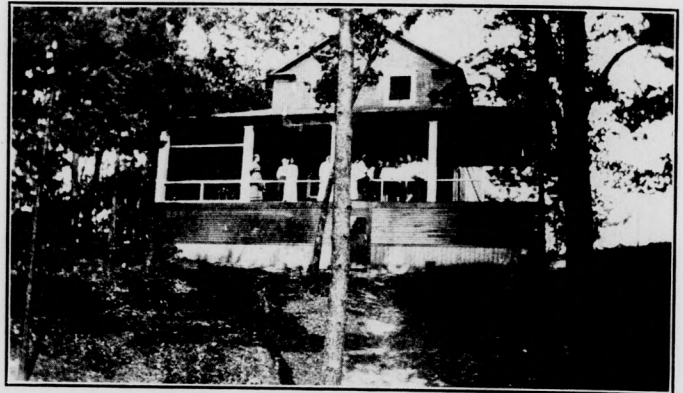
strung a rope to serve as a guard for the adventurous spirits amongst the younger children.

All that spring the contractor whom

sents a restful face to all beholders. From one side of the porch one may view Little Bostwick Lake, and Big Bostwick Lake is shut away by little



ALL READY FOR THE PLUNGE



THE LODGE

Earle, is a good piano. There are two small bedrooms off this room, and there is a well arranged kitchen. Over the kitchen there is a separate sleeping room for the cooks, and over the rest of the house is the great dormitory, which is practically open to all the breezes that

in town, and which are really incongruous when one lives in the open. The usual effect of this sort of outing is to send people home happy and rested in mind and body and soul. Every morning before breakfast there is a short religious service, and every Sunday some



ENROUTE TO CAMP

blow. All of the building is well screened, and painted in colors that harmonize well with the surroundings.

Last summer not only the choir boys, the Girls' Friendly Society and the mothers enjoyed their outing, but also the Boy Scouts, and other boys who are

one from the parish is there to minister to the members of the camp life, and also to such of the neighbors as care to be present and take part in the devotions. The Vesper Service Sunday afternoon is always attractive, and draws fre-



MR. ROBERTS AND A FEW OF THE G. F. S. GIRLS

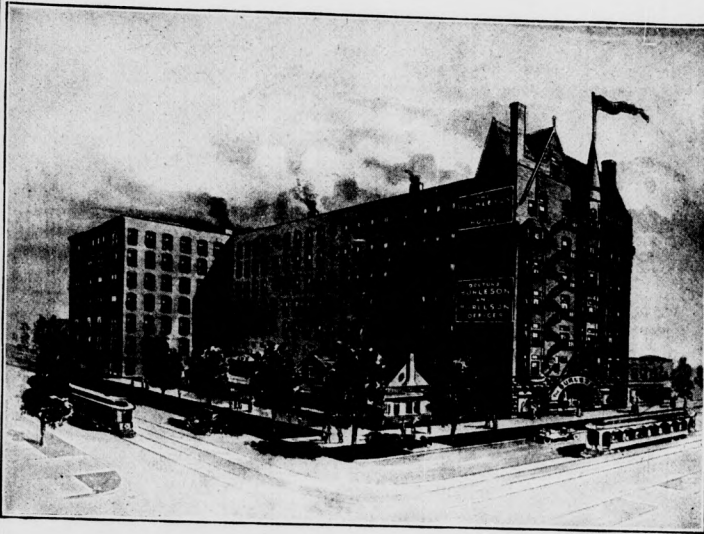
employed except for their short vacations.

This description, very inadequate and unsatisfactory though it is, will give some little idea of the life of Camp Roger up to the present time. It is a gift that enables us to dream and to

quent and numerous visitors from the neighborhood.

It is planned this year to have a vegetable garden and a tennis court. Plans are on foot to have a playfield where ball, croquet, and quoits, and any other games which afford healthy exercise,

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PERE
MARQUETTE

Not Yet "Out of the Woods"

OCCASIONALLY I meet someone who has come to believe, on account of the better showing now being made by the Pere Marquette, that its troubles are over and its problems all solved. Nothing could be further from the truth.

Thanks to the loyal support of our men, the co-operation of the public, and improved business conditions, we have made good progress, but much remains to be done.

Some of the Accomplishments:—

We are paying our operating expenses promptly, with a payroll of about \$8,000,000 a year and material and supply purchases of \$4,000,000 more. We are paying our taxes, this year a month ahead of time, and have paid up all arrearages—altogether \$1,500,000 in two years. We are catching up on our defaulted equipment notes and will have paid \$1,500,000 on these by the first of July. Receivership creditors have had 75%, two-thirds of which has been paid out of earnings this year. We are keeping up the property. Our plans this year contemplate more than \$6,000,000 for maintenance of way, maintenance of equipment, and additions and betterments. Good progress, but still there is much to do. We are not yet "out of the woods" by any means.

Some of the Things Yet to Do:—

We must finish paying up the creditors, who more than two years ago furnished materials and supplies to the Receivers, and who have not yet had all of their money. This takes \$600,000. We must finish paying up the defaulted equipment obligations. This will require \$500,000. Then there are \$725,000 of Receivers' Notes issued more than two years ago to meet payrolls, \$600,000 of Receivers' Certificates issued two years ago to obtain funds for material creditors, \$605,000 of Certificates issued four years ago to pay taxes, and \$3,500,000 of Certificates issued three years ago to cover equipment notes and improvements, a total of more than \$6,500,000. This makes no allowance for new equipment, an adequate working fund or for the payment of any return to those who have invested their money in the property—even first mortgage bond holders have had no interest for two years and a half.



All this indebtedness has had to be incurred because the Road has not been able to earn enough to pay its way, and the Court has been obliged to borrow money to continue its operation so that the people of Michigan could have service.

Although the better earnings of today may be temporary only, due to the unusual conditions prevailing on account of the war, we are grateful for the larger income while it continues. We are using it to keep the Road in good condition and to help pay our debts. With good earnings from operation and lightened burdens due to a more liberal policy on the part of the State, we can eventually overcome the conditions brought about by low rates and over regulation in the past.

We ask for the continued help of all to bring about ultimate success. The successful policy of the future must be constructive, not destructive. Co-operation between the people of the State and the Pere Marquette will develop the State and build up the Railroad, and the Road can in turn give more and better service than ever before. The interests of each are mutual. What helps one helps the other. A policy of mutual helpfulness means development and growth. It means adequate rates for service rendered, and adequate service in return for proper compensation.

Robert King

Operating Receiver,
Pere Marquette Railroad

Talk No. 5

may be enjoyed. A small library is projected, and any contributions are solicited. Already the Camp possesses a set of nature books given in memory of Mrs. Young by Dr. William Young and Miss Young. A vanophone has been added, and everyone who has old records

low the road until you are nearly upon Bostwick Lake, when turning sharply to the right you will find an opening in the woods which will lead you up the road to the Camp.

Camp Roger tries to embody in its daily life all the joy of living and the



ICE HOUSE

which they are no longer using are invited to contribute to the camp stock of records.

From this year on we plan to use the camp during July, August and well into September. Its maintenance is guaranteed by the contributions which come

genuineness of hospitality which marked the life of the boy in whose honor the camp is named; and to reproduce these characteristics in the lives of those who, through this opportunity of living in the open are sent back to town life happy in having lived where God speaks



THE BIG PORCH

in at the Easter-tide. In proportion as your gifts come in so we can extend the service of Camp Roger. We must pay for our caretakers, our cooks, and for our chief item of expense which is that of transportation. All these expenses are contracted for early in the

straight to the soul out of His open Book of Nature. Francis S. White, Dean of St. Mark's Pro-Cathedral.

Noblesse Oblige.

"Mother," said little, Mabel, "do missionaries go to heaven?"



A BREAD LINE

spring and the management depends upon the Easter gifts that they may end the season free from debt. Those of you who have cars should take the time to go to Camp Roger and see for yourself what is being done there. Go out Plainfield Road, past Plainfield, and fol-

"Why, of course, dear," her mother replied.

"Do cannibals?"

"No, I'm afraid they don't."

"But, mother," the little girl insisted, "if a cannibal eats a missionary he'll have to go, won't he?"

Relative Advantages of Partnership and Incorporation.

The question is frequently asked, "Of what possible advantage or profit is it to a business of any kind to operate under a corporate management rather than as an individual or a partnership?"

There are points of resemblance as well as wide differences between the two, and in order to make each clear, a comparison of the rights, powers, and liabilities of those directly interested financially, would not be amiss.

Partnerships are often entered into without due consideration of the advantage or disadvantage of either form of business management, in order to avoid the expenses incident to incorporation. A partnership is an association of two or more persons for the purpose of undertaking and prosecuting any business, at their joint expense, and are bound to each other by articles of agreement, either verbal or written. It must be dissolved whenever a partner leaves the firm from any cause. New articles of partnership must be drawn up should the firm continue with the remaining partners or with others admitted. The amount of the investment may never be known. It may be increased or decreased without public notice.

A corporation is composed of one or more individuals, created by law into a body politic, with the quality of perpetual existence or succession, unless limited by the act of incorporation. The amount of capital to be invested must be made public at the time of application for charter and the incorporators stated.

The withdrawal of a stockholder does not affect its existence, as the stock is disposed of to others. The capital investment cannot be reduced without public notice.

Under a partnership, each partner is responsible to third parties for the entire debts of the firm to the utmost dollar, even to the extent of all his private property. Each partner is the accredited agent of the firm, and as such may bind the firm and the individual members thereof without limit. In a corporation, a stockholder has no authority to act for the corporation, nor make any contract by which the corporation can be bound. Each stockholder is limited in his responsibility to the shares he holds or any unpaid balances on his subscription, except in case of National bank stock, which carries a double liability. The private property of the stockholder is not liable for the debts of the business.

In this comparison of the principal features of each form of business management, it must be conceded that the corporation has the decided advantage so far as the protection of the business and insurance to those interested of the amount invested is concerned.

If you are a partner consider the foregoing. You are risking every day not only what you have invested in your business, but your entire fortune.

Ruin may overwhelm you without any fault of your own. Your fortune

is at the mercy of your partner, and the business which you have established by hard work and long hours during your productive years may be dissolved at a time of life that you need your income most, and you realize it too late to start over again. Even the "stranger within your gate," or your employe can wreck the business.

Redress by jury because of accident or injury to either, jeopardizes both business and private property. If your partner dies, his executor must withdraw the money from the firm.

It may happen at a critical time, and materially cripple or ruin you. In either event, the firm owns simply the tangible assets of the business. Your family loses absolutely all interest in the good will of the business which your efforts have established. Oftentimes the good will is worth more than the tangible assets.

If a firm borrows money, the individual credit of each partner is to that extent exhausted. Should you as a partner desire to borrow for individual purposes or private venture, you cannot use your partnership interest as collateral.

If you wish to withdraw the amount you have invested in a firm, it requires a new agreement, to which your partners may or may not assent. You cannot bring your children in to learn the business without your partner's consent, so that they may be ready to take your place.

Incorporation not only relieves you of these harassing and at times embarrassing conditions, but is absolutely protection to the business interests at stake and an insurance of all private property possessed outside of the business.

It is much easier to influence capital in the interest of your business as a corporation than as a partnership. Among active and conservative business men the invitation to invest is generally accomplished with a financial statement prepared by a disinterested and reliable public accountant. It is this one point above all others that assures the investing public of safety. Such statements must be based on facts, and are considered by financial institutions and investors alike as evidence, and being prepared from a moderate and disinterested point of view, proves to all others, not at interest, the true value of the business, and forms a reliable basis for such negotiations.

Guy H. Cruselle.

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Nothing as Fireproof
Makes Structures Beautiful
No Painting
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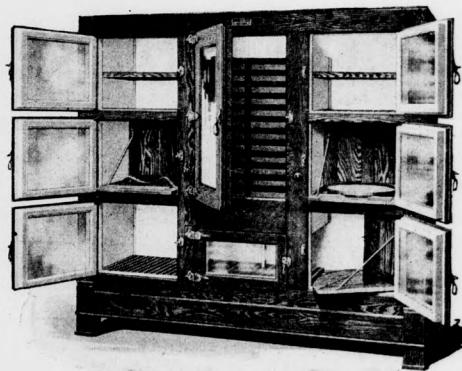
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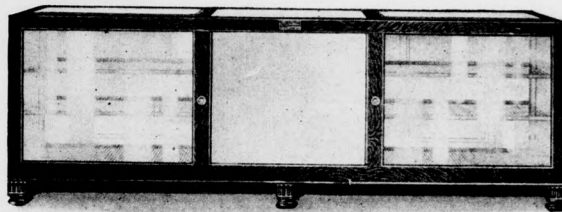
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*For the Grocer and Marketman
Absolutely the Finest Produced*

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.

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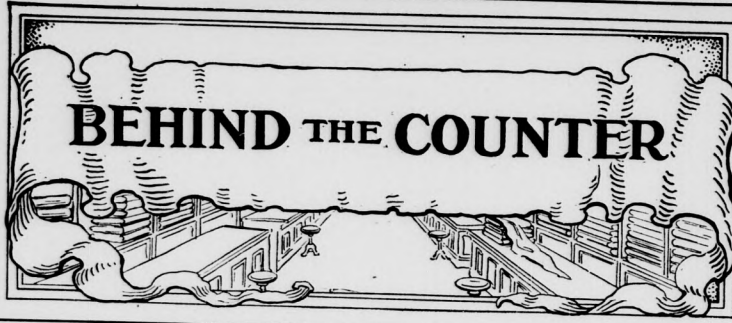
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Ligonier Refrigerator Co.

210 Cavin Street

Ligonier, Indiana

Formerly the Banta & Bender Co



Quality of Salesmanship in Detroit Clothing Stores.

Frank Govey Jones, ex-business man, author of several clever business stories, in an address before the Salesmanship Club of the Detroit Board of Commerce, gave the following details of how he bought a suit of clothes. Mr. Jones said: "Look over this suit of clothes carefully. You wouldn't think there was anything extraordinary about it, would you? Yet it is a remarkable suit of clothes. It is a suit of clothes I was told did not exist.

"I read the magazines a lot. I am always interested in the advertising, because if they don't get in the advertising they can't pay me the money for my stories, so I read the advertisements conscientiously. I had seen a lot of those advertisements about clothing, and I could just picture my Apollo form in all those suits I saw. Of course, they didn't have the colors in, but I could imagine what the colors were. I could just picture myself looking like those fellows,

slender, willowy. I thought of the effect it was going to have on the world, on myself, and everybody in general. I decided to have a suit of clothes that would have a general blue effect, with a stripe of some other color in it to make it look just a little bit nifty.

"I was a stranger here, and I didn't know anything about the stores, so I went at it hit-or-miss. One day they had an opening in one of the clothing stores here, and out of curiosity I went in. They had a band, music, and so on.

"I said: 'I would like to get a suit of clothes,' and they sicked a salesman onto me. Now, I had a very definite idea of what I wanted, and I told the fellow what it was. I said: 'I want to get a blue suit of clothes with a blue general effect, but brightened up with a little bit of a stripe of some color.'

"He gave me a smirk—one of the sweet smiles you get in those places—and took me over to a rack and began picking out suits. He finally

brought out one that a young fellow about 17 years old who plays tennis for a living might wear. It was blue, and it had a stripe. If I had put that thing on I would have looked like a bartender in this town on Sunday, when the town goes dry.

"I said to this fellow: 'You forgot. I want a blue suit with an inconspicuous stripe. You know, I expect to come home evenings in that suit.'

"And he said: 'That's very stylish.'

"I said: 'Yes, that looks stylish; but, you know, I am going to wear that suit of clothes myself. I am not going to let Tom, Dick, and Harry wear it. This suit is for me.'

"I got another one of those smiles. Then he got out his tape measure and began running it around me, longitudinally, horizontally, altitudinally, and every other way. He said: 'Oh, yes, you take a stout size.'

"Now, I'm not particularly fond of being reminded of that. It was true, the tape measure did not lie, I could not deny it, but that was mighty poor salesmanship for a fellow to tell me that,—and he shot it right at me. He went to another rack and dug out a suit, and all I could see on that suit was s-t-o-u-t. That was the first thing I could see. Well, that suit didn't comply with my specifications in the least degree and he brought out a lot more. They either didn't have any stripes at all, or when it had a stripe it wasn't blue.

"Finally he said to me: 'I can fit your body, but not your mind.' And, mind you, he did not say it in a way

that made me stuck on my shape, either.

"I said: 'Do you mean to tell me that human beings in this world do not wear blue clothes any more, with a little variety of stripe in them?'

"Well, if they did, we would have it here, wouldn't we?' he asked. How was that for a floorer?

"I said: 'Yes, you would.' He had been telling me they had the best stock of clothing in Detroit. I said: 'I believe you have got that suit right here in this place.'

"Well, maybe you know more about the stock than I do,' he said.

"It wouldn't surprise me a bit if I did,' I said.

"You would have thought things had got about to the point where I would move out, but I was trying to sell myself a suit of clothes, and I am a salesman who doesn't believe in quitting until the deal is closed.

"I started out and walked up and down the floor looking at rack after rack, and finally found this suit of clothes. I spent twenty minutes looking for it, and when I brought it out you ought to have seen that fellow's eyes. He never opened his bazoo, but he did look. I am perfectly sure that fellow would rather have given up a month's salary than have me find that suit.

"He looked at it, and then said: 'Yes, but this is not your size. We haven't got that in a stout size.'

"I said: 'That is just what I suspected. I suspected you were just 100 per cent. wrong as a salesman. You told me you could fit my body,

Rademaker-Dooge Grocer Co.

28-30-32 Ellsworth Avenue

Grand Rapids, Michigan



Wholesale Grocers
"The House of Service and Quality"

but you couldn't fit my mind. Well, you can fit my mind, but can't fit my body." You are just 100 per cent. wrong."

Finally a suit of this pattern was found that fitted Mr. Jones, but he thought it was up to him to teach the salesman a lesson—there are many self-constituted judges and executors—but that has nothing to do with the incident. Let us quote Mr. Jones again:

"That is just what you want, is it?" asked the salesman.

"Yes, that is exactly what I wanted." I had not said anything about the price before. I had put no obstacles in his path in finding the suit for me.

"He repeated the price several times, and asked me if I wanted to go up and be fitted.

"I said: 'No, I am not going to buy that suit.'

"You are not? I thought you said it would suit you exactly?" he asked.

"Then I said: 'I had to sell myself that suit, and I am going to go on with the sales campaign, and see if I can do better.'

"He said: 'Well, wouldn't you like to make a deposit on it? He thought that was great salesmanship. He said: 'I will put it away for you.'

"I answered: 'You can put it away if you want to. I found it before, and I can find it again.'

Mr. Jones then told how he went to another store, and the salesman, while showing him other suits, very diplomatically told him that blues were not being worn as much as formerly. Finally, telling the salesman he intended to have the suit he had seen in the other store, he left. He told how he waited until the luncheon hour, and, returning and finding the salesman who had served him in the morning was at lunch, he had bought the suit. He told how the salesman in the second store had found out he was a stranger in Detroit, and while he did not sell him a suit of clothes he had sold him the store. Mr. Jones continued:

"The fellow that sold me the store down there got what was coming to him. I bought an overcoat just because I wanted to let that fellow get the idea that he had done a pretty good job of salesmanship."

Some Things a Clerk's Advancement Depend On.

If you're behind the counter in a department store and hope some day to become a floorwalker, the best way to realize your ambition will be to begin now to learn the floorwalker's job.

In the United States Navy no one is eligible for promotion unless he knows the job ahead of him.

A friend of the writer was once called to the superintendent's office and asked what improvements he would make in his department if he were made head. The friend, who was just out of college, hadn't looked at his job that way. He was forced to admit to the superintendent that he hadn't given much thought to that subject. The boss then told him he wasn't ready for promotion.

A year later, when the friend was called for, his head was chuck full of ideas. He had studied the firm from cellar to garret. He got a fine boost.

Of course, while preparing yourself to take the job of the man or woman ahead of you, you musn't neglect your own work. Nor must you intrude so noticeably that you make things unpleasant for the other fellow.

But if you've got the right stuff you'll make the proper adjustments.

From the customer's viewpoint nothing will give a store a black eye quicker than to have a clerk reply in response to a query about goods, "I don't know."

"Well, why don't you know?" will be the question the customer will either think or ask aloud.

These days everyone is in a hurry. People don't like to be delayed while those who are hired to serve are educating themselves.

The clerk who goes ahead to-day knows not only about the goods in his own particular department, but has familiarized himself with every article in which his store deals. If he works in a department store selling sporting goods he can direct the mother of a small boy to the counter where baby bonnets are sold.

And, likewise, if a girl sells perfumery she ought to be able to quickly respond to the query of a woman who wants to know how much handana handkerchiefs cost and where they may be purchased.

Most jobs offer the opportunity to obtain a liberal education. For instance, if you're selling perfumery, why not make a special study of perfumery. Know how it is made, where

it comes from, its history, when it was first used and all about the people that used it.

Flat-foot is a defect that many clerks who are on their feet all day suffer from.

Fatigue and nervousness are more often due to tired, aching feet than to any other cause.

The way to avoid flat-foot is to wear strong and comfortable shoes and to exercise the feet.

Tight shoes, with pointed toes and high heels, hinder circulation and put a strain on the nervous system. Further, they are the chief cause of corns and bunions.

Walking every day in properly shaped shoes is the best exercise for the feet and a preventive of flat-foot. The clerk who is forced to stand in one position most of the day should walk at least three miles daily. This will exercise the muscles of the arches so they will withstand the strain of supporting the body during the day.

The practice of rising on the toes for a few minutes each morning, bearing the weight of the body toward the outer edges of the toes, also is recommended by foot specialists.

If you are a victim of flat-foot a doctor should be consulted. He may find it necessary to recommend braces or special shoes.

Nothing will handicap a clerk more than defective feet.

William Arthur.

Nothing venture, nothing gain—but you may be able to keep what you already have.

To lend \$13 on a Friday may be bad luck.

Delivery Wagons

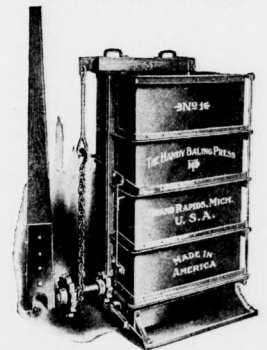
\$47.00 \$48.00 \$55.00 \$60.00
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One horse Larry, 3,000 to 4,000 pounds capacity, \$100.

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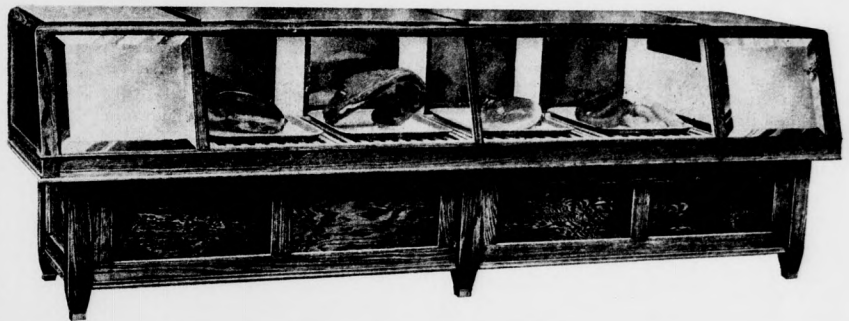
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Manufactured by

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Climax Refrigerator Counter Manufactured by the **Grand Rapids Butchers Supply Co.**

While in Grand Rapids for the Retail Merchants' Congress come in and see this counter.



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THE FIRST AND FOREMOST BUILDERS OF COMPUTING SCALES

GENERAL SALES OFFICE
326 W. MADISON ST. CHICAGO

ALWAYS OPEN TERRITORY TO FIRST CLASS SALESMEN



An Appreciation of the Old Maid Aunt.

Written for the Tradesman.

We are all familiar with that figure of bygone days—the old maid aunt. Those of us who are middle-aged or past knew her as she was in real life. The younger generation know her as she has been pictured in fiction—sometimes with great skill and fidelity, sometimes with burlesque exaggeration of her whims and peculiarities. She was the girl who, usually for some unaccountable reason, did not marry. Often she was as good-looking and as pleasing in personality as her sisters who had husbands and homes of their own. Commonly it was not from choice that she had remained single. Down in her heart she had expected to marry, same as the other young people of her neighborhood. Maybe her lover died. Maybe she was one of the girls who never have many admirers. Maybe she had plenty of suitors, but let all her chances slip through her fingers. The years flew by and she became an old maid, looked upon with a degree of pity by the tender-hearted, spoken of with a touch of derision by those who always are ready to make of some defenseless fellow creature an object of ridicule.

If her family was poor so that she had to make her own living, then the old maid aunt worked out at housework, or she sewed, going from one patron to another as her services might be required. If rather intellectual, she taught school. But if her people were in better circumstances and she was of a somewhat retiring disposition, then she just naturally became the general helper of her near relatives.

She it was who looked after father and mother as long as they lived. This was her plain duty. No one thought of its being any one else's place to take care of the old folks. They liked it far better to stay in their own home than to go to any of the married sons or daughters, where they might be expected to conform to new fangled notions, and where they surely would be disturbed by the confusion and noise of the children. The married sons and daughters, their lives crowded with the work and worry of rearing their families of boys and girls, never wanted to take the old people.

After father and mother died, our spinster usually made it her home with some one of her married brothers or sisters, where as the old maid aunt she helped with the work and with looking after the youngsters. When there was sickness in the home

of any of her near kin, Aunt Molly or Aunt Katie or Aunt Melissa (whatever her name might be) was sent for. As she was handy with the needle, it was very convenient to have her come and stay a few weeks when an unusual amount of sewing had accumulated. She was the one to fall back on in every sort of an emergency. She was better than any hired help, for she took hold with a genuine interest and was as economical as the mistress herself.

As compensation for her many and varied services, material for a dress or a coat now and then, a new hat or shoes when she needed them—such "presents" and a very little pocket money were considered ample. Her needs were so few and simple, what could she do with more? Very likely she had some means of her own from the settling of the old estate. If so, she often bought her things with her "own money," and toiled on uncomplainingly as a salaryless but efficient worker. Of course not every family had a maiden aunt even in those good old times. Those who did have one possessed a treasure of inestimable value.

We don't have that kind of old maid aunt in these present days, and sometimes we sorely feel the need of some one to take her place. There are plenty of unmarried women—bachelor girls we call them now—but unless she is independently wealthy, each is likely to have some occupation in which she can earn good money. Being a sort of attache in the household of some married brother or sister would not suit her ideas at all.

When there is sickness in the family, we don't send for Aunt Margaret or Aunt Katherine or Aunt Lucile. No one of them could leave her position. It would be even more absurd to ask them to help with the sewing. We must either employ a dressmaker or buy our clothes ready-made. Sometimes a bachelor girl, very capable in her work, gives it up for a time to come home and care for aged parents. But when she does, every one knows what a sacrifice she is making. Her ministrations are not taken simply as a matter of course, as were those of the dutiful daughter of forty years ago.

The typical bachelor girl of to-day is an inspiring person to see and to know. She is happy in her chosen calling. She occupies a place of usefulness and some importance. We are all proud of her and glad she is not like the pitiful old maid aunt of former days. But her time and skill are worth so much in hard cash that we

never can expect her to help us when we get into a tight pinch.

And what family in moderate circumstances does not occasionally need the services of just such a capable, willing, (and unpaid) assistant as the old-time maiden aunt? In many households she is needed all the while. It is just the things that she did, that it is so hard to find the money to hire done. Of course we don't want something for nothing—we are far above that—but on a medium-sized income, keeping a maid is simply out of the question. With all the other expenses that have to be met, where are the four or five or six or seven dollars a week that a good maid easily can command, to be found? Besides, maids are hard to secure and are apt to be wasteful. The wages of a trained nurse when there is sickness is an appalling outlay. Every dollar is needed for other purposes. And as to sewing, wouldn't it be a comfort to have some one go through our wardrobes, making over some garments and putting all the others in good repair? A busy person never has time to take all those stitches, and it doesn't pay to hire it done, but we can't quite get over wanting just this kind of attention to our clothes.

Not a few married women of an ambitious turn would like to get out and carry on some kind of business, if only they had a responsible person to take charge of things at home. However, such a helper as the old-time maiden aunt is wanted most in families where there are a number of children. She would be a perfect godsend to the overworked mother. Then too, in the households where there are three or four grown-up sons and daughters, each pursuing some outside vocation, she could be kept most usefully busy twelve months in the year. In any number of homes her services would be in great demand, but she is not to be found. By this it is not meant that there is not a solitary specimen in existence, but that as type and species she is practically extinct.

About the only woman who works nowadays without a definite money compensation is mother, and where there are several in family, mother, no matter how great her desire, simply can't do everything that needs doing. So our minds turn in longing retrospect to the old maid aunts of other days.

They are gone and their like will not return. We regret they were not better appreciated when they were here, and we think how indispensable they would be if we could have them now. Our only consolation is the cold but virtuous satisfaction that when any one does for us in these days the things the old maid aunt did of yore, we pay well for the work.

Quillo.

Some men say they will be governed by your advice—but you know what King David said all men were.

Life isn't always a joke for the chap who lives by his wits.

Often the woman in the case is a case in herself.

Farmer Appreciates Friendliness.

How do you greet the farmer when he comes to town?

Is your greeting such that he feels that he is not one of us? Or is he made to feel that he is in town, among his people, and with friends?

The making or the marring of the town depends greatly upon your attitude toward the farmer when he favors you with his visits.

He is the backbone of the community, and without his aid and encouragement yours would be an unsuccessful business community.

The townsman is no better than the man from the farm, and the farmer can claim no superiority over the townsman.

All are human beings, with the same aims and purposes in life, endowed with the same brands of intelligence.

In fact all are brothers of a common community, the only difference being that one lives in town, where life is a little more diversified, while the other breathes God's pure air in the green fields of the country.

Let all remember that they are brothers, and sisters, and cousins, and that the welfare of the one is vital to the success of the other.

When you ride out into the country the farmer extends the hand of fellowship, bids you welcome, and hands you a hearty "come again."

It is a delightful characteristic of the man from the farm, for his greeting is sincere and his invitation is from the heart.

But what of you when the farmer comes to town?

Is your welcome on the same plane as his?

Is he made to feel and realize that your smile is for him, and not for the contents of his purse?

You of the town are proud of the farmers of your community, and of their wives and daughters.

They are men and women of a high order of intelligence, whose integrity is beyond question, and whose thrift and energy and perseverance are transforming our countryside into a hive of industry and wealth.

They are builders one and all.

But we fear that we of the town are often forgetful of the great duty that we owe to them for their loyalty and generosity in support of the local business community.

We ourselves know of the high regard in which we hold the farmers of the community, but we doubt if the farmer knows of the warm sentiments which we entertain toward him.

And this is because we think much and say too little.

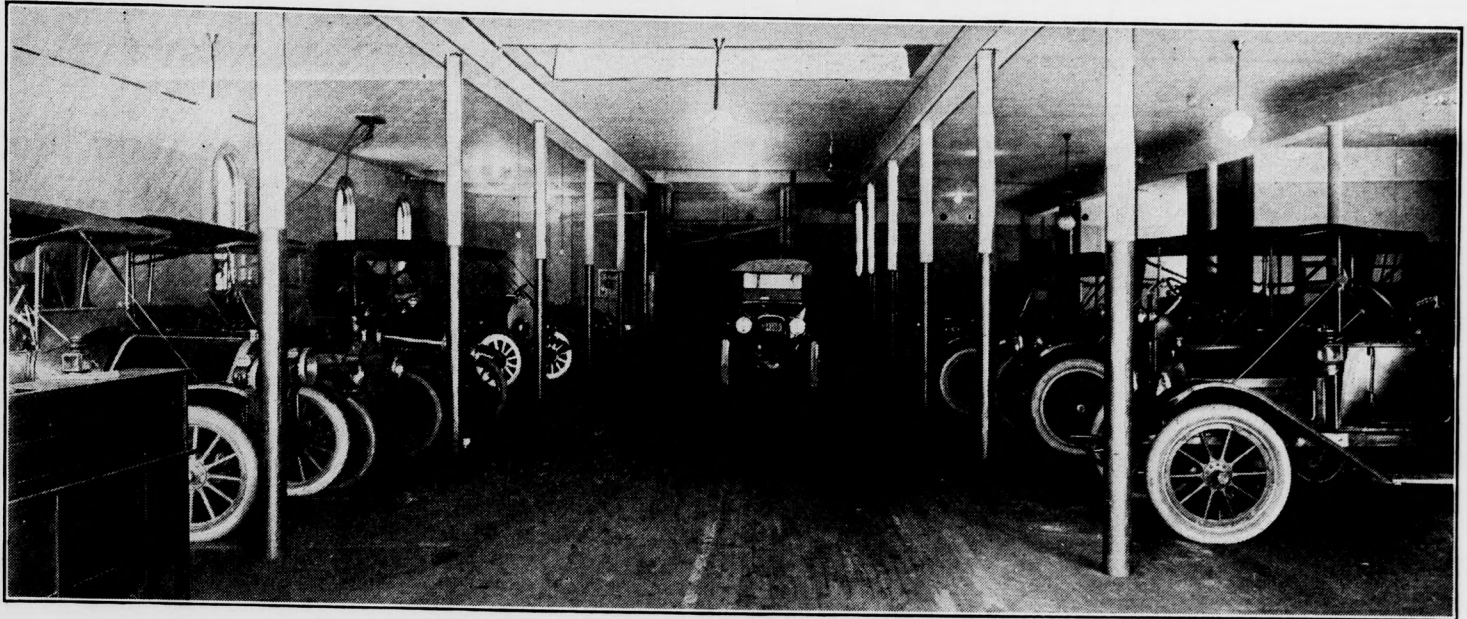
It should not be so.

We need each other, for a prosperous farming community makes a live town, and the prosperity of the town adds life and enjoyment to the countryside.

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

A GOOD USED CAR

IS BETTER THAN A NEW CHEAP ONE



We Are the Clearing House for Used Cars in Grand Rapids

We Have All Makes of Cars at Prices That Will Surprise You

While in Grand Rapids at the Merchants' Congress, Come In and Get Acquainted

GRAND RAPIDS MOTOR MART

CITZ. PHONE 8066

J. T. LOOMIS, Manager.

LOUIS ST. AT OTTAWA AVE
BELL PHONE 866

Grand Rapids Calendar Co.

CALENDAR PUBLISHERS

572-580 Division Ave., So.

Grand Rapids, Mich.

While in Grand Rapids, attending the Merchants' Congress, let's get acquainted

SHOW CASES

Before buying inspect our line of Show Cases

Our line is complete in both
NEW and USED

Our PRICES are at least 20%
lower than others

Grand Rapids Store Fixture Co.

No. 7 Ionia Ave., N. W.

Grand Rapids, Michigan

The Grand Rapids, Grand Haven & Muskegon Ry. Co.

Fast—Frequent—Cool—Clean
No Smoke—No Cinders

From Center Grand Rapids to Center Muskegon
One Hour and Twenty Minutes

From Center Grand Rapids to Center Grand Haven
One Hour and Twenty Minutes

6 Limiteds Each Way Daily

Lv. Grand Rapids	Lv. Muskegon	Lv. Grand Haven
A. M. 7:15—9:15—11:15	7:40—9:40—11:40	7:48—9:48—11:48
P. M. 1:15—3:15—5:15	1:40—3:40—5:40	1:48—3:48—5:48

10 Locals Each Way Daily

Fisherman's Special

Every Sunday 4:30 A. M.

8:55 P. M. } Chicago \$2.75
 } Milwaukee 3 31

AUTOMOBILES AND ACCESSORIES

Wherein the Auto Truck Cut Business Costs.

Excepting in instances where the highest degree of efficiency obtains, production cost is greater in all fields of industry. Factories meet this by installing expensive machinery, much of it automatic and all of it resulting in a great saving of labor and of time. To keep the overhead within bounds the same principle must be applied throughout the plant, transportation must come in for its share of consideration.

The hauling of the raw material from the freight cars to the plant, then the carting back of the finished product, or the delivery to the warehouses of the wholesale and retail merchants, is a big item. The cost of horses has doubled in recent years, and the upkeep of these animals is much more than it was. Yet the horses can do just so much work, so that the percentage is against them.

Here is where the power driven vehicle comes in, for the hours it can be worked are not limited, and when it is not working it costs nothing but the interest on the investment. Also, it can cover from two to four times the territory of horses.

The motor truck industry is comparatively new. When automobiles became accepted as a fact and the use of them grew until it took in men in all walks of life the commercial vehicle was a sort of a side line with the automobile makers.

Their harvest was in the pleasure cars, they knew more about them, hence they did not give the same scientific thought to the problem of freight transportation as they did that of passengers.

This is why the earlier models of motor trucks did not give expected service. There is a great difference in the demands and it had not dawned on the makers. However, some saw what a field lay before them and started in to build real motor trucks, and during the last five years they have been driving horses off the streets with their highly serviceable vehicles.

The motor truck and the delivery car of 1916 are as far along relatively as the automobiles. They were designed for a particular use by engineers who have given their time to these problems, and they do all that is claimed for them, and in some instances a little more.

There are improvements in the transmission of the power, in the stability of the entire mechanism, and without fuss or apparent effort they pick up great loads and are on their way.

More progress has been made by the motor truck men in the last two years than in any like period. The commercial vehicles on display here show that.

In the past, few of the users of motor trucks have given full credit on their

books. They have put down the first cost, the operation and the maintaining charges, but on the other side they have neglected to make any comparisons.

Some have found that in spite of this the motorized haulage is the cheaper and others maintain that it is not. But the great credit is not economy, it is service and service is a part of efficiency.

Suppose a good team of horses were to haul a three-ton load twelve or fifteen miles a day, for that is all they can do, as the return trip must be counted and twenty-five miles is about all that horses of this type can show.

This is averaging the horses at better than three miles an hour. The motor truck with the same load will do ten miles an hour, some of them more. Thus it is taking the place of six horses and three drivers. It makes the deliveries much quicker, and this is to be considered when business does not want any waste of time.

In the instance of the retail merchant, who has loads made up of a number of parcels his territory car enables him to extend his territory. Where he operated in a radius of two or three miles he now delivers for a distance of eight or ten miles from his store, building up trade which never would have come to him by the old method.

At first it was said that there was much in transportation which the motor trucks could not do as well as horses. There is nothing in the world that calls for so many tests as a war, and the great struggle in Europe has made plain that a motor truck can do anything.

When the motor truck displaces the horse among the armies it sends word to the world of commerce that greatest efficiency demands its use in lands of peace and plenty, and the lesson is being studied by thousands who find it necessary to haul great loads to and from their establishments.

With the great growth of the demand for commercial vehicles in the cities the use of these vehicles among the farmers has increased fully as much. Ten years ago the farmer would have said that such a state of affairs never could exist, but one has but to visit either of the produce markets to note the change. The motor truck is revolutionizing farming. A milk dealer in this county bought a motor truck a few years ago and after operating it less than twelve months he said that he could run it into the river and be ahead of the game.

Produce farmers who live twenty-five miles from the city would start in the evening and drive nearly all night to have their loads at the market when the buyers came to make selections. The horses had to have their rest and then came the return trip. A man who could make three trips a week was lucky. Now

SAXON

Strength Economy Service

"SAXON SIX" has won the confidence of the people in less than two years time.

Let us show you this wonderful car while attending the "Retail Merchants Congress" in Grand Rapids.

Grand Rapids Saxon Co.
572 Division Avenue, So.
Grand Rapids, Mich.

Saxon Six \$815

Saxon Four \$395

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

BOWSER

ESTABLISHED 1885

"Red Sentry" Gasolene Outfit

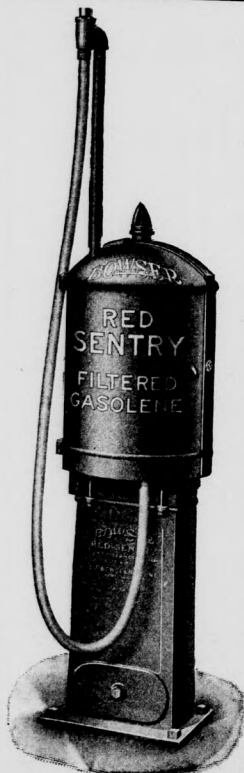
at the edge of the sidewalk in front of your store. It will stop the autoist and give you the coveted chance to get the attention of Mrs. Autoist to your windows and goods. This is just what you want, isn't it? Now, Mr. Merchant, is the time to act to get this business during 1916 auto season.

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



with the motor truck he piles on a heavier load and comes to market in two hours or thereabouts. By the middle of the morning he is back home and if the demand is strong he loads and makes another trip. Thus he can make twelve trips in a week against three by the old means.

Every motor truck and delivery car on exhibition shows some improvement. Some have electric lights and starters and all of them have better machinery. They are dependable, swift and the operation charge is less through the improvements in the mechanism. As in the case of the automobile all of them are offered at a lower price or with a much more complete equipment for the same price.

In all business where there is competition motorized transportation is a necessity. The wave of activity which has swept over the land in the last six months has boomed the motor truck business, so that between the home and the foreign demand many of the factories are at their production limit, so that all who contemplate an extension of their delivery service will be acting wisely by placing their orders for these modern and efficient carriers of all forms of freight.

Says Fixed Price Laws Will Not Work.

The fact that the bills for the maintenance of resale prices on trade marked and branded goods now before Congress would only affect merchandise which becomes the object of interstate commerce is pointed out by N. W. Hacker, general counsel of the National Retail Dry Goods Association, as a striking instance of the unwieldy, complex, unfair and unworkable conditions which the passage of such a law would create.

"For example, all trade-marked and branded goods manufactured in the State of New York and sold to merchants throughout that State would not and could not come under the provisions of the proposed act," said Mr. Hacker. "Goods manufactured in New York could be sold in New York City or in Buffalo without restriction, while in Newark, N. J., or in Erie, Pa., they would have to be sold at the price dictated by the manufacturer. In Camden, N. J., or in any part of New Jersey, to give a concrete example, it would be impossible for the Victor Company to control the selling price of their products by this law, but directly across the river in Philadelphia, Pa., or in any other part of Pennsylvania, they could control it.

"The unequal conditions, which the passage of such a law would create in the retail situation in cities located in different states and near enough to be in competition, are sufficiently obvious. A consideration of great importance to the merchants is the fact that on goods manufactured, for example, in the State of New York, a merchant in New York City need not notify the manufacturer of any intention to sell at reduced price, whereas in Newark on the same goods the merchant may be held up thirty days waiting for a decision from the manufacturer.

"Thus, the New York merchant can

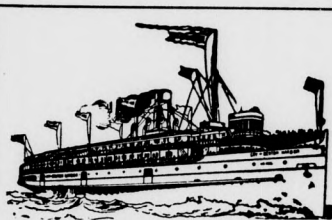
cut his prices while the Newark merchant's hands are tied. The same thing, of course, works in the opposite way: When goods are manufactured in New Jersey, a Newark merchant can cut his prices while a New York City merchant's hands are tied."

An ordinary dent in a fender may be removed by the following method. Place paper or cloth between the outside block and the fender to prevent injuring the enamel, then after placing the other block in position, strike them with a hammer or mallet until the dents have been removed. In the case of a very bad dent it is well to heat the inner surface slightly with a blow torch, as it will soften the enamel and prevent it from cracking. Care should be taken not to heat this surface hot enough to burn the enamel.

One's life depends upon the stability of the steering mechanism. Too great stress cannot be laid upon the necessity for a careful inspection of these parts at frequent intervals. Between the steering control and wheels there are numerous connections, any one of which, if defective, might prove disastrous. It is not an unnecessary hardship to inspect the front wheel bearings also at times when the general inspection is being made.

While regrinding valves it is advisable to use a light spring under the valve head to raise the valve from the seat: the valve should be worked up and down in order to work the abrasive material onto the seat. In grinding, the valve should be rotated with a reciprocating motion, but turned continually in one direction; otherwise ridges will be formed.

A Chinese philosopher says there is an ounce of wisdom at the root of every gray hair.



CHICAGO BOATS

Graham & Morton Line

Every Night

MODERN AWNINGS—ALL STYLES



Get our prices before buying

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

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



"Kokomo"
AUTOMOBILE TIRES
GUARANTEED 4000 MILES

Made in all standard sizes with

Jet Black Elastic Tread

with the greatest resiliency and toughness which will not cut, bruise or wear off like harder tires, and pure white side walls. Kokomo Tires are not only the handsomest, but give the most mileage for your money. No tire at any price can be better, and Kokomo prices are fair. Send for prices.

W. B. Jarvis Co.

Michigan Distributors Grand Rapids, Michigan



Hills Melt

before this powerful car—and they are mostly taken in high gear.

Phelps Auto Sales Co.

DISTRIBUTORS

GRAND RAPIDS

Michigan St. and Lafayette Ave.

Nokarbo Motor Oil

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

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

The Great Western Oil Co.
Grand Rapids, Michigan

COURAGE AND COWARDICE.

Curious Combination Peculiar to the American Merchant.

The average American business man is unquestionably the most curious mixture of courage and cowardice, of cringing submission on the one hand, and daring initiative on the other, that can be found anywhere in the world. The ever-increasing tendency to acquiesce and submit to all forms of imposition and abuse, in both retail and wholesale branches, is doubtless due primarily to a desire not to lose that which has involved the expenditure of so much initiative, time, effort and money, but the day of reckoning is sure to come. Conditions cannot go on at the present pace.

For all these extraordinary and largely unnecessary concessions are constantly adding to the cost of production and merchandising, and as the ultimate consumer must pay, and as his understanding of values is increasing, it is simply a question of time when he will refuse to assume the burden of both retailers' and manufacturers' errors, and he will trade only with the most efficient retailers, who in turn will confine their dealings to the highly efficient manufacturers.

Underlying Causes.

Two underlying causes for many abuses in American business are the determination to outdo our competitors, going to all kinds of extremes, and the fear or jealousy most of us entertain, that one of our competitors may secure the account we would lose by taking a self-respectful stand against unreasonable demands. Surely it is time we realize if we did not submit to the chronic canceler, the constant returner or the unreasonable claimant, and we lost his business, we would help to reform that same customer and make him desirable for one of our competitors, who, on the other hand, if he has any sense of fairness, will do the very same thing for others.

Cancellations.

Speaking specifically of the clothing industry, I should say the most serious cause for alarm is the tendency to overlook cancellations, no matter when they come in, to receive goods returned, no matter how late or on what pretext, and the indiscriminate extending of credit to parties with little or no means and a business experience limited to selling at retail. These evils are far more serious than appear on the surface, for not only do they add greatly to the cost of production, but a continuance of them tends to make retailers less conservative, less efficient, and, if anything, more careless.

You must agree if a retailer understands when he is placing his orders that he may cancel when and as much as he cares to, that he may return if he has over-bought, that he need not pay his bills at maturity and will be most liberally indulged, he is going to be far less careful and efficient than if he were held to strict accountability, or at least in some degree similar to the foreign basis of business, where

an order is a legal contract and merchandise bought must be accepted and paid for on the date agreed upon.

Under some uniform regulation that it should be possible to agree upon, the average retailer would become a better merchant, make more money and be independent of obligations that only too often hamper his progress. Doubtless those of you who employ modern methods of analysis are surprised to find so large a percentage of all accounts that never cancel one dollar, that never return any merchandise and never make a claim.

Now these fair-minded retailers are not confined to any one section, but are scattered throughout the country. The question naturally arises, If it is possible for more than 50 per cent. of all retailers in all territories to conduct successful businesses without cancellations, returns or claims, why isn't it possible for the balance of the merchants to do likewise? I have contended for some time there are possibilities of accomplishing much through intelligent propaganda on this particular subject.

Buying and Settling.

Buying goods on one basis, and settling on another, is a form of petty practice that should be frowned upon. Terms are as much a part of the contract as price, and there is practically no difference if a customer takes off too much discount or deducts something from the price agreed upon. This applies equally to large and small accounts. If unnecessary losses and unnecessary fixed charges were reduced to the minimum, it would help the so-called legitimate manufacturers to withstand the encroachments of the "sharp shooters," who buy a few pieces of cloth, do business under most unsanitary conditions, and to whose illegitimate competition many are losing an ever-increasing amount of business. Having to pay the same price for cloth, trimmings, and labor, the principal difference in his cost of doing business and yours is the item of expense, and in proportion to the success attained in keeping down expenses will standard manufacturers be able to meet that kind of competition? It was claimed by the party now in power that the consumer was paying far too much for nearly every manufactured article because of the former high tariff. But events have proven the contrary. It has been definitely established that the trouble does not lie near so much with the tariff as with the extravagant and wasteful American business methods.

Department Stores.

As an illustration, take the large department stores, occupying the most expensive locations, in all communities vast sums expended for daily advertising, a free delivery system that even takes care of a paper of pins, practically installment methods in the matter of credit, free public entertainments of a high order, etc., until the cost of conducting these enterprises has become so great manufacturers are constantly called upon to yield in the matter of price and more liberal terms, in order that the head of the department may continue to make a satisfactory showing

to the owners. And here it might be asked, Is there any reason why there should be a preferred class of retailers, preferred as to terms, prices, service or closeouts? As a matter of fact, should not the average loyal account be given equal opportunity with the "big fellows" on closeout propositions?

Backbone of Clothing Industry.

It is generally recognized that the backbone of the clothing industry to-day, from sales and profit standpoint, is the average retailer in the medium-sized towns throughout the country. It is he that needs most protection against the inroads of the mail order houses and large department stores. He is deserving of our most intelligent care and co-operation, because he has a restricted area in which to do business, and he has less opportunity and greater difficulty to make good in the face of depression, especially under conditions such as exist at present.

Fake Closing Out Sales.

Our National Association should join hands with the Association of National Advertisers, retail merchants' associations of the various states and others who are making every effort to discourage, to detect and to prevent a continuance of fake closeout sales and all forms of fraudulent advertising. The retailers in the medium-sized towns of the country cannot make this fight alone. It requires the combined efforts of large industries and influences that will make themselves felt to correct this growing menace to profitable retail business.

Far too large a percentage of the buying public are exceedingly credulous, and with the persistent cut-price or less-than-value advertising that is being done in most lines almost the entire twelve months of the year, it is surprising that there is still as much business done at regular prices and at a profit by the medium-sized merchants.

Advertised Brands.

The policy of some of our largest manufacturers has been decidedly inimical to the interests of the small retailer. When a manufacturer of an advertised brand sells to a large retailer his surplus stock before or at the very opening of the retailer's season and permits that retailer or department store to feature his (the maker's name) wherein goods are offered for sale at one-third or more off regular prices, and even at the height of the retailer's season, he is putting bullets into the hands of that same retailer to shoot down the best friends the clothing manufacturer has, and taking the most effective means to "kill the goose that laid the golden egg."

It is up to every manufacturer to take a stand against this kind of merchandising and protect the retailers in the smaller towns. Whether the manufacturer has ample trade in that particular territory or not is immaterial. He must take the broad view—that he is doing his duty to the industry. The persistency with which a number of manufacturers will make almost any kind of concessions to in-

duce their lines into certain retail institutions are remarkable demonstrations of poor business judgment. They are creating precedents for other weak-kneed manufacturers to follow. It would be infinitely better for all of us to stand firm in our determination to sell our product with some little profit, rather than make enormous concessions, yes, sacrifices, for what have proven at best only temporary advantages, for remember no manufacturer, no matter how large, has exhausted the possibilities of increasing his business in the United States, and therefore can afford to turn down unprofitable business, or, what is worse, business that nets him a heavy loss.

A trade evil that has recently developed and may become of importance is the tendency on the part of prominent manufacturers to consign the remainder of each season's ready-made stock to important retailers. This is a most serious matter, setting a precedent not only for other manufacturers to follow, but for many other retailers to demand. Speaking for our company, I can say we are steadfastly refusing to ship any goods on a consignment basis or anything approaching consignment, and this, too, in the face of threats of loss of business, and in some few instances permanent loss of accounts. The evils of a consignment basis are so obvious I am sure it is unnecessary to dwell on them here.

Unqualified Guarantee.

The comparatively new and exclusively American institution of giving an unqualified guarantee with nearly every article that is sold, while stimulating the manufacturer to produce the best possible article for the price, has its serious disadvantages in creating an increasing amount of abuse and imposition.

There is no reason why retailer or manufacturer should ignore the fact of the consumer having had actual service out of an article for three, four and sometimes six months, and then return it for unsatisfactory service and receive full credit. The amount of service that the consumer has had should be taken into consideration in the adjustment of the claim. I am sure you will agree with this viewpoint as being fair, and that it should be adopted as a basic principle in the handling of this phase of our business. Industrial experience shows as many failures due to deep price cutting as to any other cause. Unfortunately, these price concessions, in the majority of cases, are not based on exact knowledge as to cost, and this has been so generally true that in many industries the trade associations have found it well worth while to educate the members of their associations as to the exact methods of figuring costs.

A. B. Kirschbaum.

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

Reminiscences of the Old Time Presidential Campaign.

Written for the Tradesman.

Another presidential campaign is soon to come upon the country.

Once in four years the campaign orator goes up and down the land, smiting hip and thigh the enemies of our country, otherwise the opposition party to the one he represents. All this makes for better citizenship no doubt, and lends much to the gayeties of nations.

The old style campaigning, however, is not likely to be again revived. The old days when the harangue of wild-eyed orators from the stump, the burning of much red fire, the long torch-light parades and hilarious pole-raising enthusiasts, constituted the greater part of the argument seems to have gone with the passing of pod-augers and sash saws of the old lumbering days.

This is the day of the newspaper, of electricity, the swift-moving automobile, rural mail routes and talking machines. The silver-tongued orator of those old campaigning days is no more. The eloquence of a Henry Clay; the persuasive enunciations of an expounder like the immortal, God-like Daniel Webster, have no bearing upon the questions at issue at the present time.

Sixty years ago there were warm times in presidential years. The old Fremont and Buchanan sparring match was one of the most exciting, even among the denizens of the lumber woods.

As a boy I remember the arguments, hot as hissing steam from the droppings of water on white-hot iron, put forth by the claimants for public favor. The Dred Scott decision not long previously had set the elements of freedom at work to counteract that unpatriotic pronouncement of the Supreme court.

That one decision, coupled with the celebrated work of fiction, Uncle Tom's Cabin, set the Nation afire from Mason and Dixon's line to the Great Lakes, from Maine to California. The free soil Democrats and anti-slavery Whigs could not stand for these inhuman laws, and a great wave of indignation swept the liberty-lovers out of the two old parties into that new, lusty organization, founded under the oaks at Jackson, to be known as the Republican party.

Whigs and Democrats alike drew off from former party affiliations, making by coalescence the new Republican party, founded on an unalterable opposition to the further extension of slavery into new territory.

The Fremont-Buchanan presidential campaign was carried on between the old pro-slavery Whigs and Democrats on the one side, the free soil Whigs and Democrats on the other. It was a snappy campaign, with the courageous young Pathfinder well to the front. "Fremont and Dayton" was the banner unfurled by the young Republican party, and "Loud they talk of Buck and Brek for making Kansas all a wreck," became one of the rallying cries of the "Wooly-heads." Buchanan and Breckinridge, good campaigners, the one a bachelor

of more than sixty years, pitted against young John Charles Fremont whose charming wife Jessie figured largely in the campaign songs of that year.

These songs, doggerel more or less, served to fire the Northern heart, rallying the best blood of the free states to the standard of Fremont and Dayton.

For instance:
"Old Buchanan's got no wife,
He lived a bachelor all his life;
He hopes to be the White House lessee
Instead of Fremont's charming
Jessie."

I had one of the campaign songsters, and even the school children sang from them with might and main. Most of the boys and girls were for Fremont.

The campaign was hotly contested all right, although no stump speakers penetrated to our neck of woods. Our paternal relative received the semi-weekly New York Tribune, and even I often read from its columns the tales of blood and horror depicted under the general title of "Bleeding Kansas." We north woods youngsters revolted at the way those Missouri "Border Ruffians" tried by fraud and force to introduce slavery into the territory of Kansas.

School adjourned over election day since the polls were opened in the school house, and I went early to see the fun. No Australian ballot then kept the secrets of the voter. He must needs openly proclaim his political principles, since the ballot was wide open to the public view.

There were some scandalous scenes enacted at the polls. Men were almost forcible pushed or carried to the polls, a vote thrust into their hands and eagle eyes watched until that vote went into the box. Happily such scenes no longer disgrace the polling system of the Republic.

I well remember how every effort was made to get out the voters. Teams were in requisition to go everywhere, but mind you no Democrat drew a Republican to the polls wittingly, nor did the Republicans fetch out any of the Buchanan voters, although in one instance the latter made the mistake of sending two miles after a sick voter only to have him cast a Buchanan ballot as the outcome.

The battle of votes and voices raged hotly all day. At times the lie was passed and some sore heads went home at night. Below the village was Cant Smith's mill. The crew of perhaps twenty men came to the polls in a body, casting a solid vote for "Old Buck," sometimes designated as "Old Pub Func," because of his one time reference to himself as a "Public Functionary."

To offset the vote of the Smith mill crew came a goodly number of non-tribal Indians who voted solidly for Fremont. Alexander St. Peter, a very intelligent halfbreed, and his two sons were straightout Republicans, as was Joseph Troutier, a handsome French-Indian, whose splendid appearance would have done credit to one of the great men of that period.

It was in such a time as this, when the elements of society became outspoken in favor of freedom that men like Godlove S. Orth, Galusha A. Grow, Joshua R. Giddings, Zachariah Chandler and the immortal Abraham Lincoln came into public prominence.

The backwoods settlement was carried for Fremont by a good majority, but Buchanan won in the Nation. Four years later the young Republican party displaced Buchanan with honest "Abe" Lincoln, immediately following which came the war of the rebellion.

The Lincoln-Douglas campaign was marked with much stump oratory, great mass meetings, pole raisings and torch-light parades. The Lincoln Wideawakes rallied at every town of importance in the Nation. At country crossroads one would often see tall hickory poles, surmounted with immense beetles and wedges, indicating the latest mass meeting of friends of the "Rail-splitter" candidate.

From that time on the hustings became less a place of political working. Douglas won the election in our small village, but Lincoln carried the country, immediately following which came the war for the Union. Hereafter presidential campaigns will be comparatively tame. Even our interest in the present struggle going

on in Europe will fail to make a dent in the affairs of this country politically speaking.

The hurrah boys campaigns, with long torch-light parades, red fire and resonant oratory, are of the past. Perhaps it is well that this is so. People have more time to attend strictly to business, while the newspapers sapiently give voice to the wishes of the people, and our public men govern themselves accordingly.

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Country Banks Should Not Leave the System.

In view of the present dissatisfaction among the country National banks over the new reserve requirements and the proposed abolition of exchange charges, the following remarks by Pierre Jay, Federal reserve agent at New York, in a recent address delivered at Watertown, N. Y., are pertinent and should make bankers stop and think before they take any action that will tend to weaken the Federal reserve system.

"The elimination of exchange would, I know, be resented by many country bankers," said Mr. Jay. "To retain their exchange profits has become the corner-stone of the temple for many of them. What is the remedy? Many say that it is to withdraw and take refuge in the state system. That is a course which is always open, but unless I am very much mistaken, it would not prove effective for long as a means of escaping par remittances. With all the National banks and many state banks remitting at par, the remaining state banks could not long afford to conduct their business on any other basis. When once the country has made up its mind that the exchange charge must go, as New England did some years ago, competition and pressure would be too strong for it to survive.

"Is not the position of those who now suggest leaving the National system somewhat like that of those who in 1865 declined to come into it? In 1862 there were about 1,500 state banks. In 1863 the National Bank Act was passed on a voluntary basis. On this basis a few banks came into the system, but when, in 1865, the circulation privilege was taxed away from the state banks, all but about 250 of them converted into National banks. This was a far more drastic form of compulsion than that through which the member banks to-day complain they are deprived of interest balances and may be deprived of exchange.

"For, prior to 1865, many banks were organized primarily to issue notes and keep them in circulation in distant parts of the country. They did scarcely any other business and in many states they issued their notes under practically no restriction or security. Suddenly they were deprived of all note issuing power unless they joined the National system and secured their notes by Government bonds. From what little contemporary evidence I have been able to obtain, the banks which were making large profits from their note issue felt just as unhappy at losing

their freedom of issue as the country banks to-day feel at the prospective loss of their exchange charges. Yet to-day no one would want to go back to the conditions prevailing in 1862.

"If, now, there are some National banks which cling to the past and cannot look forward with confidence to the future and take what the future may have in store for them, if there are some banks which do not recognize that conditions are surely changing and are unwilling to conform to the new conditions of to-day and tomorrow, then they should surely withdraw, for the Federal reserve banks and their member banks are the system of the future. The system must have the support of its members and it will be the stronger for the departure of those who, unable to see the promise it contains for them and their customers, the business men of the country, have not the patience and faith to stay with it until time and experience have tested its value.

"For the progressive, resourceful banker, the remedy for the costs which the system inevitably entails, is to my mind not to withdraw, but to recognize the changing conditions, to study the possibilities of the reserve act and the reserve system, to look for new avenues of business and profit under its provisions, to learn from the officers of the reserve bank what the system desires to accomplish, and, when you understand it, to explain it to your customers—tell them what it means for them."

How He Got Even.

A busy housewife came into the sitting-room with a determined look in her eyes.

"I really shall have to punish those children," she began.

"What have the little beggars been up to now?" asked the father, looking up from his newspaper.

"Why, they've made a mess of my sewing-room," explained the wife. "Needless, reels of cotton, scissors—everything has been hidden away in the most unexpected places. It is really exasperating."

Her husband laid down his paper and smiled benignly.

"I did that," he said, calmly. Then, in answer to a questioning look, he went in: "You tidied up my desk so beautifully the other day that I thought it only fair to return the compliment. So I tidied up your sewing-room."

When a man begins to talk about purifying politics, he wants an office.

Some chesty men are narrow minded.

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NATIONAL PREPAREDNESS.

How the Subject Looks to a Chicago Banker.

National preparedness should have for its object not the preparation for conditions of war, but primarily the meeting of conditions of both peace and strife with the emphasis on the former. Nor should we soothe ourselves with the thought that to be prepared for war is to maintain peace. The present conflict in Europe should convince all of us that this method of reasoning has been entirely incorrect.

National preparedness should have for its object over and above everything else the betterment of conditions under which we live. While we as a Nation have been at peace with the outside world, we have been doing very little or nothing for the maintenance of peace at home. I maintain that the question of greatest importance confronting the American people to-day is the lack of co-operation between capital and labor. In the days of small beginnings, the employer was in constant and personal touch with the employe, and each took a sympathetic interest in the affairs of the other. When, however, we came to the period of corporate action we developed that monstrosity which has become known as being without a soul. This is due largely to the fact that those in charge and who are looked upon as the employers occupy a position aloof and away from those doing the work in the factory and shop. The handling of men is carried on under a practice of general rules and regulations, and because of this condition the employes found it necessary to organize for self-protection. I believe the time is ripe and is now here when steps should be taken for the bringing together of these two great forces, so that instead of antagonism there shall be real co-operation.

There should be organized by our Federal Government a commission, upon which body should be placed not only military and naval experts but also men experienced in the sciences, manufacturing, merchandising, financing, transportation, and agriculture, as also representatives of the labor organizations. Its duties should be to encourage inventions and improvements everywhere. Every manufacturing institution in the country should be known to this body, more particularly with reference to the character and quality of the goods produced having in view the production of articles for war, should such become necessary.

Germany has taught the world a lesson in this regard. We are told that in peace times the German government through the organization of what is known as an industrial war commission, has on file reports with regard to every institution in the country, and every manufacturing concern in Germany has definite instructions as to the goods which are to be produced by them should there be a call to arms. Samples of such goods must be produced from time to time, and the article when called for must in every detail be equal to the sample. Such a commission organized in our own country would be in possession of information with regard to the conditions in the shops and factories of our land,

and should have power to see to it that such be of the highest order. Aside from this, however, the laborer, as well as the skilled mechanic should be amply protected against accidents, illness, or old age.

In other words, one of the first essentials of National preparedness is to bring about a relationship between capital and labor which will make impossible a repetition of the experience of the British Empire during the present struggle, by our giving to labor its legitimate share of the profits which result from the combined efforts of capital and labor. This would instill loyalty, as well as patriotism. It is my judgment that capital will have to take the lead in a movement of this character, and that labor will readily respond if the offer is sincere and genuine.

When a nation comes to the position of a world power she must be ready, not only to shoulder responsibilities and obligations in behalf of humanity, but there are sure to come to her sooner or later circumstances which will compel her to take a position against others when interference with our own rights are threatened or take place.

For some years prior to the outbreak of the European war some of our citizens conversant with the situation called attention to the probable position of our international commerce in the event of a conflict of arms across the sea. The prophecy was all too soon fulfilled. The declaration of war by England against Germany immediately put out of commission her greatest competitor as a merchant marine. The great German ships were immediately interned in neutral harbors everywhere, and practically the only means of transportation at our disposal were the lines owned by allied interests and sailing under some of the Allies' flags. Consequently the transportation companies accepted from us only those things which met with their approval and which were destined for their respective countries; and when, on the twentieth day of August, 1914, the British order in council interfered with and interrupted our shipments to the central powers, our Government seemed to be helpless because of the fact that America has practically no merchant marine of her own. Thus, while we are still at peace, our foreign commerce is at the mercy of those who are at war. It is quite probable that if at the time this war came upon us the United States commerce had had a large and powerful merchant marine at its disposal that much of the subsequent controversy due to submarine warfare would have been prevented.

I have called attention to these conditions merely for the purpose of emphasizing the need of preparedness in this direction. If, for instance, Germany's sea power and merchant marine was destroyed as a result of this war we would be subject entirely to the dictates of the greatest single combination of shipping interests that history has ever recorded, known as the Liverpool shipping pool, and our trade, where the same would come into competition with those interests, would unquestionably suffer. While a merchant marine is of great importance for the carrying on of commerce in times of peace, it becomes an absolute necessity in the event

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 - 4—The responsibility of the mortgagor corporation.
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- The trust deed and bonds have been approved by Messrs. Travis, Merrick & Warner, Attorneys.
The Grand Rapids Trust Company is Trustee under the issue.
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of war; so that preparedness in this direction, as in all others, has a two-fold purpose and object.

We as Americans to-day have a new vision of the world and world interests. We have come to realize that we are not any more an isolated people. No man liveth unto himself alone, and this is equally true of nations. Our interests have gradually developed from that of a rural and agricultural people to the position of an urban and manufacturing country. Thus we are coming to approximate more the position of that of the European powers, which necessarily must be in competition with those who have already occupied and possessed the markets.

The central powers since the outbreak of war have been unable to ship any of their products to the American continent or to the Orient, but we are told that many of their manufacturing industries have been busily engaged producing articles for the world's markets. This no doubt will be realized immediately upon the declaration of peace.

England since the outbreak of war has constantly improved her position in foreign trade. In January, 1915, England's exports were 40 per cent. below that of January, 1914; in February, 30 per cent.; in March, 32 per cent.; in April, 19 per cent.; in May, 20 per cent.; and in June, 16 per cent., while in March, 1916, her exports showed an increase of 25 per cent. over those of March, 1915, or only 7 per cent. below her exports of March, 1914; and when you take into consideration that approximately 15 to 20 per cent. of England's exports went to Germany and another 15 per cent. to Austria, you can readily see that England's foreign commerce for March, 1916, outside of Austria and Germany, is considerably ahead of what it was prior to the war.

France and Belgium, on the other hand, have had many of their manufacturing industries destroyed, and there is no doubt but that we will find both of these countries purchasers of machinery for the rehabilitation of their industries. Nevertheless, competition is bound to be keen, and foreign manufactured goods will not only compete with us in foreign markets, but in our own land; and we should be prepared to readjust our tariff regulations so as to meet the new situation. On this account I have advocated the appointment of a non-partisan and non-political tariff commission, with powers sufficient to protect our interests.

When we study the question of competition in foreign markets, it is well for us to take into consideration the agencies employed by those who have made a success of foreign trade developments. The European countries have long ago recognized the need of banking institutions which will afford co-operation as well as the needed facilities. Consequently, we find European banking institutions in the newer countries, such as Latin-America and the Orient. From our competitors we surely cannot expect real co-operation.

When our Federal reserve system was inaugurated provision was made for the establishment of foreign branches of member banks, and one of our great New York institutions has undertaken pioneer work in this direction. There are good and sufficient reasons, however, why others have hesitated in doing like-

wise. In the first place a branch carries with it responsibility of the parent institution. This naturally has made our directors reluctant to authorize the undertaking. In addition to this unnecessary competition and overhead charges would be sure to result. After a thorough and careful study of the entire question it has been thought wise to secure legislation for an amendment to our present law, authorizing any and all of our banking institutions to co-operate in the establishment of an American Bank for Foreign Trade. This institution is to be organized under an American charter, and is not to become a competitor for American business. The stock is to be owned and the institution is to be controlled by American banks, and all American institutions are to be given the same rights and privileges. In this way we believe the greatest good in behalf of our foreign commerce will result. In my opinion this should form a part of our preparedness programme. This bill was recently passed in the House and favorable action on the part of the Senate is anticipated.

I cannot refrain from improving this opportunity to make an earnest plea for a better preparedness in our own domestic relations. This is the time when we as Americans should forget all of our social, political, or religious differences. This is the time when we should stand shoulder to shoulder as one man, not, I hope, in the defense of our Nation but in the lifting up of an ideal in a way in which the world has never understood it, demonstrating what means the true Fatherhood of God and the real Brotherhood of Man. John J. Arnold.

Advantage of Being Able to Sell Yourself.

Written for the Tradesman.

No qualification is more important to a man going into business in the employ of others than the ability to sell himself, his time, his services.

It is a fine thing to be able to sell for others and to get a big salary for doing it, but selling must begin right at home. It must begin with selling yourself to some one before you can start to sell for them.

Just as a salesman can always get rid of any amount of goods if he does not care what the price, so he can always sell his services to some one if it makes no difference to him how much salary he is to receive. Profitable salesmanship is never as easy as mere unloading. Make yourself worth a good price and then do not hesitate to ask the price.

A young fellow once came to me and said, "You don't want to get a cheap chauffeur, do you?" That was the last thing I wanted, a cheap chauffeur. My neck is too valuable to me. But I did happen to want a driver just at that time, and I would have been glad to hire a young chap who was willing to work at a comparatively low wage, but no "cheap" chauffeur for mine!

And there is no good employer of the sort a man wants to work for who is going to hire employes who rate themselves as cheap. It is just like selling anything else. You are not going to find prospective buyers believing the goods worth more than the seller claims for them.



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The man trying to sell his services should have enough self-respect, a good enough opinion of himself, to command the respect of his prospective employer. Don't try to give the impression that you know it all, because you lack quite a lot of that, but show that you do know something. On the other hand, to get a position by overrating yourself can end only in a downfall. You know what happens when a man sells goods on the strength of a recommendation beyond what they will stand. He gets the goods back or he gets more complaints than he can take care of, and he is pretty sure to lose a customer.

Your ability to serve the man to whom you want to hire will in a considerable degree be judged by your ability to sell yourself, to present your personality and your qualifications in a pleasing manner. Study up in advance what you are going to say and do to make your selling talk as convincing as possible.

And after you have made the sale—bend every energy you possess to delivering the goods.

It is one thing merely to sell yourself, while it is another to stay sold. A new broom sweeps clean, and employers expect the new man to show his best side for a time; but the man who sells himself successfully is he who not only makes the sale and sweeps clean at first, but who continues to sweep clean.

Merely being glib of tongue and agreeable of presence so as to create a good impression and get hired will not avail much if you cannot deliver the goods so they will not come back on your hands. Your services are not going to be retained unless they give satisfaction.

Frank Farrington.

Readjustment of Class Rates on Seaboard Traffic.

Detroit, May 29—We have had one or two meetings to discuss the readjustment of class rates from Michigan points to and from the seaboard. In order that you can see just what we propose doing, I enclose a memorandum of a meeting that was recently held on this subject. We are getting together this data to present a complaint to the Interstate Commerce Commission on the part of the Michigan Manufacturers Association, covering every point in the State. I have not yet had the mileages all figured out, but Grand Rapids and points in that territory will be very substantial gainers by this proposal, if we can put it through. I am told that you are quite familiar with the previous negotiations with the railroads on this subject, particularly with reference to the time that it was practically agreed by the railroads that the mileage basis should be applied to Michigan. I would like it if you could dictate a memorandum of your information about this, as I think it would be very valuable when we get to hearing any other information on this subject, and will be appreciated.

Mr. Slater, of the Grand Rapids Board of Trade, unfortunately missed our meeting, because of some fault in my office in not directing him over to the Board of Commerce, where we were all waiting. I tried to repair this oversight, as we were very anxious for the co-operation of the Grand Rapids Board. He said that he could not commit the Board to any programme, but that he would report our plan to it and let us know later.

I hope, if you have interested yourself in this matter so far as the Grand Rapids Board is concerned, you will do what you can to have them join in this general movement which now includes all the other principle towns in the State.

At the meeting above referred to it was agreed that the proposed bases of Michigan points should be worked out upon the following rule:

1. Compute to all junction points, as hereinafter defined, the short line workable mileage from New York. Apply the MacGraham scale to this distance, as this scale is described in the Saginaw case.

2. The junction points used shall be the junctions of north and south lines with east and west lines, and lake terminal points, with the following exceptions and additions:

D. & M. Railway—three groups, East Tawas, Alpena and Cheboygan.
M. C. Railroad—Bay City Division; West Branch.

It was agreed:
1. That the mileage bases of the different communities of the State should be computed on this basis and the result submitted to the traffic representatives and manufacturers in each community, and

2. That, as soon as this could be done, a meeting should be called, to be held in Lansing, to devise further ways and means for the development of the case.

3. That a complaint should be filed, upon the basis above suggested, by the Michigan Manufacturers' Association, asking for a readjustment of these rates to all Michigan points.

4. All the communities represented agreed that they would stand together and seek no separate adjustment with the railroads or the Commission.

5. That the matters of ways and means in reference to the complaint should be referred to the committee of the Association of which Mr. Allen is chairman.

It was arranged that the computation of the bases, as above suggested, should be completed by Mr. Smith's office, Mr. Cogswell and Mr. Waterfall's office, and then submitted to all the different communities interested in the adjustment, so that any errors could be eliminated and a complete agreement could be reached.

You will be advised of any further progress made in the matter.

Hal H. Smith.

One Way of Getting Even.

A painful scene was being staged, with Johnny, his father and a slipper in the principal roles. Father gave voice to the ancient platitude. "This hurts me, Johnny, far more than it does you," he said.

Johnny gritted his teeth. "Then," he wailed, "keep it up. I can stand it."

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J. C. BISHOP, Assistant Cashier



Large Fall Orders for Women's Wear.

Orders for women's wear goods are large for the fall, and a moderate amount of staples have been ordered for spring, 1917. There is no surplus of wool and the elevated prices for woolen and worsted dress goods carry cotton admixtures along with them. The sales of wool going on at Sydney and Melbourne, Australia, indicate firm prices. Revisions of orders may be tried as certain styles become settled and more choice, which attempt may be checked by asking higher prices. Excess orders for staples can be kept for 1917, as orders for women's wear fabrics are very large for the fall. Some spring deliveries are delayed owing to the capacity of the mills.

Raw wool remains high, and the cheaper priced held over has been used. Many dress goods held from other years are finding buyers, for everything sells. Persons handling English dress goods have been kept waiting for deliveries until patience vanished, and the result was spot sales or none.

Wage Advances.

The wage question promises to be very influential in the fabrics yet to be woven, as the advance is sure to come out of the jobber, retailer and consumer. In 1910 it was decided that the percentage wages bore to the selling price was $17\frac{1}{2}$ for woolens, $19\frac{1}{2}$ for silks, and $21-1\frac{1}{7}$ for cottons; 10 per cent. added would mean 2 per cent. additional on the fabric when finished. One of our largest dress plants has granted an advance of 25 per cent., and others are expected to follow, while several silk mills have given nine hours in place of ten for all of the workers.

There is still a scarcity of laborers in the dress goods mills, the workers seeking munition factories and higher wages, in spite of more danger attached thereto. The dye shortage is also delaying getting the goods out early.

The Spring Sells Suits.

Labor troubles apparently lie dormant, but manufacturers never know "how much the union means," and grumblings affect dress goods orders, as in case of trouble no one wishes to be well stocked. The first spring weather sold suits, which means re-orders for dress goods, such as gabardine, velours, serge, mohair, poplins, coverts, shepherd checks, etc. Silk and wool jersey cloth in different effects are selling well, stripes hold their own, and large checks are coming up.

Gray has long been predicted, and is now showing up as an influence in the trade. Serge and fine twills are greatly favored, although much advanced in price. Brown has come out in the West better than in New York, where gray

and navy are the stronger. Black is also improving. Worsted dress goods are selling under advanced prices.

Mohairs Gaining.

Goods quite of the brilliantine order are so near mohairs as to sell for them, especially at popular prices handled by jobbers. The wool must take a high lustre, and this wool is getting very short. High-priced mohairs is striped, checked and mottled effects are just swinging well into line, and, as they cannot be made here fast enough, and England is not situated to give us many of her incomparable mohairs, it looks as though right in the bloom of their new life they are going to be announced as "short." Altman announced smart mohair suits at \$38 and they were very attractive.

Velour checks a third of an inch square in two colors, which trim smartly with taffeta or braid, hold their own. Wool plaids for separate skirts show squares three to six inches, dark colors chiefly. White coats will be of wool velours and chinchilla. Fancy serge in inch stripes shows a light diagonal stripe alternating with a dark one, dotted with light threads.

Prices Higher in July.

When spring samples are shown in July, it is thought that prices will prove higher for several reasons; wool is advancing, labor higher, deliveries from Europe more unsatisfactory and certain dyes growing less in quantity. Combined with the growing demand for all fabrics, the ultimate end can be only higher prices for spring, 1917 fabrics.

Coat Fabrics.

It is expected that many separate coats will be worn this spring, during the cool times of summer and in the early fall. White coatings have sold well and been freely taken by the cutting-up trade, which accounts for them, and others are poplins, twills, coverts, serges, gabardines, etc., in black, navy and marine, tan from a brownish cast to a champagne shade, and medium and light gray. The greenish shades of covert have also had more than passing notice.

In ready-made suits the cutting trade has built up interest in easily sold goods already known, in which navy is the stand-by, black and white checks favored, and a growing interest in tan and the shade of gray known often as No. 2, as it follows silver. Black has increased in sales, but with a larger proportion in silk for tailored suits, although Europe, for obvious reasons, is using far more than usual of black wool and worsted fabrics.

Plain Fabrics in 1916-17.

Practical manufacturers and buyers think that the winter season before us will use many plain fabrics. Not that novelties will not be sold, in fact have

promise now to be of plain goods that tailors will trim with fur, silk and braid. Some fore-handed mills have already sold their expected production of staples, such as serge, poplin, broadcloth, gabardine, etc. A season of such decided favor for plains should mean untold prosperity for broadcloth, as it makes up well with silk, and trims smartly with fur and the handsome imitations of fur now made in pile fabrics.

Children's coats have been made of navy, gray, tan, French blue, etc., serge, poplin and gabardine, with checks, mixtures and plaids used in a small quantity. Basket weaves of worsted have come out in a crepey or wrinkle effect. Black diagonal serge of fine quality has been made into very handsome tailored suits, braid-trimmed.

Sport Interests Growing.

The sport clothes department is now recognized by manufacturer, garment maker and retailer; the number of con-

GUARANTEED BEDDING QUICK SHIPMENTS

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Cot and Crib Pads
Link Fabric Springs
Sanitary Covel Pads
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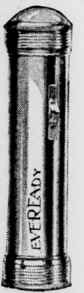
Grand Rapids Bedding Co.
Grand Rapids, Mich.

EVEREADY FLASHLIGHTS

are quality goods made for service and guaranteed to give it by the largest manufacturers of flashlights in the world.

The dealer who sells EVEREADY'S is helping to build up confidence in his store through the satisfaction which these goods give.

We can make immediate deliveries of EVEREADY Flashlights, Batteries and Lamps; write us today for full information.



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

Signs of the Times Are Electric Signs

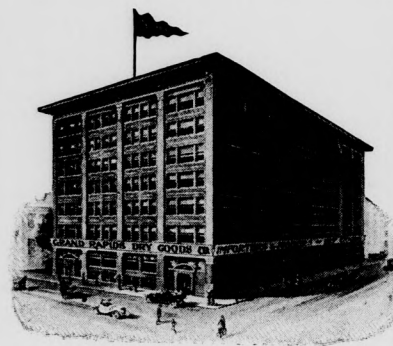
Progressive merchants and manufacturers now realize the value of Electric Advertising.

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

THE POWER CO.

Bell M 797

Citizens 4261



Only one block north and one east from Union Station to our store. 🏠 🏠 🏠

Persons attending the Retail Merchants' Congress are cordially invited to call and make use of telephones, information bureau, etc. We will be pleased to see you.

Grand Rapids Dry Goods Co.

20-22 Commerce Ave.

Exclusively Wholesale

Grand Rapids, Mich.

been ordered, but the weight of the sales sumers increases rapidly, or this branch would not have attained its present size. Especial fabrics, designs and garments are freely sold, and they supply an extra season for the garment maker, who used to have a dull time between the early spring and fall seasons. Separate coats and skirts, suits, hats, shirtwaists and sweater rank under the "sport" list which have become staple. The separate coat is adopted by many not going any further along the sport line, and this, outside of the beautiful woven sweaters, may be of silk jersey cloth, checked and plain cloths of worsted, daring stripes and pastel shaded woolens that need only suitable buttons to become smartly attractive.

Strongly Placed.

The extreme favor shown silk plush, etc., has sent wool plushes up in the estimation of garment makers, who find that coats of the latter material sell readily and for less than the silk designs, the latter being short in quantity, owing to the favor extended to pile fabrics. Any woolen fabric with a pile-like surface will sell next fall; that has been settled by the increased demand for pile effects, which are now well ordered up for 1916-17.

Silvery and frosted effects in woolen fabrics are among the novelties. Checks of all kinds have wonderfully developed, even forming stripes, large and small sizes, many combinations of color and over-checks. Black and white is very popular.—Dry Goods.

Eight Advantages of the Credit Business.

First: The best class of people in every community wish to buy on credit whether they have a bank account and pay by check, or at regular periods of settlement pay cash. As a class, these are the people who make the largest purchases, who buy the best quality of goods. Therefore, they are the most desirable customers for any store which deals in the quality of goods which appeals to such people.

Second: If a family runs a charge account with a store, the family is apt to buy in that store with greater regularity. The dealer can count on a certain trade from that family which will not materially vary. When he has enough trade of that character he can figure quite accurately on the amount and the kind of trade which he will have.

Third: There is a friendly feeling between the dealer and good charge customers. He knows them by name, knows exactly where they live, knows how much of their trade he is getting, and knows whether it is worth while for him to be extra accommodating to them. On the other hand, the customer knows the dealer in a better way—particularly if he encloses an itemized bill with each purchase. Indeed the personal acquaintance between the small merchant and his customers, particularly charge customers, does more than any other thing to keep the big store from getting all of the retail trade.

Fourth: The charge customer is not so inclined to "shop around" and pick things to pieces and drive a hard

bargain, and wrangle over prices as is the cash customer. This is a more far-reaching argument than may at first appear. There is something subtle and psychologic about it. A woman with the money in her hand feels that she can be just as "saucy" and just as mean as she wants to be with the dealer; she is independent, she has got the money, and she can trade anywhere.

For that reason she is more apt to trade this week in one store, next week in another, and where she pleases in the third. She becomes an inveterate shopper—she is not a good customer of any store, but scatters her trade here, there and everywhere, until it is not worth a great deal to any one store.

Fifth: In a store where all of the business is cash, there is a greater opportunity for employes to make money by being dishonest. They get the actual money in their hands. The dealer is not so apt to make a written record of every transaction, since he gets the money right on the spot and thinks that he does not need to make a record of it. That is the chief reason why cash stores, as a rule, often have more trouble with dishonesty than do credit stores. The employe working in a credit store does not have the opportunity to get his hands on the money nor to get the money in his pockets, as do employes working in a strictly cash store.

Sixth: Very few dealers can handle the finest class of goods and run a strictly cash store. There may be exceptions to this rule, but it is so universal that the exceptions need hardly be considered. This is another way of saying that what are generally considered "the best customers" now buy, and always will buy, on credit.

Seventh: The continually growing practice of shopping by telephone is giving the credit house a great advantage. It is so easy to pick up the 'phone and tell the dealer what you want, that there are now stores of a certain kind that do more than half of their business in that way. This practice of buying by 'phone is growing so fast that many stores are putting in switch-boards with competent order takers as operators. These order takers have special order forms, on which they write out the order and send it to the proper part of the store. Many merchants make a practice of calling up their customers regularly and soliciting orders by telephone. Of course, cash stores can take 'phone orders, too, but the fact remains that they have not been able to get so much business in this way as have credit stores.

Eighth: A store doing a credit business can usually furnish its customers many accommodations which a cash store does not or cannot give its customers. For example, if a woman of means wants to buy a coat for a little girl, she does not want to get into the crowd of a big busy store and try on several coats. She goes to the store herself, picks out several coats, has them sent to her home, and tries them on the little girl, and returns those which she does not need. She is perfectly will-

ing to pay an extra price for the goods to save herself the annoyance and inconvenience of all this wearisome detail at the store.

Remember, there are so many well-to-do people in every locality, town, city and state of this whole country that their trade means fortunes to the merchants who get it. This class is more and more willing to pay for extra attention and extra accommodations.

In the District Court of the United States for the Eastern District of Michigan—Southern Division.

In the matter of Albert L. Evans, Bankrupt.

In Bankruptcy No. 3315.

To the Creditors of said Bankrupt:

You will please take notice that the entire stock of said bankrupt, consisting of a stock of dry goods, notions, etc., including fixtures, of the appraised value of approximately \$800.00 will be offered for sale at the store of said bankrupt, Ypsilanti, Michigan, on the second (2nd) day of June, A. D. 1916, at ten (10:00) o'clock in the forenoon, subject to the confirmation by the court at the office of the Referee in Bankruptcy, room 205, 58 Lafayette avenue, Detroit, Michigan, at 2:30 o'clock in the afternoon.

For full particulars enquire of Floyd E. Daggett, trustee, Ypsilanti, Michigan.

Dated at Detroit, Mich. May 23rd A. D. 1916.

Lee E. Joslyn,
Referee in Bankruptcy.

When a young man has eyes for only one girl it's time for him to see her father.

Great riches are as hard to lose as a good name—and just as easy.

The man who lacks push is willing to take things as they come.

**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

Bell Phone 860 Citiz. Phone 2713

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

WEINER CAP CO.

Manufacturers of All Kinds of Caps.

We invite you to inspect our Factory—or mail us a card and our representative will call on you

317-319 Bond Ave. Grand Rapids, Mich.

Our Diamonds

Are as GOOD as the BEST
And BETTER than the rest

Our Watches

Are guaranteed to keep correct
TIME all the TIME

**Our Optical
Department**

is handled by one of the
BEST OPTOMETRISTS
in Michigan

CASH OR CREDIT

REPAIRING

J. J. Thomson Jewelry Co.

327 Monroe Ave., Grand Rapids
O. W. STARK, Mgr.

MERCHANTS attending the
Retail Merchants' Congress
are cordially invited to make their
Headquarters at our store.

Steketee & Sons

Wholesale Dry Goods - Grand Rapids, Mich.



"The End of Fire Waste"

COMPLETE APPROVED

Automatic Sprinkler Systems

Installed by

Phoenix Sprinkler & Heating Co.

Grand Rapids, Mich.
115 Campau Ave.

Estimates Free Detroit, Mich.
909 Hammond Bldg.

ECONOMY AND EFFICIENCY.

Need for Co-operation Between Manufacturer and Retailer.*

Manufacturer and retailer, as business associates and friends, are each indispensable to the other; the prosperity of the one is measured by the prosperity of the other. Is it not an ideal conception to witness the co-operation of the united retail grocery industry with the united grocery specialty manufacturing industry?

It is not upon an idle and inconsequential fancy, or for reasons purely social, that we are here. We meet here as the responsible representatives of one of the most important of our National industries.

Our associations illustrate two American ideals and principles, namely, (a) representative government and (b) the voluntary co-operation of an independent people in the common good.

What has been the one constructive feature of the economic history of the grocery trade during the past decade? It is, as I am sure you will agree, the realization in actual effect of organized co-operation. A united retail industry, a united wholesale industry, a united manufacturing industry, organized not for aggression or conquest, but for protection and enlightened advancement. Every industry has an organization. Capital is organized, labor is organized, the consumer is organized. Only through organization, properly conducted, can the legitimate ambitions of the industry be perfected.

We are all business men, trying to build up a maximum efficiency and a minimum cost. How foolish it is to permit conditions which encourage inefficiency to exist. Unfair trade practices, unfair competition, dishonesty in dealing, all flourish in the darkness of a lack of mutual co-operation and understanding.

There is no more sincere or effective friend of the retail grocers than the American Specialty Manufacturers' Association, and I believe also that the National Association of Retail Grocers is, likewise, the constructive and able ally, friend and business partner of the specialty manufacturer. Your interests are our interests. The grocery specialty industry is no stronger than its weakest element. It is therefore the logical and sound procedure to co-operate for mutual benefit; it is good business and good sense.

Rome was not built in a day, and economic perfection is a remote goal. We must not be discouraged by lack of haste or disheartened by disappointment. Let us keep our vision steadily directed toward our goal and advance as rapidly as conditions permit.

The American Specialty Manufacturers' Association was organized principally to correct objectionable and destructive practices in taking and filling specialty orders. The percentage of orders actually delivered as compared with the number of orders taken, became so small and the loss to the manufacturer through this wasteful and inefficient condition became so great that something had to be done.

*Address before the New Orleans convention of the National Association of Retail Grocers by Carl A. Lautz, President of the American Specialty Manufacturers' Association.

The essence of the merchandising of specialty groceries is the order—the ultimate object is a maximum distribution at a minimum expense. The manufacturer does not approve of any method of salesmanship which deceives or imposes upon the retailer. He will not countenance it if he knows of it. All the manufacturer asks is fair play, with the greatest honors to the most enterprising and deserving. All that we ask of the retailer is, that he shall give a bona fide and genuine order and promptly accept delivery pursuant to the exact terms of each order. The order imposes upon the retailer not only a legal, but also a moral responsibility.

As a result of our educational work—and education, is the only corrective method we have employed—the percentage of improper non-deliveries has gradually been reduced. Conditions are now

by working more and more actively together to improve the business conditions of the retailer and the manufacturer.

Same Appeal Not Suited to All.

The same appeal is not equally effective on all customers. A selling talk that will make a sale to one prospect may be wholly unsuited to another. Different people view things differently. With some, price is the one important consideration. Others insist on quality of the highest order, and still others claim exclusiveness as the paramount issue. One cannot always hit the right selling talk the first time, but by careful feeling around, it is usually possible to obtain a fairly clear idea of the customer's particular likes.

In order to materially increase the

Are You Ashamed?

Written for the Tradesman.

If there are some business people in your town who are anxious to see the town progress and improve as a place to live and a place to do business, and if you are not helping these people in their work, are you ashamed of your lack of interest?

If others care enough to promote the welfare of the community and you do not care enough, are you ashamed?

If there are men and women who are willing to work overtime to develop better school systems and better living conditions in your town, and if you will not turn your hand over to help them, are you ashamed?

If you think more about making money, more about the affairs in your own narrow, little life than about what can be done for the good of your less fortunate fellow-citizens, are you ashamed?

If you are not ashamed of your shortcomings in these directions, make up your mind that you are destined to continue to live a selfish life and die an unmourned death.

There is mighty little use in any community for the selfish man and his family, and nobody cares, when they depart, whether they go by the above ground or by the underground route.

Frank Farrington.

He Had a Lot of Sense.

There was an old geezer and he had a lot of sense. He started up a business on a dollar-eighty cents. The dollar for stock, and the eighty for an advertisement brought him three lovely dollars in a day, by dad!

Well, he bought more goods and a little more space, and he played that system with a smile on his face.

The customers flocked to his two-by-four and soon he had to hustle for a regular store. Up on the square, where the people pass, he gobbled up a corner that was all plate glass. He fixed up the windows with the best that he had and told them all about it in a half page ad.

He soon had 'em coming and he never, never quit, and he wouldn't cut down on his advertisements, one bit. And he's kept things humping in the town ever since, and everybody calls him the Merchant Prince.

Some say it's luck, but that's all bunk—why he was doing business when the times were punk!

People have to purchase and Geezer was wise—for he knew the way to get 'em was to advertise.

E. F. McIntyre.

Why Men Don't Get Ahead.

The man who very seldom finds time to read will have a hard time to grow bigger, and the man who does not grow bigger will grow smaller, and his business will follow the lines of his own development.

One has to progress or retrogress in this world, and what is true of the individual is true of his business.

What one learned yesterday may not be true to-day, and no man is safe in blindly following the principles that he learned in his school days.

The world moves and the only way to keep pace with its progress is by reading.



Carl A. Lautz.

much more satisfactory than they were a few years ago. And this success has only been made possible through the co-operation of the retailer.

But much remains still to be done. In order to know exactly the condition of deliveries, we are engaged in checking the delivery of orders at the source, namely, at the retailer. The facts we are uncovering give an exact record of non-deliveries and the reasons therefor. We know whether an order is genuine or stuffed, whether delivery was not made and why, and we also know the retailers who are not co-operating in this general betterment work. You can do much to assist us in this respect.

It is a splendid thing to know each other as men, to meet as friends in mutual confidence and respect, but it is a more material and satisfactory thing to cement our business partnership closer,

selling efficiency of his entire force, a certain Eastern merchant instructed his salesmen to study all customers very carefully, and to be sure to make note of any selling talk that appealed with special force to a certain customer. These things are then brought up at the weekly meeting of the salesforce and, in this way, every member of the force is then prepared to deliver to his customer that particular argument which is most effective.

It is really remarkable how successful they have been in this work, and they claim to know the vulnerable spots of a very large number of buyers in their city and surrounding country.

Soft snaps come only with hard work.

HAUSER-OWEN-AMES COMPANY
BUILDING CONTRACTORS
 GRAND RAPIDS, MICH.

**It Pays to Buy Rubber Goods From an
 Exclusive Rubber Goods House**

We offer a few suggestions for the summer trade

National, Campfire and Champion Outing and Tennis Shoes

Bathing Caps

Unika Beach Slippers

Mackintosh Wading Pants

Sporting Boots

Goodyear Glove Brand

Wales-Goodyear (Bear Brand)

We specialize on Moulded Garden Hose. Try our Acorn Brand.



United States Rubber Company

Toledo Branch

20-22 N. Huron Street

Toledo, Ohio

Wholesale Distributors of Everything in Rubber

MASTER OF HIS OWN FATE.

Chief Elements in Success of Retail Grocer.

The retail grocery business is very different in these days from what it was twenty-five to thirty years ago—before the days of chain stores and grocery department stores and before the telephone came to reach us a double dozen times a day to order perhaps a yeast cake or to enquire at 11:10 what has become of "that order I left with you to be delivered at 11 o'clock?" together with numberless things that consume your time as well as your patience.

In the old days, when I began my career in grocery life, substantial people made weekly purchases, and frequently carried their supplies home with them. Profits were good and expenses light. We are facing new conditions now, having passed—or perhaps I should say are passing—through a period during which price seems the most important factor in the purchase of foods, both with the consumer and the dealer.

In the matter of expense under which a retail grocery operates, the increase during the past fifteen to twenty years has been enormous. The consumer buys in smaller quantities, requiring much more time, wrapping paper, string, boxes, packing, etc., in preparing the goods for delivery, also a delivery cost, for not once, but oftentimes two, three and even four times a day, which must be made quickly if we are to please. Now we have salesmen to call upon the trade and solicit their orders; another addition to the expense sheet. Telephone service is another big item in the list.

All these expenses are entirely necessary to give the service expected from the up-to-date grocer. It must be the endeavor of the grocer to keep down his operating expenses to the minimum, while keeping the qualities of his goods and his service up to standards.

Under the pressure of changing conditions the weaker men have dropped by the wayside, and in the main the survivors are open-eyed men, who bravely face conditions as they are, and intelligently and persistently study the various phases in merchandizing foods.

The chain store has become a prominent factor in the distribution of foodstuffs operating on the two-fold plan of supplying for cash at a minimum price, and locating numerous stores all over the large cities and suburbs, with a view of making it convenient for the housewife. Recently, with possibly the desire to get more of the trade of the large consumer, they have added the delivery of goods to their former scope, so they are now facing somewhat the same conditions confronting all grocers, chained or otherwise.

I believe the opportunities are great and wide to-day for the wideawake grocer, who is growing up with the business and gives it his best thought and effort. One great asset in our business is service, and service probably embraces all that the customer

can possibly ask of you, and sometimes more than you can give. The public, however, want service and are generally willing to pay for it. You must not forget that service costs money, and make the mistake which many have of giving this service without a fair compensation. Failure to recognize this fact is shown in a poor balance sheet at the end of the year.

It is my experience that the grocer who appreciates this latter fact has opportunity plus personality, and can ignore to a great extent, price-cutting without service. He will have nothing to fear from competition of this character. The passage of the pure food law has practically reduced to nil the adulteration of food products. The unscrupulous dealer and manufacturer often resorted in the past to adulteration and other unfair methods of cheapening goods, offering them under bright and misleading labels, the cheaper the article the more glowing the label. The grocery business is now practically free from illegitimate competition of this character.

In my judgment, a good buyer is one who studies very carefully the requirements of his customers, familiarizes himself with the qualities of goods that are constantly being offered, posts himself as to market conditions and recognizes that one of the very best sources of information is the salesman who calls upon him from the jobbers, the brokers and packers.

Many a good thing has been turned down because the buyer did not take time to look thoroughly into the proposition, and, unfortunately, many a poor thing has been taken on for the same reason.

Notwithstanding the assistance of the pure food laws, it is still necessary that the buyer of groceries be discriminating and a judge of flavors and qualities. It does not absolutely follow that because an article is pure and satisfies all the requirements of the food laws it is high grade. It is up to the bright, intelligent buyer to select such goods as will please his most particular customers.

While the purchasing of the goods is important in every sense of the word, the selling of them is equally so. It is a case of fifty fifty. The goods must be attractively displayed in the store, which store must be kept scrupulously clean. Much attention is paid in this present day to the hygiene of the store. Goods must be protected from dust, flies, etc., and everything must look neat and clean. Another important point is the atmosphere of the store. Your clerks must be taught to greet properly the customers when they come in or call up on the phone. Clerks should be courteous and attentive, and indicate that nothing is too much trouble if it will please the customer, although that customer may be unreasonably exacting. Let the clerk bear in mind that for the moment the customer is the only person on earth. It does not pay to have an argument with your customer, when a claim is made that anything is not satisfactory. Allow cheerfully the claim, and investigate

later. A store holding a customer known to be exacting can always please those of reasonable temperament.

Salesmen and clerks should be instructed in the rudiments as well as the ethics of the business—they must be honest, have knowledge of the grades and qualities of the goods stocked, so that they can intelligently present them to the customer. Salesmen have great opportunities for building up your business, when they fully grasp the importance of matters which are vital to the success of the store.

Any young man starting out in the grocery business, if he use proper energy and study the requirements of his work, will naturally reach the goal he desires in the business. But he must prepare himself for it. Preparedness is the secret of success.

I believe you will agree with me that permeating the attractiveness of your store, the proper and tasteful display of your well selected goods, and the personnel of your salesmen and clerks, there must be a mind and personality responsible for all this, and in this personality lies the real management of the store. The head of the concern, the real manager, must be the one who sets the pace. A business directed by a man or men of this type with a corps of workers in sympathy with him, is beyond fear of competition and must succeed.

The elements of success in the retail grocery business then are constant watching for the elimination of

unnecessary expenses, the proper selection and purchasing of goods, aiming to carry always enough stock to fill promptly all orders, yet to be able to turn your merchandise quickly, basing the selling price on a legitimate profit over and above all expenses, having goods attractively displayed, your store clean and inviting, your selling force courteous and able, your delivery system efficient and quick and a personality strong, firm and reasonable permeating and controlling it all. These elements together with energy mean success.

It is most gratifying to me to note the change that has come over men in the same line of business in these latter days. We can all remember the time when we looked with suspicion upon a friendly call from a competitor. To-day the live and wideawake business man, leaving his business to subordinates, spends a few days visiting his fellow grocers in both his own and other cities. I can assure you we can learn much from each other.

The retail grocery business is ancient and honorable. More and more it needs men of brains, of energy and education. Let us do all we can to dignify our business and bring into it bright and active young men. It is every whit worth a man's while.

John S. Engart.

If angels fear to tread where fools rush in, they should use their wings

A small boy says the road to knowledge has too many branches.



We are now offering a large and complete line of Outing and Sport Hats for Summer wear. Your mail orders solicited.

Orders shipped on day they are received.

LAUDATION FROM LAKE.

President of State Association Approves Merchants' Congress.

John A. Lake, President of the Retail Grocers and General Merchants Association of Michigan, is heartily supporting the Retail Merchants' Congress and is doing all he can to add to the interest of the merchants of Michigan in this important movement. He recently wrote Secretary Bierce, of the Grand Rapids Association of Commerce, as follows:

Petoskey, May 26—I have looked over the programme of your Merchants' Congress to be given on June 6-7 and 8 and I believe that you have the best programme ever presented to the merchants of Michigan at a convention. I do not see how you succeeded in getting such a line up. Unless I am greatly mistaken, this will prove one of the best conventions you have ever held.

I wish you people every success and hope this Congress will be well enough attended to merit a continuance of this excellent work.

John A. Lake.

Letter to Editor Day.

Petoskey, May 26—The wholesale merchants of Grand Rapids are giving a Merchants' Congress this year on June 6, 7 and 8, the programme of which you will notice in the Tradesman of this week. I wish you would look this over carefully and take particular pains in watching the results of this meeting. I do not know how you feel about it, but to me this seems like a step in the right direction. I have always been a firm believer in filling the merchants' heads fully as much as we do their stomachs. Each item on this programme is given by an expert, secured at great expense to the wholesalers, and it should be of vital interest to every merchant. I hope the merchants of Michigan will take advantage of this opportunity to hear some of the best men on these particular subjects and that this Congress may be well represented. I wish you would make some mention of it in your paper, as it has a large circulation throughout Michigan and might be the means of causing some merchant to secure some valuable points on just the subject he needs most. If this proves a success and is well attended, there is no reason why Detroit and Saginaw or Bay City should not fall in line with just such a congress for their section of Michigan.

I intend to write the various associations throughout Western Michigan and ask them to be well represented at this meeting.

I have also instructed Mr. Bothwell to spend the week in Grand Rapids and attend every session of their Congress, as it will get him in touch with many of the live wires in our various cities.

John A. Lake.

Letter to Secretary Bothwell.

Petoskey, May 26—The programme to be given at the Merchants' Congress, June 6, 7 and 8, was published in this week's Tradesman and if you will look it over carefully I believe you will be astonished, as such a selection of good subjects is seldom found on one programme. When you attend this convention, take particular notice of the successful speakers, as we may wish to secure some of them for our next State convention. This programme, if well carried out, is just such a programme as I have always believed should be given to our State convention.

I received a letter to-day from Mr. Stowe and he made the request that you get in touch with him while there and he would try to make your stay in the Rapids a pleasant one. It does not seem that Mr. Stowe could possi-

bly find time for all these things, but somehow he does.

I wish you would call attention to this Congress at your next meeting and have as many of your business men as possible attend.

John A. Lake.

To President Toonder, of Kalamazoo.

Petoskey, May 26—I wish to call your attention to the Merchants' Congress to be given in Grand Rapids on June 6, 7 and 8, a programme of which will be found in this week's Tradesman. This is one of the finest programmes I have ever looked over and the topics are of such a nature that they are of vital interest to every retailer. Please call your Association's attention to this meeting and have as many attend as possible.

Your Association will have a great deal to do with the arrangements of the programme for our next State convention and I wish you would notice carefully the ability of each speaker, as we might wish to secure one or two of the best at our next State convention. I desire to make it the best convention we ever held and so we must keep our eyes open for good timber.

John A. Lake.

To Twenty Local Associations.

Petoskey, May 26—I wish you would call the attention of the members of your Association to the Merchants' Congress to be given in Grand Rapids, June 6, 7 and 8, the programme of which will be found in this week's Tradesman or it can be secured of Lee H. Bierce, Secretary of the Chamber of Commerce.

I do not understand how they were so successful in getting such a fine list of subjects and speakers at a single convention. You will notice that each subject covers some vital principal of the retail trade and is just what the retailer should hear. The merchant who attends this convention can not help but be greatly improved by it.

I believe that this is a step in the right direction; if it proves a success and is followed up, as it undoubtedly will be, by other such conventions, they will do much to place Michigan in the front rank with well trained merchants. For this reason I am particularly anxious that the merchants of our State shall do their part in making this Congress a success.

John A. Lake.

Late Banking News.

Imlay City—Charles Palmer, a prominent resident of Imlay City and of Lapeer county is dead. Mr. Palmer was born at Stillwater, New York, in 1831. For twelve years he was chief engineer and superintendent of construction of the Port Huron & Lake Michigan Railroad, now the Grand Trunk Western. For thirty years he was engaged in the banking business at Imlay City, being President of the People's State Bank.

Harrietta—Depositors of the Bank of Harrietta, which failed several months ago, probably will receive 20 cents on the dollar, according to Receiver Walter Ardis, of this city. Mr. Ardis declared a 10 per cent. dividend and said that another of the same size was the best that could be hoped for. The Bank's deposits amounted to about \$10,000.

Jackson—The Peoples National Bank, which has been located at the corner of Mechanic and Main streets since its organization in 1865, has moved into the Boardman building, 117 West Main street, while its new eight-story office and bank building is being erected.

Holland—Decorators are now busy on the interior of the First State Bank. The tile floor is being laid and the vault fixtures are soon to be installed.

DENBY TRUCKS

POWER—ECONOMY—EFFICIENCY

If you are as thorough in your investigation as we are in our construction your truck will be a Denby.



1 ton (with open body)	\$1020
1½ ton	1575
2 ton	1790
2½ ton	2090

GEO. A. NEWHALL, Distributor

413 415 Bond Avenue

Grand Rapids, Michigan



WHEN you want to improve the sight of the best eyes you've GOT

LET US make your glasses

Examining Eyes and Making Glasses is all we know

William's Eye Glass Shop

216 Monroe Avenue (Opposite Hotel Pantlind)

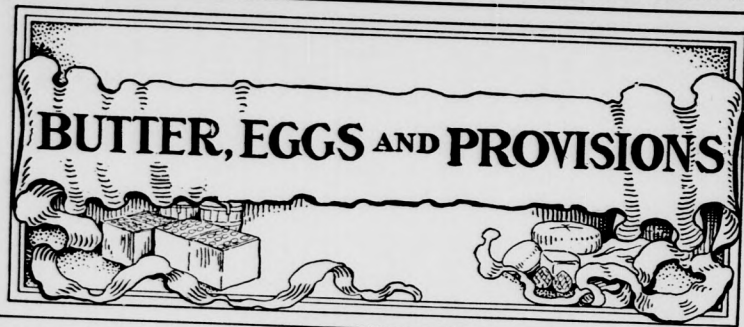


Wholesale, Carpet, Rug & Linoleum Dep't



Meet us in our big Carpet Department—6th floor Merchants' Week

Tie up to the Herpolsheimer Line and do More Business



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.

The Bad Egg Question.

It is interesting to consider whether the attitude of the Department of Agriculture in regard to the application of the Food and Drugs Act to interstate shipments of eggs may not have an influence upon price levels this summer. Ultimately the prohibition of shipments containing any considerable number of bad eggs, if rigidly applied, would probably compel the candling of all eggs at primary points, lead to the elimination of the waste in goods shipped, and to such an adjustment of prices paid to producers as would give incentive to greater care of the product and lead to a larger summer supply of merchantable stock. But the initial effect may be different. Under the conditions and methods of country marketing heretofore prevailing a very large part of the summer egg receipts have contained a larger proportion of bad eggs than the limit set by the Government as a permissible maximum; to bring qualities up to the required standard will require a revolution in methods which will be difficult to realize at once especially as the business of egg collection at interior points is conducted by such a multitude of handlers, and as so many of them operate in a small way in connection with other business that any material restrictions or undue risks might induce them to abandon the business, and force the distribution into new channels at added cost.

Much as we may appreciate the desirability of candling eggs received from producers directly, to the end

that quality payments may be possible and worthless eggs be, in fact, shown to be worthless to producers, it is a matter for serious consideration whether anything is gained by applying the law prohibiting traffic in decayed articles of food to the later shipment of perishable foods that, considering the commercial unit, comprise a large number of integral entities, of irregular quality and changeable condition. Certainly a rigid application of the law and a handling that would ensure in all cases a total absence of bad eggs or decayed apples from all packages of such commodities would very greatly increase the cost of distribution if indeed it would be at all possible. And there is, strictly speaking, as much reason for such a rigid application as for the establishment of arbitrary tolerances.

Egg shippers, however, will have to deal with the matter according to the dictates of administrative officers if they are backed up by the courts. To be safe they will have to candle all summer shipments, even though their goods will all have to be candled over again in the course of city distribution. And in doing this they should forget that any tolerance is stipulated and see that their repacked, candled goods are absolutely free from bad eggs. The added value of eggs free from loss will undoubtedly more than offset the shrinkage in count due to a total elimination.—N. Y. Produce Review.

Java Coffee and Rocky Ford Melons.

Commission men will be interested in the decision by the Government that Rocky Ford muskmelons need not be Rocky Ford to be Rocky Ford. Although the Government decided that Sumatra coffee, even though it may be better than that raised in Java, and even though it may be ex-

ported from Java, may not be imported as Java coffee, unless it is Java-grown, the Bureau of Chemistry has decided otherwise regarding melons.

This Bureau, decided that a muskmelon may be sold as a Rocky Ford, even though it was not raised in Rocky Ford, Colo., at all. A requirement is made that the label shall state the state where the melon was produced. In announcing the decision, the Bureau of Chemistry says it was reached for the reason that Rocky Ford, as applied to muskmelons, has come to mean a particular type of muskmelon, which is grown in various localities.

Bananas To Be Dried.

For years the natives in the Pacific islands have dried and stored bananas for future consumption. When dried the fruit is said to have an agreeable taste, and it can be made into several delicious desserts.

It is stated that the manufacture of banana powder is to be undertaken by a firm at Cambridge, Mass. This and the production of banana figs will be an innovation in the dessert line.

The industry has been an important one in the West Indies and has been brought to public notice through consular reports.

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.

Rea & Witzig

PRODUCE COMMISSION MERCHANTS

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

Established 1873

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

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

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

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

SEND US ORDERS

ALL KINDS FIELD SEEDS

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

Both Phones 1217 MOSELEY BROTHERS Grand Rapids, Mich.

The Vinkemulder Company

Jobbers and Shippers of
Everything in

Fruits and Produce

Grand Rapids, Mich.

Attention Merchants of Western Michigan

Come to the
Merchants' Congress
June 6, 7, 8

And while in Grand Rapids make your
headquarters at the

House of Quality

Exclusive Selling Agents for
Sugar Loaf Bananas
AA Pure Gold Tagged Oranges

A. CASABIANCA & SON

THE MEAT MARKET

An Old-Time Butcher to His Son.

Truth is a weapon that no one can overcome. The man who sticks close to the truth in all his business dealings need never fear a comeback, for "there ain't no such thing" in that kind of a business. Believe me, I know.

The smart fellow, the fellow who thinks that he can get away with it, may be able to go along very merrily for a while and rake in the coin that his flirtations with falsehood bring him, but sooner or later he comes to the end of his rope and then he pays for all his fun. Modern business, that is good business, is built on foundations of truth nowadays, and nothing else be substituted in its place.

Truth in little things is just as important as it is in the big things. There's many a man who wouldn't deviate from the strict facts of the case to save his life, but who would lie like a trooper in order to save himself a few minutes' trouble. These fellows save their conscience by saying that white lies do not count, but telling a white lie in business hurts just as much as if you told the blackest one that ever was invented. It isn't good business to deal in falsehoods.

Here's an example of what I mean. I was in the shop of a friend of mine the other day, when a woman called him on the phone and asked him where her order was. Without a moment's hesitation he told her that it was on its way. Hanging up the receiver, he called to one of his clerks to hustle up Mrs. So and So's order and to tell Jimmy, the other boy, to rush it around just as soon as he returned. The clerk went to the back of the market and started putting the order up.

For some reason or other the order boy was delayed and did not get back for quite some time. Meanwhile the lady in the case arrived at the market. She hadn't been in a second—in fact she hadn't the time to open her mouth—when Jimmy popped through the door and the clerk seeing him come in, called to him to hustle this order around to Mrs. So and So's.

My friend, the butcher, was caught with the goods. All he could do was to get uncomfortably red in the face and stammer out that he had thought the order had started, when the lady turned an enquiring glance his way. Another falsehood to cover up his first one.

Of course, when the customer went out with her order, and she was a very indignant customer, too, my

friend gave the clerk a good laying out. The clerk wasn't entirely blameless, for he had no business to shout things across the store, but the real fault lay with my friend. He told the falsehood that made all the trouble.

Of course, the lie which the butcher told was nothing in itself. Ninety-nine people in a hundred tell worse ones every day in their lives. But the truth would have been better. He could easily have told the customer that her order had been delayed, and that it would go out just as soon as the boy returned. She might have complained a bit, but she would never have been so sore as she was when she discovered what had really happened. I can't for the life of me see why a man will tell a falsehood when the truth will serve his ends better.

Of course, we all know what to think of the fellow who misrepresents his meat. There's no comparison between him and the butcher of whom I just spoke. Luckily his number is growing smaller every year—and a mighty good thing it is, too. He mixes falsehood and thievery together, for misrepresenting the goods you sell is nothing more or less than obtaining money under false pretenses. The greatest thing that surprises me in the case of men of this class, however, is the pride they seem to take in putting it over the customer. Why a man should be proud of any such action is something I can never understand. I have seen butchers of this type detail in great circumstances exactly how they had gotten away with it, and then look around to their hearers waiting for applause for their smartness. If it doesn't come they conclude that they are among a bunch of hypocrites, for the man who is dishonest himself can never see how any man in the world is honest. The trouble with most of us is that we are entirely too prone to judge all men by ourselves, and to base our action on that judgment.

Play the truth right across the board, my boy, if you wish to have the good will of your customers. Sometimes a lie looks like the easier way to get out of a disagreeable predicament, but the trouble with that idea is that it only looks that way. Better to lose a customer by telling the truth than to hold her by telling a lie, for you are going to lose her anyway if you do the last stunt. And, remember, the butcher who lies to his customers will always have his employes lying to him. "Like master, like man" is a mighty true proverb.—Butchers' Advocate.


For an Anti-Suffrage Banner.
Keep well in mind, and ne'er forget,
A woman's place is the kitchenette!
The less a woman's hat costs, the more becoming it is in the eyes of her husband.



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.

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



SEA FOODS AND LAKE FISH
OF ALL KINDS

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

HART BRAND CANNED GOODS

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

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, 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.**

PEACOCK BRAND

Breakfast Appetites

can be encouraged and well satisfied with a nice rasher of bacon and fresh eggs. Go to your grocer's and get some of the famous Peacock mild cured bacon and fry it, pouring off the grease as quickly as it forms. This makes it crisp. Peacock Hams and Bacon are cured by a special process—brine is not used—so they are not salty. They are especially prepared by Cudahy Brothers Co., Packers, Cudahy, Wis., for those who want the best.

Cudahy Brothers Co.
Packers
Cudahy, Wisconsin

ESTABLISHED 50 YEARS

CONFIDENCE

IN the purchase of every day commodities, most people are more or less expert in judging values in some particular line.

But all are not experts in judging values in all lines.

In the purchase of jewelry, watches, etc., few are able to rely upon their own appreciation of worth.

It is quality that has helped to make the Herkner Company what it is to-day—quality of merchandise at logical and fair prices.

This is the factory that enables our patrons to make their purchase here with the confidence of veritable experts.

We are not concerned with high-sounding works of reliability and guarantee, but are unswervingly devoted to the principle of serving our customers satisfactorily.

J. C. Herkner, Jewelry Co. **Grand Rapids**

DECLARE WAR

Against the Enemy of Humanity and Sanitation.

When there is so much talk in the newspapers about war; when the spring drive on the part of the belligerent is drawing nearer, the air is full, as it were, of killing. The retailer should take part in this killing—and he has a spring drive for which he should be preparing and planning right now. This is a renewal of activities in the war he commenced, it is to be hoped, some years ago, against the fly. Before this article goes any further, it offers the advice to such retailers as have not yet declared war on the fly, that they do so now.

The thing should be gone into at once, because spring is in the offing. The days are lengthening, the trees are beginning to show little shoots of green, the man at the desk next to us is muttering something which sounds suspiciously like a spring poem, several birds which, in the dark, might be mistaken for robins, are to be seen, and we can see the office boy from afar off coming to ask if he can get a day off to attend his grandmother's funeral. All these are signs of spring. When everything else in nature gets busy because "the year's at the spring," the fly gets busy too, and is just as determined to do as much bad in the world as humanity is determined he shall do little. The plan, therefore, is to exterminate him before he gets big enough to do very much damage.

The fly has an all too good opportunity. It lives upon filth, upon dirt, and there is so much dirt and filth in the world, so much necessary dirt and filth and refuse, that the fly has ample opportunity. Garbage pails in the streets, the gutters with their sewerage, such buildings as stables and others where animals congregate, rotting vegetation, meats that have gone bad—all these and a hundred other things are what the fly is looking for. He has such an abundant chance of getting in his "bad acting" and most of these things are necessary evils which are being handled just as expeditiously as possible, that the only way to do is to make a real, determined attempt to exterminate the fly itself. If we cannot get rid of all the garbage and all the refuse and dirt in the world, the best way is to get rid of the instrument which, using that, creates disease.

Consider the common fly. He is a very innocent looking little gentleman, or she is a very innocent looking little lady, that you would not think it possible that he or she could be responsible for so much mischief as falls to their lot. Nevertheless, it does not need a scientist to point out how much evil is done in the world by the fly. Disease is bred, children and grown-ups alike are infected, and even lives are lost, through the ingenuity and the industry of the house fly.

To begin with, there are so many of them! Starting with one fly, it is possible in about a month to see a direct result in the production of no less than 800,000 or 900,000 offspring.

Figure it out like this. The fly is prolific to such a tune, that when it lays eggs, it lays 150 at a time. Taking that 150 eggs, which by the by are hatched in ten days, and supposing that half of them are females, there are out of that bunch seventy-five more sources of reproduction. In a very few days after hatching they are themselves ready to produce. Multiply seventy-five flies by 150 eggs and in another ten days there are 11,253 ready to do the same sort of thing over and over again. A large percentage of that number will be reproductive and have a capacity of 150 eggs apiece and in a month's time you have between 800,000 and 900,000 flies. This is an amazing number, and when it is thought of the aggregate ill flies can do in the world, one sees what a real menace the common house fly is.

Did you ever spend a little time and watch the machinations of a fly? If its industry could be turned into good channels it would be monumental. It perches, perhaps, on the fence, then flies down into the garbage pail or the stable, wallowing in filth. Without taking the trouble to wash its hands, it hops straight into the milk jug or the sugar basin, contaminating anything and everything with which it comes in contact. It will wander slowly and deliberately around every dish and jug and bowl on the table and leave a certain amount of infection in each.

Not content with that, it will renew its activities along rather different lines, and become a sort of baby-killer. Filthy, infected with all sorts of disease as it is, it will crawl about whoever and whatever lies in its path, paying no attention as to whether it is the skin of a child or a grownup. So it goes on and the name of fly is legion. Disease in all its insidious forms is spread about by this so little and mean instrument and its activities, because of its very number, would increase from year to year if determined action were not taken by humanity in general. When you think of all the mischief it does and when you think that it is only a little bit of a thing, your wonderment increases as to why the pest has not been made of much less effect, if not entirely obliterated long before this.

The grocer and market man has a great responsibility in the matter of the house fly, in that he sells food for the public. He has all sorts and conditions of food in his store and everything and anything, particularly eatables, if they are not safe from the attack of the fly, unless sufficiently guarded, will be instrumental to the fly in producing disease.

Have lots of fly-killer up and down the store. See to it that in the hotter months, particularly, no refuse or decayed matter lays about the premises. Rags, old paper, stale foodstuffs, meats—all these and half a hundred little things should be guarded from the time they come into the store until the time they leave it. They should not be left about the place any longer than is necessary and they should be kept in such a way and under such covering that the fly

cannot penetrate. One method of doing this is fly netting. This can be obtained very cheaply. There are several different fly killers which all dealers stock in their stores. Use a good number of these for your own use and for taking care of your own comestibles in your store yourself.

As to the selling end of it, the grocer and market man should get the public interested in the campaign against the flies long before they make their appearance. Talk about

the danger of the fly to the customer. Appeal to what the newspaper man calls the "human interest" side of the matter. Point out to a woman customer that the fly which has been lingering round the garbage can or cuspidor is the direct enemy of her child.

Don't think because a mule takes to his heels that he is a coward.

Don't lose all your energy waiting for rich relatives to die.



H. F. COX COMPANY

H. F. Cox Company

Manufacturers of

Ornamental Canopies

for

Store Fronts

When attending the
Retail Merchants'
Congress

call on us and see some
of our work

An attractive catalog may be had
upon application

601-603 Ottawa Ave., N. W.
Grand Rapids, - Michigan

MORTON HOUSE

GRAND RAPIDS, MICH.

Room with bath . . . \$1 50

Room, without bath . . . \$1.00

EUROPEAN PLAN

GRILLE IN CONNECTION

MODERATE PRICES

Gabby Gleanings From Grand Rapids.

Grand Rapids, May 29—Our esteemed fellow scribe, Mr. Goldstein, of Detroit Detonation fame, says the driest story ever enacted was when he and a friend of Scottish birth entered an ice cream (?) parlor and James had no money.

One of the most novel advertising cars on the road is the one used by E. G. Hamel, of Orator F. Woodward Co., who has a large line of patent medicines, including Racoon corn plasters. Mr. Hamel recently purchased a live racoon and has a cage on top of this car with the racoon, which attracts a great deal of attention. Mr. Hamel plans driving the car to Traverse City in time for the convention and use the coon for a mascot for No. 131's ball team.

E. J. Fletcher, the popular druggist at the corner of Cherry street and Diamond avenue, Grand Rapids, has completed the refinishing of the interior of his store, which makes it one of the most attractive in the city. Mr. Fletcher has also installed a \$1,500 fountain to the delight of East End residents.

Look out, boys! Don Killen operates an auto livery at Alma.

Joseph Kibler, formerly of Cassopolis, has taken over the Elkerton Hotel, at Dowagiac. You will be delightfully surprised with the change.

One of the most progressive organizations which has come to our attention is the Boosters Club of Greenville, of which W. T. Callaghan is President. This organization is to enable the merchants of Greenville to get on a good working basis. It is expected in time that lines may be handled by one store alone, instead of the jewelry stores doing blacksmith work, etc. Every Tuesday noon this Club gets together for luncheon and through this feature alone every merchant is boosting his competitor.

Through the very sound business judgment of Post Bros., at Belding, dealers and shippers of hay and grain, they recently shipped 55,000 bushels of beans that they have held since before the price started to raise. The only bad judgment we have ever known Mr. Post, Jr., to use is his obstinacy in accepting our prediction that our friend, Theodore, will adorn the chair made vacant by Wilson. We expect to collect ten of the bean profits after the November election.

Some lucky fellow will be sporting a new Oakland Six after June 24, the executive committee having decided that that date will be about the time to start enjoying it.

Jimmie Goldstein says it is time to raise funds by some other source than raffling a car. Senior Counselor Borden says Jimmie does not know what he is talking about. I say you are both wrong and off the track entirely. The thing to do is to stage a minstrel show and have me sing.

We just learned that George H. Seymour (Seymour cigars) is quite ill, but have no particulars. We hope by the time this is in print Mr. Seymour will be convalescent.

The Wagner Implement Co., of Climax, is having plans drawn for a large storeroom and warehouse. This shows what hardwork and application and good business methods will do for a house.

If any brother or friend on the road ever contemplates a suburban home or small farm, get yourself invited (or go anyway, as we did) to Harry Hydorn's home, on West Leonard road, and see what a real gentleman farmer's should be. The only thing we have on Harry is picture shows and he says he enjoys the lightning bugs just as well.

C. M. Luce, proprietor of the Mertens Hotel, left for Chicago Friday night to meet his mother, who was

journeying from Arizona to Grand Rapids for a visit with Mr. Luce. He received word in Chicago that his mother had died. Particulars are not available now, but we take this opportunity of extending to Mr. Luce the heartfelt sympathies of every member of No. 131.

The malady has also overtaken us and the excitement of our attending the convention has so unstrung us that this will be all of Gabby Gleanings this week.

One more thing, the "George Club" (Let George do it) has been working overtime and notes are mighty scarce. Our box number is 342 and our phone Citizens 7458.

Everyone was glad to see Bert Bartlett out of the meeting May 27, but disappointed to know Bert tried to "gum shoe" home with the U. C. T. regalia. Bert was excused a little early and forgot to change his U. C. T. cap for his new six cylinder straw hat and started for Campau Square, where the lights are brightest. One of his lady friends met him and said, "Why, Bert, you are all lit up like a polish church." Bert said, "Yep! All dolled up." His next friend asked him if he had joined the salvation army, but Bert did not fall until a grizzled policeman asked him what the big idea was. Then he came back for his regular store hat. Take your time, get in line and don't crowd, the cigars are on Bartlett.

E. R. Haight.

A successful man is one who succeeds in making others think as much of him as he does of himself.

It's hard to be grateful to men who fight your battles for you and get licked.

Clothes do not make the man, yet a man may owe a good deal to his tailor.

Abolishment of Premium Giving.

Some interest has been manifested in the abolishment of premium giving on the part of some of the retailers of Salina, and their attitude will be supported because of the fact that the United States Supreme Court has made a decision regarding the validity of the Washington law against trading stamps and coupons.

Salina is fortunate to have enough good sound, sensible business men who will not "bite" on trading stamps, and we do not think they ever will, for outside solicitors for premium plans always receive a cool reception here; but premium giving is one thing that is causing friction in certain lines, and so it is now only a overhead expense, because no one has a corner on premiums, steps should be taken for its elimination.

If premium giving, trading stamps and various other kinds of coupon schemes were so very valuable as an asset to business, do we presume to think that the business men of Washington would have permitted it to be enacted into a law without strenuous opposition, instead of endorsement? And does a skeptical minded man think the United States Supreme Court would have upheld this measure—for sentimental reasons—Oh, no! This measure has a recognized value of assistance to the business men—the retailers if you please—and ought to have our earnest support, to accomplish what other states and the United States consider of such importance in the merchandising field.—Salina Bulletin.

\$50.00

Will buy a Complete Gas Equipment, suitable for any home, where city gas can be had—and it will save you endless annoyance and expense—making housework so easy that life will be really worth living, and it can be paid in easy monthly installments

Hot Water

\$20.00

In the average home there is no better way to have hot water in the summer, than by a Gas Water Heater connected to a kitchen tank.

Our Guaranteed Humphrey Tank Heater, we have proven by test to be the best.

This price covers all connections—**Gas, Water and Chimney Flue.**

All you do is—touch a match to the burner.

The cost of gas is unbelievably small.

The Gas Range

\$26.00

This is the wonderful model—16-88—that has been advertised in all the leading magazines.

IT IS A

DETROIT JEWEL

and built on lines that have made this name famous wherever Gas Ranges are known.

CABINET STYLE OVEN

On either side as preferred.

The most wonderful Gas Range for the money that has ever been produced anywhere.

The Gas Iron

\$4.00

This is the new **Double Point Gas Iron**—that gets hot and stays hot—irons everything from heavy table cloth to daintiest waist, and costs **One Cent** for three hours.

No walking back and forth. No waiting for irons to heat. Absolute control all the time.

This price covers all necessary connections. We use only **Gaspruf** Metallic Tubing.

Citizens 4321

GAS COMPANY

Bell M 637



Grand Council of Michigan U. C. T.
Grand Counselor—Walter S. Lawton,
Grand Rapids.
Grand Junior Counselor—Fred J. Moutier,
Grand Past Counselor—Mark S. Brown,
Saginaw.
Grand Secretary—Maurice Heiman,
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 in the Windy City.

Chicago, May 29—Notice to golf lovers: The following golf courses in Chicago are free to the public: Jackson park golf course, take South Side elevated, get off at park; Harlem golf course, take Metropolitan-Garfield park L train, get off at Harlem Station and walk south to Old Harlem race course track; Garfield park golf course, take Garfield park elevated and leave the train at Garfield park. These are very fine golf grounds and are kept up by the city of Chicago for the benefit of those who wish to play golf. They make a ruling of twenty minutes apart, from 8 o'clock in the morning until 5 in the afternoon. All outsiders are as welcome as city dwellers.

E. Willard, representing the J. B. Wise Co., of Watertown, N. Y., whose headquarters and home are in Detroit, put a few days in Chicago last week, working the city trade.

A. J. Howlett, one of Bay City's old-timers, is a very prosperous cigar dealer in Chicago, located at 28 West Harrison street. Mr. Howlett spends a few weeks each summer in his old stamping ground and has always a warm spot for Michigan.

It is reported that the funds received from the U. C. T. Railroad Guide, published by the United Commercial Travelers of Illinois, will be used to pay the expense of the Grand Council meetings each year when they meet in their annual conventions. It appears to the writer that if this guide can be brought to a successful issue, that this will help and, perhaps, entirely do away with the United Commercial travelers being required to solicit advertising space in their programme gotten out each year and also do away with soliciting help of any kind. The Guide is beginning to get a great deal of publicity and is becoming quite a seller throughout Chicago. It is pronounced by a great number as one of the best guides on the market.

The following officers of Northwestern Council, No. 72, United Commercial Travelers, are sure beginning the year with great ideas to increase the membership of the organization: H. E. Ridell, Senior Counselor; William McGee, Junior Counselor; R. Brunton, Past Counselor; W. J. Sullivan, Secretary; James Fisher, Conductor; L. T. Rountree, Chaplain; L. T. Davis, Page; James Wiggins, Sentinel. The Council meets on the 18th floor of the Masonic Temple the

second and fourth Saturday of each month.

P. J. Currie, 6319 University avenue, Chicago, formerly lived at Grand Rapids. He now is in the cigar and tobacco business at this address. Mr. Currie has many friends and relatives who reside in and around Grand Rapids.

Some parade will be pulled off in Chicago on June 3, known as the Preparatory March, in honor of Preparedness Day. The line will march thirty-seven blocks and it is predicted from 8:30 in the morning beginning, the windup will be between 9:30 and 10 o'clock at night. From the number of applications received from different orders, manufacturers and others, this will be one of the greatest parades ever seen in Chicago. No person or persons will be allowed to carry any kind of an advertising badge or banner while in the parade and the only banner seen will be Old Glory. This, no doubt, will be the finest turnout Chicago has seen for some time.

John A. Lee, of Chicago, the canned foods authority, expert and broker, has been elected Second Vice-President of the Louis Hilfer Co., St. Louis, Chicago, Milwaukee and Indianapolis, and has identified himself with that house with his headquarters at the Chicago office. He will especially look after the extension of its canned foods and dried fruit brokerage and commission business. The firm of Lee & Henderson, Chicago, was dissolved June 1.

Another big parade to be pulled off in Chicago will be the suffragettes. In every part of Chicago the women have a branch recruiting station, where they take individual applications from those who wish to enter the line of march. This parade, no doubt, will be worth the time and trouble involved in seeing it. This parade will be held during the G. O. P. convention.

Charles W. Reattoir.

Be a Booster, Don't Knock.

If you want the public to believe your town is the right place in which to do business, don't ever let yourself be tempted to knock the town or its business men.

Knocking is more of a habit in small towns than in larger business centers. Big merchants in big towns know that they are likely to get jolted themselves if any one indulges in knocking, so for self-preservation, if not with a spirit of loyalty to the home-town, they are found together, all boosting.

A small community should find it easier to get together than the fellows of a big town, and we are glad to note that commercial clubs, business associations and like organizations of business men are fast taking the place of alignments on political lines, that, to say the least, are narrow and likely to cause divisions instead of close association for the good of all alike.

A good way to begin "boosting" your town is to stop small talk. Instead of belittling the thing you have, try to im-

prove them by first giving encouragement to those having the courage to "start something." Every town can not have the biggest thing of its kind on the map, but everything in every town can grow big if the people in that town will that it shall grow bigger by giving the right encouragement to that industry.

The people of some small towns are constantly admitting that their stores, their professional men, their schools are inferior, always pointing out their lacks and shortcomings instead of boosting and praising where there is opportunity for it. Every time a citizen of a small town goes away to trade he says he does so because his town is behind the place where he bought.

Why should not citizens of small towns co-operate in having the best stores, helping them to serve that community better than any other store anywhere could serve it? Why are not the young people of the community educated to higher efficiency instead of being lead to believe that any old kind of service is good enough for that town? Why should people in a small town consider themselves second or third rate, and by their own admission cause the people of the outside world to think the same?

There is just as much need, just as much place, just as big a reward for efficiency in the small towns and cities of our country as in the big cities, but unfortunately there is not as much recognition of the fact as there should be, and it is largely due to the attitude people take with regard to the people and the institutions of the hometown.—Trade Outlook.

Yet there may be nothing particularly wrong with the man who has a poor opinion of himself.

A Hotel Bargain

Hotel DeHaas, a 35-room brick hotel, 15 other room available, on main corner in Fremont, a live, growing town of 2,500 in the fruit belt of Western Michigan. This is a money maker, as it is the only first class hotel here. Cost \$30,000, will sell for \$17,000. Easy terms; will not rent; reason age. No license and 4 sub-rentals. Address: The Evans-Tinney Co., Fremont, Mich.

At Harbor Springs, Mich.

The

Emmet House

is a good place to stop

Open all year \$2.00 per day

Now under management of Will Cartwright, you will be treated right. Come on Fishing, the Perch are biting.

Snyder's Restaurant

41 North Ionia Ave.
4 Doors North of Tradesman

Special Dinners and Suppers 25c

Livingston Hotel

Grand Rapids, Mich.

Fine Cafe in Connection

Entertainment Every Evening

The Hotel Geib

Eaton Rapids, Mich.

L. F. GEIB, Propr.

AMERICAN PLAN

Artesian Water Steam Heat

\$2 Per Day

Sample Room in Connection

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.

American plan.

W. O. HOLDEN, Mgr.

Grand Rapids

MERTENS

Rates \$1.00
With Shower \$1.50
Meals 50c

WIRE for
RESERVATION
A Hotel to which a man
may send his family

Fire Proof

HOTEL CODY

EUROPEAN

GRAND RAPIDS, MICH.

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

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.

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

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, May 29—Learn one thing each week about Detroit: Among other things a Detroit plant produces 500,000 pounds of jelly and 100,000 bottles of vanilla and lemon extract annually.

The Menzies Shoe Co., having consolidated with the Nunn & Bush Shoe Co., of Milwaukee, is moving to that city. Lack of skilled workers and difficulty in getting help is given as the occasion for leaving this city. The Menzies company moved into a modern factory building erected by it about a year ago.

William E. Wallace, manager of the Traverse City office and sample room of Burnham, Stoepel & Co., and William Chapman, of the same city, representative for Edson, Moore & Co., were in Detroit last week.

Verdun is like quinine without capsules—very hard to take.

After passing the above paragraph to the missus for criticism she remarked that some of the stories we tell her also reminds her of the same medicine, because they are so hard to swallow.

The death last week of George A. Netschke, after an illness of three months, removes one of the best known business and club men in the city. For a number of years he conducted a men's furnishing goods store at Gratiot avenue and Chene street. Owing to ill health, he sold his stock a few weeks before his death. He had hosts of friends who mourn his loss. Mr. Netschke came to this country from Germany when 9 years old and had lived in Detroit ever since. Surviving are a widow, two sons and a daughter.

M. A. Chase, for the past fourteen years with the Murphy Chair Co., has resigned and has joined the sales force of the James G. Pierce Associated Real Estate Co., 1919 Dime Bank building.

Bank clearings for the past week showed a gain of \$14,088,408.10 over the same week last year.

C. C. Starkweather and Dr. V. L. Garbutt of Detroit and Mark Brown, of Saginaw, are on a fishing trip at Recreation, a club of which all are members, on the Au Sable river. Mr. Starkweather and Mark Brown leave Thursday for Traverse City, where they will attend the U. C. T. convention in their official capacities. Cliff Starkweather's sole catch during the first few days of his stay in camp was a large log which was loosened from a boom. He had his choice of the log catching him or him catching the log, which he did with alacrity and dispatch.

Newcomb, Endicott & Co. have leased the Henkel building, at 3-7 Farmer street. It will be used by them for shops and work rooms.

Many Detroit firms have agreed to allow a certain number of their employes to attend the military training camps instituted by the Government. After sizing the men up, the firms probably concluded a little extra soldiering wouldn't make any difference any way.

Light hearted and light complected

gives, in a nut shell, a description of Elmer S. Cheney, who is considered a good salesman and one of the main stays of Cadillac Council. Mr. Cheney was born June 5, 1868, in Mazomanie, Wis. He attended the public schools in that village until he graduated from the high school at the age of 15 years. On leaving school, he went to Milwaukee, where he secured a position in a retail grocery store, remaining two years. He gave up this work to accept a position in one of the offices in the freight department of the Chicago & Northwestern Railroad. He continued working for different railroads for a number of years until the opportun-



Elmer S. Cheney

ity came to demonstrate the value of his pleasing personality, in the role of traveling salesman, joining the sales force of C. H. Knight & Co., wholesale jewelers in Chicago. He remained with the firm for ten years, showing conclusively that his natural forte had been unearthed. He traveled for the leather goods firm of Charles A. Schier & Co., of New York, for the two following years, when he became affiliated with the Jewell Belting Co., the oldest leather goods and belting manufacturer in the United States, the house having originated in 1770. Mr. Cheney has been with the company for fourteen years and is in charge of the Detroit branch. He covers Michigan territory, as well as a portion of Northern Ohio. In 1911 he was united in marriage to Miss Bertha Symonds, of this city. Elmer Cheney is a man of great energy, which, coupled with a personality that wins him friends wherever he goes, makes an ideal salesman and a most valuable asset to the United Commercial Travelers, an organization which is the pride of his heart. He is an ardent baseball fan and a disciple of Izaak Walton. Needless to say, his energetic personage will be seen flitting around Traverse City this week and there will be hosts of the boys who will be pleased to see him.

Within a few days the U. C. T. Grand Council meeting, held in Traverse City, will have passed into history. There is one fault to find at

this time that, if corrected, will, undoubtedly, be the means of increasing the attendance at future conventions, as well bring the name of the organization more prominently before the public. We speak of the woeful lack of publicity given the annual gathering. Now and then a milk-and-water article appeared in the Tradesman, intimating a convention was to be held in Traverse City. The writer has yet to see in the Tradesman an article of any length, as has been the case with other conventions. It seems as though one of urgent necessities connected with pre-convention arrangements would be the appointment—paid if necessary—of a live publicity committee. Worlds of good should come from a real publicity campaign, both to the local city wherein the convention is held and to U. C. Tism in general.

Anthony Snitgen, general merchant of Westphalia, was in Detroit on a business trip this week.

The Wayne County and Home Savings Bank has opened a branch on the ground floor of the David Whitney building on the Washington avenue side. This is the fifteenth branch opened by this Bank in this city.

The plant of the Arctic Ice Cream Co., at Grand River avenue and Ash street, has been enlarged, giving the company much needed room in time to handle the rush occasioned by the hot weather.

L. K. Cooper, formerly with the Maxwell Motor Co., has been appointed manager of the Cleveland agency of the company.

As yet we have heard no complaints from the fellows about the present shortage in skirts; in fact, the shorter the better they like 'em.

Thanks to our contribs, this week we have plenty of rest preparatory to the Traverse City fun-fest.

We could write more this week, but we couldn't say anything.

A man would hardly care to be called a beast of burden because he carries home some big loads.

The exact center of the United States is in Smith county, Kansas. If we were inclined to be satirical, we might suggest that the end is in Kent county, Michigan.

The Detroit base ball team won a couple of games this week, again making life worth living in this city.

We are pleased to announce that our mother-in-law, who has been spending the winter with us, has purchased a beautiful new home on Piper boulevard.

Speaking of the high cost, etc., we learn from authoritative sources that many buildings in Grand Rapids are higher than before the war.

Seven dead and a score injured brings attention to the world that Detroit motorists are still going the pace that kills.

President Wilson's speech last week was a masterpiece and every one should take note of it.

Pennsylvania will plant black cherry trees to provide food for the birds. Nature provides food for the fishes by giving us rough weather.

In spite of all this the editor refuses traveling men's poetry.

Traverse City or bust—or both.

James M. Goldstein.

Looking For an Intellectual Feast.

Cadillac, May 30—I am looking forward to the Retail Merchants' Congress in your city with a good deal of interest and the programme just to hand is really one that should appeal to every retailer into whose hands it may fall.

The subjects treated are of a varied kind and so numerous that all of them should appeal to some of the men who will be there, although there are so many that they will not all appeal to the same ones.

The wholesalers are deserving of a great deal of praise for the time and interest they have taken in giving the retailer the most valuable asset in any business, "knowledge."

Personally, it is gratifying to me to receive an invitation to such an intellectual feast and I am looking forward to the time with a hope of getting many suggestions that will be of assistance to me in my work for the Association.

J. M. Bothwell, Sec'y.

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, May 31—Creamery butter, extras, 30c; first, 29; common, 27@28c; dairy, common to choice, 23@28c; poor to common, all kinds, 22@25c.

Cheese—No. 1 new, 17c; fair, 16½c. Eggs—Choice, new laid, 23@23½c; fancy, 24@24½c.

Poultry (live)—Fowls, 19@20c; broilers, 33@35c; old cox, 14c.

Beans—Medium \$4.25@4.30; pea, \$4.25; Red Kidney, \$4.75@5; White Kidney, \$5@5.25; Marrow, \$5.

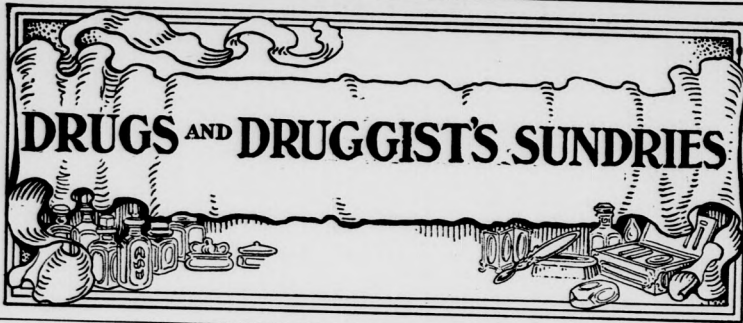
Potatoes—\$1.20@1.30 per bu. Rea & Witzig.

President Wilson's approval of amendments in the postal savings act allows depositors to run accounts up to \$1,000. The limit has been \$500, but that restriction has been removed, as has that allowing no more than \$100 to be deposited on a single account in a calendar month. Many people of foreign birth patronize the postal savings banks, believing them to be absolutely safe. To them safety of their funds means more than the larger interest paid by savings banks. They hear of occasional bank failures, but they never hear that a post-office has gone into bankruptcy. After they have been in the United States for some years they learn that there are other ways to invest money.

A new cure for hiccoughs has been discovered by a patron of a New York hotel. He was confined to his room, suffering from hiccoughs, but asleep when a friend entered and placed a baby alligator on the bed. A few minutes later the patient awoke to stare in the face of the alligator and since then he has hiccoughed no more. Baby alligators are not always at hand, but if hiccoughs cases do not respond to other treatment they can be secured.

There is a difference between keeping boarders and having boarders keep you.

Thomas Canning Co. Grand Rapids Michigan
Are in the market for White Pea Beans, Red Kidney Beans and all varieties of Fruits and Vegetables



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. Steketee, Grand Rapids.
 Next Annual Meeting—Detroit, June 20, 21 and 22, 1916.

Michigan Pharmaceutical Travelers' Association.
 President—W. H. Martin, 165 Rhode Island avenue, Detroit.
 Secretary and Treasurer—Walter S. Lawton, Grand Rapids.

An Opening Scheme.

The proprietors of a soda fountain in a Western city occupied a full page in the local Sunday papers to advertise a grand opening of their soda fountain. The center of the page contained a fine cut of the fountain, with this announcement underneath: This is our new \$5,000 fountain, the finest in this city. To introduce this magnificent new soda fountain to the people of Blankville, the management has decided on the following programme for the opening days:

On Monday the fountain will be in charge of the ladies of the First Methodist Church, and the management will donate to the building fund of the church one half of the day's total receipts.

On Tuesday, a committee from the Masonic Orphan's Home will be in charge, and will receive one-half of all receipts for that day.

On Wednesday the fountain will run for the benefit of the Benevolent Orphan's Home, and that institution will receive one-half of the day's sales.

The management cordially invites the people of Blankville to call and see the new fountain during the opening days, and incidentally to assist the worthy institutions mentioned above by their patronage.

On either side of this announcement was a list of drinks enticing enough to awaken thirst in a wooden Indian.

The Postage Stamp Customer.

Almost every one has at some time been made to feel uncomfortable by a druggist who considered it a hardship to hand out a 2-cent stamp. The "postage stamp" and "telephone customer" does not always receive a warm welcome. However, many druggists are beginning to take an entirely different tack and do their utmost to accommodate such visitors, no matter how little profit is at stake.

Grocers also join in the movement. The following editorial from Blodgett's Store News reveals the commendable attitude of this progressive concern toward the public:

"Have you stopped to think of the many ways we make you welcome and the numerous little services we perform without asking or expecting a cent of remuneration? For instance, these:

"We cash you checks.

"We sell you postage stamps.

"We write your money orders.

"We send you this paper each month free.

"You can have items of general interest printed in it if you like.

"In short, this is your store. We are running it for you."

Retailers are coming to realize that a pleased customer, whether he proves profitable or not, is "bread cast upon the water." It doesn't follow because a man happens to be buying a 2-cent stamp to-day or investing the price of a telephone call that this is all he will need to-morrow. The retailer may have in such a visitor the nucleus of a life-long patron. It might be a serious mistake to let him go away dissatisfied.

Genuine Egg-Tar Shampoo.

A genuine egg-tar shampoo may be made as follows:

- Cocoanut Oil 40 parts
- Beef Tallow 40 parts
- Solution of Caustic Soda, 15 per cent. 40 parts
- Pix Liquida 10 parts
- Yolks of six eggs.
- Water 100 parts
- Glycerine 50 parts

The fats are placed in a suitable vessel, the solution of caustic soda added, and the mixture warmed over a water-bath to about 50 deg. C., with occasional stirring. When a few drops of the liquid mix clear with water, the saponification is completed. Now add the tar, the glycerine and the yolks of the six eggs, stirring meanwhile, until a homogeneous mass is obtained; and, finally, incorporate the water. If a cooled sample is too stiff, add more water until the desired consistency is obtained. Perfume as desired.

Superba Punch.

Lemon syrup, one pint; strawberry syrup, one pint; orange syrup, one pint; solution acid phosphate, one and one-half ounces; one orange, sliced. Put into a punch bowl. To dispense, put one and one-half ounces into a mineral water glass and fill with carbonated water. Top off with a maraschino cherry and serve with a straw.

An Alleged Dangerous Incompatibility.

The statement has been going the rounds of the pharmaceutical press lately that aspirin and quinine form a dangerous incompatibility, quinotoxin, which is a poisonous compound, being formed. It is even stated that the death of a woman in Detroit was apparently due to a dose of a mixture of quinine and aspirin. I have not personally investigated the subject yet, but I prefer to be sceptical. Millions of doses of quinine and aspirin in capsule form have been prescribed, and if this were so, we would probably have heard of it long before this. The explanation of the cause of the reaction, namely, that the aspirin splits up into acetic and salicylic acids and that these acids convert the quinine into quinotoxin, is also a very shaky one. Quinine has often been prescribed with these and other acids without any quinotoxin being formed. I therefore say I prefer to be sceptical. Not everything that is incompatible on paper is incompatible in practice. But the subject merits further investigation.—Critic and Guide.

Base Ball Goods.

The baseball season will soon be here, and it is none too soon to be thinking about it. You can have a schedule of the home games printed on a neat card with a metal rim, with space at the bottom for a brief advertisement. You may be sure that this convenient pocket-piece will be highly prized and in many cases kept for the entire season by the recipient.

A vest pocket cigar cutter is an unusually appropriate gift for the cigar counter. These are made in solid platinoid, gold plated, but notwithstanding their "classy" appearance they are comparatively inexpensive.

Something of this sort done at intervals will pay dividends. It is better than price cutting, or even the use of leaders, although those can be used occasionally with good results.

Not Bad Enough For That.

Proudly the wife was showing off her new autumn costume.

"It's very nice," said the husband doubtfully. "But—er—don't—you think the skirt is rather short?"

Now the skirt was rather short, but it was smart. So, as 'wifey didn't want to have it altered, she thought rapidly for a moment. Then she turned to him, her face calm and guileless.

"Perhaps it is," she agreed dutifully. "But I can easily have it lengthened, if you wish. It will only take three yards of material at \$4 a yard."

"Will it?" gasped the man, scared. "Oh, well, never mind!"

Marshmallow Whipped Cream.

Mix one part of marshmallow paste with from four to eight parts of whipped cream and whip in the usual manner. The amount of the paste used depends upon how sweet a product is wanted. Use in the same manner as you use whipped cream and for the same purpose.

Quotations on Local Stocks and Bonds.

	Bid	Asked
Am. Light & Trac. Co., Com.	390	395
Am. Light & Trac. Co., Pfd.	110½	113
Am. Public Utilities, Com.	44½	46¼
Am. Public Utilities, Pfd.	76	78
Citizens Telephone	7	7½
Comw'th Pr. Ry. & Lt., Com.	64	65
Comw'th Pr. Ry. & Lt., Pfd.	84	86
Comw'th 6% 5 year bond	102	103½
Michigan Railway Notes	100½	102
Michigan Sugar	120	122
Pacific Gas & Elec., Com.	57	60
Tennessee Ry. Lt. & Pr. Com.	11	12½
Tennessee Ry. Lt. & Pr., Pfd.	51	52
United Light & Rys., Com.	52	54
United Light & Rys., 1st Pfd.	76	78
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
Grand Motor	10½	11½
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	
Holland St. Louis Sugar	11	12
Holland St. Louis Sugar, Pfd.	8½	10
Hupp Motor	9¼	10
Kent State Bank	250	260
Old National Bank	199	205
Perlman Rim	140	145
Peoples Savings Bank	300	
United Motors	78	80
May 31, 1916.		

When some people talk it's a waste of time to yawn.

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 highest-rater Invigorator."



Grand Rapids BREWING CO.
 For Sale by all Wholesale Druggists

Activities in Some Michigan Cities.
Written for the Tradesman.

Albion has raised its speed limit from twelve to fifteen miles.

Ionia merchants were pleased with "Dollar day" results and voted to make it an annual event. Preparations are being made for a free fair, to be held Aug. 16-19, with many special attractions.

Woodbury Post, G. A. R., has presented Adrian with a public drinking fountain.

The Baldwin Commercial Club has 100 members and will extend its resort advertising to Missouri, Indiana and Ohio and attempt to have the Pere Marquette stop its fast resort special on both north and south runs.

Hillsdale has sold its \$35,000 bonds for new pavement to home people.

Jackson has cut down its bonded debt \$25,000 during its first year under commission rule.

Central Lake now has a Board of Trade with O. H. Sisson as President and F. J. Fessenden as Secretary.

Alma needs more houses for its factory workers and citizens are taking steps to relieve the shortage.

Jackson will lay five miles of additional water mains this year.

Lake Odessa is making surveys for paving and sewers.

Pontiac has shipped away its first car of fertilizer, getting \$9 a ton, f. o. b. Chicago. No market has been found as yet for the grease, which is another by-product of the city's new garbage reduction plant.

Jackson will open four public playgrounds June 26, which will have super-

vision and will be open for ten weeks.

The Piqua Handle and Manufacturing Co. will remove the plant, now operating at Thompsonville, to Marquette.

Flint is talking of boulevard lights.

Water from the new wells at Rockford has been tested and found to be too hard for drinking purpose, for the laundry or for boilers.

Almond Griffen.

How to Pulverize Mail Order Houses.

Gracettinger, Iowa, May 29—After my lecture at Billings, Mont., last January, one merchant asked me "when a consumer sends to a mail order house for merchandise, whose fault is it? And my reply then, as now, is, "the merchant." If I may hastily grab off one criticism of the merchant it is this—he is strong on bellyache and nil on much of anything else. And at that, if he didn't go out in the back room or down cellar to do his howling; if, instead, he fired a few red stamps on an envelope at the manufacturer or the jobber who is responsible for much of which he complains, he would get somewhere. To this add a grain of knowledge of mail order house methods and values, and the result is the doom of the mail order house. I cannot attempt to more than scratch the surface of this subject in an hour and a quarter lecture. I shall be glad, after the lecture, to offer any suggestions I may be able to present in reply to questions. At Lawrence, Kans., we finished the question at 1 a. m.

Personally, I am congratulating myself that I appear on the programme ahead of my friend Nystrom. He sets such a high standard that it is hard to come anywhere near him.

Mail order house competition can be met—why not meet it as merchants—and profit thereby?

H. Leslie Wildey.

WHOLESALE DRUG PRICE CURRENT

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

Acids	Boric (Powd.) .. 20@ 25	Mustard, true, oz. @ 2 00	Ipecac	@ 75
	Boric (Xtal) 17@ 25	Mustard, artifil. oz. @ 1 75	Iron, clo.	@ 50
	Carbolic	Neatsfoot	Kino	@ 50
	Citric	Olive, pure	Myrrh	@ 1 05
	Muriatic	Olive, Malaga, ..	Nux Vomica	@ 70
	Nitric	yellow	Opium	@ 3 50
	Oxalic	green	Opium, Capmh. ..	@ 90
	Sulphuric	Orange, Sweet	Opium, Deodorz'd ..	@ 2 75
	Tartaric	Origanum, pure	Rhubarb	@ 70
		Origanum, com'l ..		
Ammonia	Water, 26 deg. .. 8 @ 12	Pennyroyal	Paints	
	Water, 15 deg. .. 5 1/2 @ 9	Peppermint	Lead, red dry .. 10 @ 10 1/2	
	Water, 14 deg. .. 4 1/2 @ 8	Rose, pure	Lead, white dry 10 @ 10 1/2	
	Carbonate	Rosemary Flows 1 50 @ 1 75	Lead, white oil 10 @ 10 1/2	
	Chloride	Sandalwood, E. ..	Ochre, yellow bbl. 1 @ 1 1/4	
		I.	Ochre, yellow less 2 @ 1 1/4	
		Sassafras, true 1 25 @ 1 45	Putty	2 1/4 @ 5
		Sassafras, artif'l 50 @ 60	Red Venet'n bbl. 1 1/4 @ 4	
		Spearmint	Red Venet'n less 1 1/4 @ 5	
		Sperm	Vermillion, Amer. 25 @ 30	
		Tansy	Whiting, bbl.	@ 1 1/4
		Tar, USP	Whiting	2 @ 5
		Turpentine, bbls. ..	L. H. P. Prep'd. 1 60 @ 1 70	
		Turpentine, less ..		
		Wintergreen, tr. 5 50 @ 5 75		
		Wintergreen, sweet		
		birch	Insecticides	
		Wintergreen, art 3 50 @ 3 75	Arsenic	9 @ 15
		Wormseed	Blue Vitriol, bbl. 1 @ 24	
		Wormwood	Blue Vitriol, less 25 @ 30	
		4 00 @ 4 25	Bordeaux Mix Pst 8 @ 10	
			Helibore, White	
			powdered	50 @ 55
			Insect Powder ..	30 @ 50
			Lead Arsenate ..	8 1/2 @ 16
			Lime and Sulphur	
			Solution, gal. ..	15 @ 25
			Paris Green ..	3 1/2 @ 4 1/2
			Acetanalid	2 25 @ 2 50
			Acetanalid	2 50 @ 2 80
			Alum	15 @ 20
			Alum, powdered and	
			ground	18 @ 25
			Bismuth, Subnitrate	
			4 10 @ 4 15
			Borax xtal or	
			powdered	10 @ 15
			Cantharades po 2 00 @ 10 00	
			Calomel	2 30 @ 2 35
			Capicum	30 @ 35
			Carmine	6 50 @ 7 00
			Cassia Buds	@ 40
			Cloves	30 @ 35
			Cnalk Prepared ..	6 @ 8 1/2
			Chalk Precipitated	
			7 @ 10
			Chloroform	75 @ 85
			Chloral hydrate 2 00 @ 2 25	
			Cocaine	5 40 @ 5 60
			Cocoa Butter ..	60 @ 70
			Corks, nat, less 70%	
			Copperas, bbls.	@ 2
			Copperas, less ..	2 1/2 @ 7
			Copperas, powd. ..	4 @ 10
			Corrosive Sublim 2 10 @ 2 15	
			Cream Tartar ..	55 @ 60
			Cuttlebone	45 @ 50
			Dextrine	7 @ 10
			Dover's Powder ..	@ 2 50
			Emery, all Nos. ..	6 @ 10
			Emery, powdered 5 @ 8	
			Epsom Salts, bbls. @	
			5 @ 8
			Ergot	1 25 @ 1 50
			Ergot, powdered 2 75 @ 3 00	
			Flake White	15 @ 20
			Formaldehyde lb. 15 @ 20	
			Gelatin	90 @ 1 00
			Glassware, full cases 80%	
			70%
			Glauber Salts bbl. @ 1 1/4	
			Glauber Salts less 2 @ 5	
			Glue, brown	13 @ 18
			Glue, brown grd. ..	12 @ 17
			Glue, white	15 @ 25
			Glue, white grd. ..	15 @ 20
			Glycerine	68 @ 80
			Hops	45 @ 60
			Hops	45 @ 60
			Iodine	5 68 @ 5 91
			Iodoform	6 78 @ 6 94
			Lead Acetate	20 @ 25
			Lycopodium	4 00 @ 4 25
			Mace	85 @ 90
			Mace, powdered 95 @ 1 00	
			Menthol	4 50 @ 4 75
			Morphine	6 30 @ 6 55
			Nux Vomica	20 @ 25
			Nux Vomica pow. @ 20	
			Pepper, black pow. @ 35	
			Pepper, white	@ 40
			Pitch, Burgundy ..	@ 15
			Quassia	12 @ 15
			Quinine, 5 oz. cans @ 1 00	
			Rochelle Salts ..	42 @ 48
			Saccharine	19 00 @ 19 20
			Salt Peter	45 @ 50
			Selditz Mixture ..	40 @ 45
			Soap, green	20 @ 25
			Soap, mott castile 12 @ 15	
			Soap, white castile	
			case	@ 8 00
			Soap, white castile	
			less, per bar ..	@ 85
			Soda Ash	4 1/2 @ 10
			Soda Bicarbonate 2 @ 6	
			Soda, Sal	1 1/2 @ 5
			Spirits Camphor ..	@ 75
			Sulphur roll	2 1/2 @ 5
			Sulphur Subl.	3 @ 5
			Tamarinds	15 @ 20
			Tartar Emetic	@ 80
			Turpentine Venice @ 2 00	
			Vanilla Ex. pure 1 00 @ 1 50	
			Witch Hazel	65 @ 1 00
			Zinc Sulphate	15 @ 20

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

GROCERY PRICE CURRENT

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

ADVANCED

- German's Sweet Chocolate
Queen Anne Soap
Oak Leaf Soap
Apple Plug

DECLINED

- Split Peas
Flour

Index to Markets

By Columns

Table with columns for market categories (A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y) and corresponding prices for various goods.

Table with columns for market categories (1, 2) and corresponding prices for goods such as Ammonia, Axle Grease, Baked Beans, Bath Brick, Brooms, Butter Color, Canned Goods, Carbon Oils, Catsup, Cheese, etc.

Table with columns for market categories (1, 2) and corresponding prices for goods such as Clams, Clam Bouillon, Corn, French Peas, Gooseberries, Hominy, Lobster, Mackerel, Mushrooms, Oysters, Plums, Peas, Peaches, Pineapple, Pumpkin, Raspberries, Salmon, Sardines, Sauer Kraut, Shrimps, Succotash, Strawberries, Tomatoes, Tuna, Catsup, Cheese, etc.

Table with columns for market categories (1, 2) and corresponding prices for goods such as Adams Black Jack, Adams Sappota, Beeman's Pepsin, Beechnut, Chiclets, Colgan Violet Chips, Colgan Mint Chips, Dentyne, Doublemint, Flag Spruce, Jeshy Gum, Juicy Fruit, Red Robin, Sterling Gum, Sterling 7-Point, Spearmint, Wrigleys, Spearmint, 5 box jars, Trunk Spruce, Yucatan, Zeno, Smith Bros. Gum, Chocolate, German's Sweet, Premium, Caracac, Walter M. Lowney Co., Premium, 1/4s, Premium, 1/2s, Clothes Line, Baker's, Cleveland, Colonial, Epps, Hershey's, Hershey's, Huyler, Lowney, Lowney, Lowney, Van Houten, Van Houten, Wan-Eta, Wilber, Wilber, Cocoa, Dunham's, Baker's Brazil Shredded, Coffees Roasted, Common, Fair, Choice, Peaberry, Santos, Maracaibo, Mexican, Guatemala, Java, Mandling, Aukola, Mocha, Short Bean, Long Bean, H. L. O. G., Bogota, Exchange Market, Spot Market, Strong Package, New York Basis, Arbuckle.

Table with columns for market categories (1, 2) and corresponding prices for goods such as McLaughlin's XXXX, package coffee, McLaughlin's XXXX Extracts, Holland, Felix, Hummel's, Hummel's tin, Confectionery, Stick Candy, Horehound, Novelty, Standard, Standard, small, Twist, Jumbo, Jumbo, small, Big Stick, Boston Sugar Stick, Mixed Candy, Broken, Cut Leaf, French Cream, Fancy, Grocers, Kindergarten, Leader, Monarch, Novelty, Paris Creams, Premio Creams, Royal, Special, Valley Creams, X L O, Specialties, Auto Kisses, Bonnie Butter Bites, Butter Cream Corn, Caramel Bon Bons, Caramel Dice, Caramel Croquettes, Coconut Waffles, Coffy Toffy, National Mints, Empire Fudge, Fudge, Walnut, Fudge, Filbert, Fudge, Choco. Peanut, Fudge, Honey Moon, Fudge, White Center, Fudge, Cherry, Fudge, Coconut, Honeysuckle Candy, Iced Maroons, Iced Gems, Iced Orange Jellies, Italian Bon Bons, Jelly Mello, AA Licorice Drops, 5 lb. box, Lozenges, Pep, Lozenges, Pink, Manhus, Molasses Kisses, 10 lb. box, Nut Butter Puffs, Star Patties, Assorted, Assorted Choc., Amazon Caramels, Champion, Choc. Chips, Eureka, Climax, Eclipse, Assorted, Ideal Chocolates, Klondike Chocolates, Nabobs, Nibble Sticks, Nut Wafers, Ocoro Choc. Caramels, Peanut Clusters, Quintette, Regina, Star Chocolates, Superior Choc. (light), Pop Corn Goods, Cracker Jack, Oh My 100s, Cracker Jack, with coupon, Hurrah, 100s, Hurrah, 50s, Hurrah, 24s, Cough Drops, Putnam Menthol, Smith Bros., Nuts-Whole, Almonds, Tarragona, Almonds, California, soft shell Drake, Brazils, Filberts, Cal. No. 1 S. S., Walnuts, Naples, Walnuts, Grenoble, Table nuts, fancy, Pecans, Large, Pecans, Ex. Large, Shelled, No. 1 Spanish Shelled, Peanuts, Ex. Lg. Va. Shelled, Peanuts, Pecan Halves, Walnut Halves, Filbert Meats, Almonds, Jordon Almonds.

Table with columns for market categories (1, 2) and corresponding prices for goods such as Peanuts, Fancy H P Suns, Raw, Roasted, H. P. Jumbo, Raw, Roasted, Crackers, National Biscuit Company Brands, In-er-Seal Trade Mark Package Goods, Baronet Biscuit, Flake Wafers, Cameo Biscuit, Cheese Sandwich, Chocolate Wafers, Fig Newton, Five O'Clock Tea Bct, Ginger Snaps NBC, Graham Crackers, Lemon Snaps, M. M. Dainties, Oysterettes, Pretzeenos, Royal Toast, Social Tea Biscuit, Saltine Biscuit, Saratoga Flakes, Soda Crackers, NBC, Soda Crackers Prem., Tokens, Uneda Biscuit, Uneda Ginger Wafer, Vanilla Wafers, Water Thin Biscuit, Zu Zu Ginger Snaps, Zwieback, Other Package Goods, Barnum's Animals, Soda Crackers NBC, Bulk Goods, Cans and boxes, Animals, Atlantic, Ass'd, Avena Fruit Cakes, Bonnie Doon Cookies, Bonnie Lassies, Bo Peeps, S. or M., Canto Cakes, Cameo Biscuit, Cecelia Biscuit, Cheese Tid Bits, Chocolate Bar (cans), Chocolate Puff Cake, Choc. Honey Fingers, Circle Cookies, Cracknels, Coconut Taffy Bar, Coconut Drops, Coconut Macaroons, Coconut Molars, Coconut Honey Fingers, Coconut Honey Jumbles, Coffee Cakes Iced, Crumpets, Crystal Jumbles, Dinner Pain Mixed, Extra Wide Biscuit, Family Cookies, Fandango Fingers, Fig Cakes Ass'd, Fireside Peanut Jumb, Fluted Coconut Bar, Frosted Creams, Frosted Raisin Sq., Fruited Ovals, Fruited Ovals, Iced, Full Moon, Ginger Drops, Ginger Gems Plain, Ginger Gems Iced, Graham Crackers, Ginger Snaps Family, Ginger Snaps Round, Hippodrome Bar, Honey Fingers Ass't, Honey Jumbles, Household Cooks, Iced Humpty Dumpty, Imperial, Jubilee Mixed, Kaiser Jumbles Iced, Lady Fingers Sponge, Leap Year Biscuit, Lemon Biscuit Square, Lemon Cakes, Lemon Wafers, Lemona, Lorna Doon, Mace Cakes, Macaroon Jumbles, Mary Ann, Marshmallow Pecans, Nol. Frt. Cookie, Iced, NBC Honey Cakes, Oatmeal Crackers, Orange Gems, Penny Assorted, Picnic Mixed, Pineapple Cakes, Pineapple Rolls, Priscilla Cake, Raisin Cookies, Raisin Gems, Raisin Gems Iced, Royal Lunch, Reverses Ass'd, Rittenhouse Biscuit, See Saw, S. or M., Snaparoons, Spiced Cookie, Spiced Jumbles, Iced.

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Table with 2 columns: Item Name and Price. Includes Sugar Fingers, Sugar Crimp, Vanilla Wafers, Butter, N B C Square, N B C Round, Soda, Premium Sodas, Saratoga Flakes, Saltines, Oyster, Dandy Oysters, N B C Oysters Square, Shell.

Table with 2 columns: Item Name and Price. Includes Adora, Nabisco, Nabisco, Festino, Festino, Lorna Doone, Anola, Minerva Fruit Cake, National Biscuit Co., CREAM TARTAR, Barrels or Drums, Square Cans, Boxes, Fancy Caddies, DRIED FRUITS, Apples, Evaporated Choice blk, Evaporated Fancy blk, California, Apricots, Corsican, Citron, Currants, Imported, Peaches, Muirs-Choice, Muirs-Fancy, Fancy, Peel, Lemon, American, Orange, American, Raisins, Cluster, Loose Muscatels, L. M. Seeded, California Prunes, 90-100 25 lb. boxes, 70-80 25 lb. boxes, 80-90 25 lb. boxes, 50-60 25 lb. boxes, 40-50 25 lb. boxes, EVAPORATED MILK, Red Band Brand, Baby, Tall, 5 case lots, 5c less, case lots, 10c less, FARINACEOUS GOODS, Beans, California Limas, Med. Hand Picked, Brown Holland, Farina, 25 lb. packages, Bulk, per 100 lb., Original Holland Rusk, Packed 12 rolls to container, 3 containers (40) rolls, Hominy, Pearl, 100 lb. sack, Maccaroni and Vermicelli, Domestic, 10 lb. box, Imported, 25 lb. box, Pearl Barley, Chester, Portage, Peas, Green Wisconsin bu., Split, lb., Sage, East India, German, broken pkg., Tapioca, Flake, 100 lb. sacks, Pearl, 36 pkgs., Minute, 10 oz., 3 doz., 3 60, FISHING TACKLE, 1/2 to 1 in., 1 1/4 to 2 in., 1 1/2 to 2 in., 2 in., 3 in., Cotton Lines, No. 1, 10 feet, No. 2, 15 feet, No. 3, 15 feet, No. 4, 15 feet, No. 5, 15 feet, No. 6, 15 feet, No. 7, 15 feet, No. 8, 15 feet, No. 9, 15 feet, Linen Lines, Small, Medium, Large, Poles, Bamboo, 14 ft., per doz., Bamboo, 16 ft., per doz., Bamboo, 18 ft., per doz.

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FLAVORING EXTRACTS

Table with 2 columns: Item Name and Price. Includes Jennings D C Brand, Pure Vanilla, No. 1, 3/4 oz., No. 2, 1 1/4 oz., No. 4, 2 1/4 oz., No. 3, 2 1/4 oz., Terpenless, Pure Lemon, No. 1, 3/4 oz., No. 2, 1 1/4 oz., No. 4, 2 1/4 oz., No. 3, 2 1/4 oz., FLOUR AND FEED, Grand Rapids Grain & Milling Co., Winter Wheat, Purity Patent, Fancy Spring, Wizard Graham, Wizard, Gran. Meal, Wizard Buckw't cwt., Rye, Valley City Milling Co., Lily White, Light Loaf, Graham, Gran. Meal, Bolting Meal, Voigt Milling Co., Voigt's Crescent, Voigt's Royal, Voigt's Flour, Voigt's Hygienic Gran., Watson-Higgins Milling Co., New Perfection, Tip Top Flour, Golden Sheaf Flour, Kern's Success Flour, Marshall Best Flour, Kern's Wisconsin Rye, Worden Grocer Co., Quaker, paper, Quaker, cloth, Kansas Hard Wheat, Voigt Milling Co., Calla Lily, Worden Grocer Co., American Eagle, American Eagle, American Eagle, Spring Wheat, Roy Baker, Mazeppa, Golden Horn bakers, Wisconsin Rye, Bohemian Rye, Judson Grocer Co., Ceresota, Ceresota, Ceresota, Voigt Milling Co., Columbian, Worden Grocer Co., Wingold, Wingold, Wingold, Wingold, Wingold, Bolted, Golden Granulated, Wheat, Red, White, Oats, Michigan carlots, Less than carlots, Corn, Carlots, Less than carlots, Hay, Street Car Feed, No. 1 Corn & Oat Fd, Cracked Corn, Coarse Corn Meal, FRUIT JARS, Mason, pts., per gro., Mason, qts., per gro., Mason, 1/2 gal. per gro., Mason, can. tops, GELATINE, Cox's, 1 doz. large, Cox's, 1 doz. small, Knox's Sparkling, doz., Knox's Sparkling, gr., Knox's Acidu'd doz., Minute, 2 qts., doz., Minute, 2 qts., 3 doz., Nelson's, Oxford, Plymouth Rock, Phos., Plymouth Rock, Plain, GRAIN BAGS, Broad Gauge, Amoskeag, Herbs, Sage, Laurel Leaves, Senna Laves, HIDES AND PELTS, Hides, Green, No. 1, Green, No. 2, Cured, No. 1, Cured, No. 2, Calfskin, green, No. 1, Calfskin, green, No. 2, Calfskin, cured, No. 1, Calfskin, cured, No. 2, Pelts, Old Wool, Lambs, Shearlings.

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Table with 2 columns: Item Name and Price. Includes Tallow, No. 1, No. 2, Wood, Unwashed, med., Unwashed, line, HORSE RADISH, Pei doz., Jelly, 5lb. pails, per doz., 15lb. pails, per pail, 30lb. pails, per pail, ICE CREAM, Piper Ice Cream Co. Brands, Bulk, Vanilla, Bulk, Fancy, any flavor, Brick, Plain, Brick, Fancy, JELLY GLASSES, 1/4 pt. in bbls., per doz., 1/2 pt. in bbls., per doz., 8 oz. capped in bbls., per doz., MAPLEINE, 2 oz. bottles, per doz., 1 oz. bottles, per doz., 16 oz. bottles, per dz., 32 oz. bottles, per dz., MINCE MEAT, Per case, MOLASSES, New Orleans, Fancy Open Kettle, Choice, Good, Stock, Half barrels 2c extra, Red Hen, No. 2 1/2, Red Hen, No. 5, Red Hen, No. 10, MUSTARD, 1/2 lb. 6 lb. box, OLIVES, Bulk, 1 gal. kegs, Bulk, 2 gal. kegs, Bulk, 5 gal. kegs, Stuffed, 5 oz., Stuffed, 8 oz., Stuffed, 14 oz., Pitted (not stuffed), 14 oz., Manzanilla, 8 oz., Lunch, 10 oz., Lunch, 16 oz., Queen, Mammoth, 19 oz., Queen, Mammoth, 28 oz., Olive Chow, 2 doz. cs., PEANUT BUTTER, Bel-Car-Mo Brand, 25 lb. fibre pails, 10 lb. fibre pails, 10 lb. tin pails, 23 oz. jars, 1 doz., 2 lb. tin pails, 1 doz., 7 oz. jars, 2 doz., 11 oz. jars, 2 doz., PETROLEUM PRODUCTS, Iron Barrels, Perfection, Red Crown Gasoline, Gas Machine Gasoline, V M & P Naphtha, Capitol Cylinder, Atlantic Red Engine, Summer Black, Polarine, PICKLES, Medium, Barrels, 1,200 count, Half bbls., 600 count, 5 gallon kegs, Small, Barrels, 10 50, Half barrels, 6 25, 5 gallon kegs, 2 40, Gherkins, Barrels, 14 00, Half barrels, 6 75, 5 gallon kegs, 2 70, Sweet, Small, Barrels, 17 00, Half barrels, 9 00, 5 gallon kegs, 3 50, PIPES, Clay, No. 216, per box, Clay, T. D. full count, Cob, PLAYING CARDS, No. 90, Steamboat, No. 15, Rival assorted, No. 20, Rover, enam'd, No. 572, Special, No. 98, Golf, Satin fn., No. 808, Bicycle, No. 632, Tour'n't whist, POTASH, Babbitt's, 2 doz., PROVISIONS, Barreled Pork, Clear Back, Short Cut Cir, Bean, Brisket, Clear, Pig, Clear Family, Dry Salt Meats, S P Bellies, Lard, Pure in tierces, Compound Lard, 80 lb. tubs, 60 lb. tubs, 50 lb. tubs, 20 lb. pails, 10 lb. pails, 5 lb. pails, 3 lb. pails.

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Table with 2 columns: Item Name and Price. Includes Smoked Meats, Hams, 14-16 lb., Hams, 16-18 lb., Hams, 18-20 lb., Ham, dried beef sets, California Hams, Picnic Boiled, Hams, Boiled Hams, Minced Ham, Bacon, Sausages, Bologna, Liver, Frankfort, Pork, Veal, Tongue, Headcheese, Beef, Boneless, Rump, new, Pig's Feet, 1/4 bbls., 1/2 bbls., 3/4 bbls., 1 bbl., Tripe, Kits, 15 lbs., 1/4 bbls., 40 lbs., 1/2 bbls., 80 lbs., Casings, Hogs, per lb., Beef, rounds, set, Beef, middles, set, Sheep, Uncolored Butterine, Solid Dairy, Country Rolls, Canned Meats, Corned Beef, 2 lb., Corned Beef, 1 lb., Roast Beef, 2 lb., Roast Beef, 1 lb., Potted Meat, Ham, Flavor, 1/2, Potted Meat, Ham, Flavor, 1/4, Deviled Meat, Ham, Flavor, 1/2, Deviled Meat, Ham, Flavor, 1/4, Potted Tongue, 1/2, Potted Tongue, 1/4, Fancy, Japan Style, Broken, ROLLED OATS, Rolled Avena, bbls., Steel Cut, 100 lb. sbs., Monarch, bbls., Monarch, 90 lb. sbs., Quaker, 18 Regular, Quaker, 20 Family, SALAD DRESSING, Columbia, 1/2 pint, Columbia 1 pint, Durkee's, large, 1 doz., Durkee's, small, 2 doz., Snider's, large, 1 doz., Snider's, small, 2 doz., SALERATUS, Packed 60 lbs. in box, Arm and Hammer, Wyandotte, 100 1/2, SAL SODA, Granulated, bbls., Granulated, 100 lbs. cs., Granulated, 36 pkgs., SALT, Common Grades, 100 3 lb. sacks, 70 4 lb. sacks, 60 5 lb. sacks, 28 10 lb. sacks, 56 lb. sacks, 28 lb. sacks, Warsaw, 28 lb. sacks, 56 lb. dairy in drill bags, Solar Rock, 56 lb. sacks, Common, Granulated, Fine, Medium, Fine, SALT FISH, Cod, Large, whole, Small, whole, Strips or bricks, Pollock, Smoked Salmon, Strips, Halibut, Chunks, Holland Herring, Standard, bbls., Y. M. wh. hoop 1/2 bbls., Standard, kegs, Y. M. wh. hoop Milchers, kegs, Herring, Med. Fat Split, 200 lbs, Laborador Split 200 lb, Norway 4 K, 200 lbs, Special, 8 lb. pails, Trout, No. 1, 100 lbs., No. 1, 40 lbs., No. 1, 10 lbs., No. 1, 2 lbs.

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Table with 2 columns: Item Name and Price. Includes Mackerel, Mess, 100 lbs., Mess, 40 lbs., Mess, 10 lbs., Mess, 8 lbs., No. 1, 100 lbs., No. 1, 40 lbs., No. 1, 10 lbs., Lake Herring, 100 lbs., 40 lbs., 8 lbs., SEEDS, Anise, Canary, Smyrna, Caraway, Cardamon, Malabar, Celery, Hemp, Russian, Mixed Bird, Mustard, white, Poppy, Rape, SHOE BLACKING, Handy Box, large 3 ds., Handy Box, small, Bixby's Royal Polish, Miller's Crown Polish, SNUFF, Scotch, in bladders, Maccaboy, in jars, French Rapple in jars, SODA, Boxes, English, Kegs, SPICES, Whole Spices, Allspice, Jamaica, Allspice, lg Garden, Cloves, Zanzibar, Cassia, Canton, Cassia, 5c pkg. dz., Sape, African, Mace, Penang, Mixed, No. 2, Mixed, No. 1, Mixed, 5c pkgs. dz., Nutmegs, 70-80, Nutmegs, 105-110, Pepper, Black, Pepper, White, Pepper, Cayenne, Paprika, Hungarian, Pure Ground in Bulk, Allspice, Jamaica, Cloves, Zanzibar, Cassia, Canton, Ginger, African, Mace, Penang, Nutmegs, Pepper, Black, Pepper, White, Pepper, Cayenne, Paprika, HUNGARIAN, Kingsford, 40 lbs., Kingsford, 20 lb. pkgs., Silver Gloss, 40 lb., Muzzy, 40 lb. pkgs., Argo, 24 5c pkgs., Silver Gloss, 16 3lbs., Silver Gloss, 12 6lbs., Muzzy, 48 lb. packages, 15 3lb. packages, 12 6lb. packages, 50lb. boxes, SYRUPS, Barrels, Half barrels, Blue Karo, No. 1 1/2, 2 doz., Blue Karo, No. 2, 2 doz., Blue Karo, No. 2 1/2, 2 doz., Blue Karo, No. 5, 1 doz., Blue Karo, No. 10, 1/2 doz., Red Karo, No. 1 1/2, 4 doz., Red Karo, No. 2, 2 doz., Red Karo, No. 2 1/2, 2 doz., Red Karo, No. 5, 1 doz., Red Karo, No. 10, 1/2 doz., Pure Cane, Fair, Good, Choice, Folger's Grape Punch, Quarts, doz. case, TABLE SAUCES, Halford, large, Halford, small, TEA, Uncolored Japan, Medium, Choice, Fancy, Basket-fired Med'm, Basket-fired Choice, Basket-fired Fancy, No. 1 Nibs, Siftings, bulk, Siftings, 1 lb. pkgs., Gunpowder, Moyune, Medium, Moyune, Choice, Moyune, Fancy, Ping Suey, Medium, Ping Suey, Choice, Ping Suey, Fancy, Young Hyson, Choice, Fancy, Scrap, All Red, 5c, Am. Union Scrap, Bag Pipe, Cutlas, 2 1/2 oz., Globe Scrap, 2 oz., Happy Thought, 2 oz., Honey Comb Scrap, 5c, Honest Scrap, 5c, Mail Pouch, 4 doz. 5c, Old Songs, 5c, Old Times, 1/2 gro., Polar Bear, 5c, 1/2 gro., Red Band, 5c, 1/2 gro., Red Man Scrap, 5c, 1 doz., Scrapple, 5c, 1/2 gro., Sure Shot, 5c, 1/2 gro., Yankee Girl Scrap, 2oz., Pan Handle Scrap, Peachey Scrap, 5c.

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Table with 2 columns: Item Name and Price. Includes Oolong, Formosa, Medium, Formosa, Choice, Formosa, Fancy, English Breakfast, Congou, Medium, Congou, Choice, Congou, Fancy, Congou, Ex. Fancy, Ceylon, Pekoe, Medium, Dr. Pekoe, Choice, Flowery O. P. Fancy, TOBACCO, Fine Cut, Blot, Bugle, 16 oz., Bugle, 10c, Dan Patch, 8 and 16 oz., Dan Patch, 4 oz., Dan Patch, 3 oz., Fast Mail, 16 oz., Hawatha, 16 oz., Hawatha, 5c, May Flower, 16 oz., No Limit, 8 oz., No Limit, 16 oz., Ojibwa, 8 and 16 oz., Ojibwa, 10c, Ojibwa, 8 and 16 oz., Petoskey Chief, 7 oz., Petoskey Chief, 14 oz., Peach and Honey, 5c, Red Bell, 16 oz., Red Bell, 8 foil, Sterling, L & D 5c, Sweet Cuba, canister, Sweet Cuba, 5c, Sweet Cuba, 1 lb. tin, 4 50, Sweet Cuba, 1/2 lb. foil, 2 25, Sweet Burley, 5c L&D, Sweet Burley, 16 oz., Sweet Burley, 8 oz., Sweet Mist, 1/2 gro., Sweet Mist, 8 oz., Telegram, 5c, Tiger, 5c, Tiger, 25c cans, Uncle Daniel, 1 lb., Uncle Daniel, 1 oz., Plug, Am Nvly, 16 oz., Apple, 10 lb. butt, Drummond Nat. Leaf, 2 and 5 lb., Drummond Nat. Leaf, per doz., Battle A., Brazer, 6 and 12 lb., Big Four, 6 and 12 lb., Boot Jack, 2 lb., Boot Jack, per doz., Bullion, 16 oz., Climax Golden Twins, Climax, 14 1/2 oz., Climax, 7 oz., Climax, 5c tins, Day's Work, 7 & 14 lb., Creme de Menthe, lb., Derby, 5 lb. boxes, 5 Bros., 4 lb., Four Roses, 10c, Gilt Edges, 2 lb., Gold Rope, 6 and 12 lb., Gold Rope, 4 and 8 lb., G. O. P., 12 and 24 lb., Granger Twist, 6 lb., G. T. W., 10 and 21 lb., Horse Shoe, 6 and 12 lb., Honey Dip Twist, 5 and 10 lb., Jolly Tar, 5 and 8 lb., J. T., 5 1/2 and 11 lb., Kentucky Navy, 12 lb., Keystone Twist, 6 lb., Kismet, 6 lb., Maple Dip, 16 oz., Merry Widow, 12 lb., Nobby Spun Roll 6 & 8, Parrot, 12 lb., Patterson's Nat. Leaf, Peachey, 6, 12 & 24 lb., Picnic Twist, 5 lb., Piper Heidsieck, 4 & 7 lb., Piper Heidsieck, per doz., Polo, 3 doz., per doz., Red Cross, 28, Scrapple, 2 and 4 doz., Sherry Cobbler, 8 oz., Spear Head, 12 oz., Spear Head, 1 1/2 oz., Spear Head, 7 oz., Su. Deal, 7, 14 & 28 lb., Star, 6, 12 and 24 lb., Standard Navy, 7 1/2, 15 and 30 lb., Ten Penny, 6 and 12 lb., Town Talk, 14 oz., Yankee Girl, 12 & 24 lb.

SPECIAL PRICE CURRENT

12

18

14

15

16

17

Smoking

All Leaf, 2 1/2 & 7 oz.	30
BB, 3 1/2 oz.	6 00
BB, 7 oz.	12 00
BB, 14 oz.	24 00
Badger, 3 oz.	5 04
Badger, 7 oz.	11 52
Banner, 5c	5 76
Banner, 20c	1 60
Banner, 40c	3 20
Belwood, Mixture, 10c	94
Big Chief, 2 1/2 oz.	6 00
Big Chief, 16 oz.	30
Bull Durham, 5c	5 85
Bull Durham, 10c	11 52
Bull Durham, 15c	17 28
Bull Durham, 8 oz.	3 60
Bull Durham, 16 oz.	6 72
Buck Horn, 5c	5 76
Buck Horn, 10c	11 52
Briar Pipe, 5c	5 76
Briar Pipe, 10c	11 52
Black Swan, 5c	5 76
Black Swan, 14 oz.	3 50
Bob White, 5c	6 00
Brotherhood, 5c	6 00
Brotherhood, 10c	11 10
Brotherhood, 16 oz.	5 05
Carnival, 5c	5 70
Carnival, 1/2 oz.	39
Carnival, 16 oz.	40
Cigar Clp'g, Johnson	30
Cigar Clp'g, Seymour	30
Identity, 3 and 16 oz.	30
Darby Cigar Cuttings	4 60
Continental Cubes, 10c	90
Corn Cake, 14 oz.	2 55
Corn Cake, 7 oz.	1 45
Corn Cake, 5c	5 76
Cream, 50c palls	4 70
Cuban Star, 5c foil	5 76
Cuban Star, 16 oz. pls	5 72
Chips, 10c	10 30
Dills Best, 1 1/2 oz.	79
Dills Best, 3 1/2 oz.	79
Dills Best, 16 oz.	73
Dixie Kid, 5c	48
Duke's Mixture, 5c	5 76
Duke's Mixture, 10c	11 52
Duke's Cameo, 5c	5 76
Drum, 5c	5 76
F. F. A., 4 oz.	5 04
F. F. A., 7 oz.	11 52
Fashion 5c	6 00
Fashion, 16 oz.	5 28
Five Bros., 5c	5 76
Five Bros., 10c	10 30
Five cent cut Plug	29
F O B 10c	11 52
Four Roses, 10c	96
Full Dress, 1 1/2 oz.	72
Glad Hand, 5c	48
Gold Block, 10c	12 00
Gold Star, 50c pall	4 60
Gail & Ax Navy, 5c	5 76
Growler, 5c	42
Growler, 10c	84
Growler, 20c	1 85
Giant, 5c	5 76
Giant, 40c	3 72
Hand Made, 2 1/2 oz.	59
Hazel Nut, 5c	5 76
Honey Dew, 10c	12 00
Hunting, 5c	38
I X L, 5c	6 10
I X L, in palls	3 90
Just Suits, 5c	6 00
Just Suits, 10c	12 00
Kiln Dried, 25c	2 45
King Bird, 7 oz.	2 16
King Bird, 10c	11 52
King Bird, 5c	5 76
La Turke, 5c	5 76
Little Giant, 1 lb.	28
Lucky Strike, 10c	96
Le Redo, 3 oz.	10 80
Le Redo, 8 & 16 oz.	40
Myrtle Navy, 10c	11 52
Myrtle Navy, 5c	5 76
Maryland Club, 5c	5 00
Mayflower, 5c	5 76
Mayflower, 10c	96
Mayflower, 20c	1 92
Nigger Hair, 5c	6 00
Nigger Hair, 10c	10 70
Nigger Head, 5c	5 40
Nigger Head, 10c	10 56
Noon Hour, 5c	48
Old Colony, 1-12 gro.	11 52
Old Mill, 5c	5 76
Old English Crve 1 1/2 oz.	96
Old Crop, 5c	5 76
Old Crop, 25c	5 20
P. S., 8 oz. 30 lb. cs.	19
P. S., 3 oz., per gro.	5 70
Pat Hand, 1 oz.	63
Patterson Seal, 1 1/2 oz.	48
Patterson Seal, 3 oz.	96
Patterson Seal, 16 oz.	5 00
Peerless, 5c	5 76
Peerless, 10c cloth	11 52
Peerless, 10c paper	10 80
Peerless, 20c	2 04
Peerless, 40c	4 08
Plaza, 2 gro. case	5 76
Plow Boy, 5c	5 76
Plow Boy, 10c	11 40
Plow Boy, 14 oz.	4 70
Pedro, 10c	11 92
Pride of Virginia, 1 1/2	77
Pilot, 7 oz. doz.	1 05
Queen Quality, 5c	48
Rob Roy, 10c gross	10 52
Rob Roy, 25c doz.	2 10
Rob Roy, 50c doz.	4 10
S. & M., 5c gross	5 76

Rob Roy, 5c foil	5 76
S. & M., 14 oz. doz.	3 20
Soldier Boy, 5c gross	5 76
Soldier Boy, 10c	10 50
Stag, 5c	5 76
Stag, 10c	11 52
Stag, 8 oz. glass	4 50
Stag, 90c glass	8 40
Soldier Boy, 1 lb.	4 75
Sweet Caporal, 1 oz.	60
Sweet Lotus, 5c	5 76
Sweet Lotus, 10c	11 52
Sweet Lotus, per doz.	4 60
Sweet Rose, 2 1/2 oz.	30
Sweet Tip Top, 5c	50
Sweet Tip Top, 10c	1 00
Sweet Tips, 1/4 gro.	10 08
Sun Cured, 10c	98
Summer Time, 5c	5 76
Summer Time, 7 oz.	1 65
Summer Time, 14 oz.	3 50
Standard, 5c foil	5 76
Standard, 10c paper	8 64
Seal N. C. 1 1/2 cut plug	70
Seal N. C. 1 1/2 Gran.	63
Three Feathers, 1 oz.	48
Three Feathers, 10c	11 52
Three Feathers and Pipe combination	2 25
Tom & Jerry, 14 oz.	3 60
Tom & Jerry, 7 oz.	1 80
Tom & Jerry, 3 oz.	76
Turkish, Patrol, 2-9	5 76
Tuxedo, 1 oz. bags	48
Tuxedo, 2 oz. tins	96
Tuxedo, 20c	1 90
Tuxedo, 80c tins	7 45
Union Leader, 5c coil	5 76
Union Leader, 10c	11 52
Union Leader, ready cut	11 52
Union Leader 50c box	5 10
War Path, 5c	6 00
War Path, 20c	1 60
Wave Line, 3 oz.	40
Wave Line, 16 oz.	40
Way up, 2 1/2 oz.	5 75
Way up, 16 oz. palls	32
Wild Fruit, 5c	5 76
Wild Fruit, 10c	11 52
Yum Yum, 5c	5 76
Yum Yum, 10c	11 52
Yum Yum, 1 lb. doz.	4 80

CIGARS

Barrett Cigar Co.

La Qualitencia, Londres	68
La Qualitencia, Panetella	60
La Qualitencia, Concha	58
R. & S., Havana	33
R. & S., Broadleaf	33

TWINE

Cotton, 3 ply	25
Cotton, 4 ply	25
Jute, 2 ply	17
Hemp, 6 ply	14
Flax, medium	24
Wool, 1 lb. bales	10 1/2

VINEGAR

White Wine, 40 grain	8 1/2
White Wine, 80 grain	11 1/2
White Wine, 100 grain	13

Oakland Vinegar & Pickle Co.'s Brands

Highland apple cider	20
Oakland apple cider	16
State Seal sugar	14
Oakland white picklg	10
Packages free.	

WICKING

No. 0, per gross	35
No. 1, per gross	45
No. 2, per gross	55
No. 3, per gross	80

WOODENWARE

Baskets

Bushels, wide band	1 00
Bushels, wide band	1 15
Market	40
Splint, large	4 00
Splint, medium	3 50
Splint, small	3 00
Willow, Clothes, large	8 00
Willow, Clothes, small	6 25
Willow, Clothes, me'm	7 25

Butter Plates

Ovals

1/4 lb., 250 in crate	35
1/2 lb., 250 in crate	35
1 lb., 250 in crate	40
2 lb., 250 in crate	50
3 lb., 250 in crate	70
5 lb., 250 in crate	90

Wire End

1 lb., 250 in crate	35
2 lb., 250 in crate	45
3 lb., 250 in crate	55
5 lb., 20 in crate	65

Churns

Barrel, 5 gal., each	2 40
Barrel, 10 gal., each	2 55

Clothes Pins

Round Head

4 1/2 inch, 5 gross	60
Cartons, 20 2 1/2 doz. bxs	65

Egg Crates and Fillers

Humpty Dumpty, 12 dz.	20
No. 1 complete	40
No. 2 complete	28
Case No. 2, fillers, 15 sets	1 85
Case, medium, 12 sets	1 15

Faucets

Cork lined, 3 in.	70
Cork lined, 9 in.	80
Cork lined, 10 in.	90

Mop Sticks

Trojan spring	1 10
Eclipse patent spring	1 05
No. 1 common	1 05
No. 2, pat. brush hold	1 10
Ideal No. 7	1 10
12lb. cotton mop heads	1 50

Palls

10 qt. Galvanized	2 75
12 qt. Galvanized	3 00
14 qt. Galvanized	3 25
Fibre	3 00

Toothpicks

Birch, 100 packages	2 00
Ideal	85

Traps

Mouse, wood, 2 holes	22
Mouse, wood, 4 holes	45
10 qt. Galvanized	1 55
12 qt. Galvanized	1 70
14 qt. Galvanized	1 90
Mouse, wood, 6 holes	70
Mouse, tin, 5 holes	65
Rat, wood	80
Rat, spring	75

Tubs

No. 1 Fibre	16 50
No. 2 Fibre	15 00
No. 3 Fibre	13 50
Large Galvanized	10 00
Medium Galvanized	8 50
Small Galvanized	7 50

Washboards

Banner, Globe	3 65
Glass, Single	5 50
Glass, Single	3 60
Double Peerless	6 50
Single Peerless	4 60
Northern Queen	5 25
Good Enough	4 65
Universal	4 75

Window Cleaners

12 in.	1 65
14 in.	1 85
16 in.	2 30

Wood Bowls

13 in. Butter	1 75
15 in. Butter	3 15
17 in. Butter	6 75
19 in. Butter	10 50

WRAPPING PAPER

Fibre Manila, white	6
Fibre, Manila, colored	6
No. 1 Manila	6
Butchers' Manila	5
Kraft	9
Wax Butter, short c't	19
Wax Butter, full c't	15
Parchm't Butter, rolls	15

YEAST CAKE

Magic, 3 doz.	1 15
Sunlight, 3 doz.	1 00
Sunlight, 1 1/2 doz.	50
Yeast Foam, 3 doz.	1 15
Yeast Foam, 1 1/2 doz.	55

CIGARS

Johnson Cigar Co.'s Brand

Dutch Masters Club	70 00
Dutch Masters, Inv.	70 00
Dutch Masters, Fan.	70 00
Dutch Master Grande	68 00
Little Dutch Masters (300 lots)	10 00
Gee Jay (300 lots)	10 00
El Portana	33 00
S. C. W.	32 00

Worden Grocer Co. Brands

Canadian Club

Londres, 50s, wood	35
Londres, 25s tins	35
Londres, 300 lots	10

TELFER'S ROASTED COFFEE

MADE IN USA

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

AXLE GREASE



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

BAKING POWDER

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

MORTON'S SALT

NEVER CAKES OR HARDENS

FREE RUNNING

IT POURS

MORTON SALT COMPANY

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

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

(CONTAINS NO CAPSICUM)

An Agreeable Beverage of the CORRECT Belfast Type.

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

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

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

Distributed by Judson Grocer Co., Grand Rapids; Lee & Cady, Detroit; Lee & Cady, Kalamazoo; Ray & Cady, Saginaw; Bay City Grocer Company, Bay City; Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fielbach Co., Toledo.

MORTON'S SALT

NEVER CAKES OR HARDENS

FREE RUNNING

IT POURS

MORTON SALT COMPANY

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

BBLs.

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

Cotton Oil, 100 cakes 6 00
Cream Borax, 100 cks 3 90
Circus, 100 cakes 5c sz 3 75
Climax, 100 oval cakes 3 40
Gloss, 100 cakes, 5c sz 3 40
Big Master, 100 blocks 3 90
Mystic White Borax 4 00
Naphtha, 100 cakes .. 3 90
Oak Leaf, 100 cakes 3 15
Queen Anne, 100 cks. 3 30
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. 5 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 Fine, 48 2 3 25
Johnson's XXXX 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

BUSINESS-WANTS DEPARTMENT

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

BUSINESS CHANCES.

For Sale—An iron and brass foundry. Good location. Doing a large business. Must take about \$15,000 to handle. Address Joseph Renihan, Fourth Nat'l Bank Bldg., Grand Rapids, Michigan. 160

For Sale—Stock of groceries, crockery, tin, enameled ware, ten-cent and other good lines; best location, town of 700, Southern Michigan. Wide light store, fine living rooms second floor; sale or rent. Exceptionally clean stock and fixtures, about \$2,500. Exceptional opportunity. Write C. H., care Michigan Tradesman. 161

First-class opening for combined dry goods and clothing store in the best town in Van Buren county. Building, 25 x 100 feet, two stories and basement for rent cheap or will rent first floor and basement alone. H. L. Cornwell, Lawrence, Michigan. 162

Opportunity to enter some field of the retail business awaits some live wire. Have modern store, 56 x 16, in center of city, for rent in Hartford, Wisconsin. Home of the Kissel Kar. Splendid opportunity in many lines. Rent reasonable. Herman Lau, Prop., Hartford, Wisconsin. 163

Hotel—Wacoma Tavern, clubhouse and garage; finest summer resort in the Northwest; 25 rooms furnished, cement garage, modern poultry ranch; located on famous Clearwater Bass Lake, 31 miles from Twin Cities on the Yellowstone Trail. Property cost more than double asking price; \$4,000, cash down, balance long time. If interested, will mail you photographs. James Hamilton, Wacoma, Minnesota. 165

For Sale—Canton electric coffee mill. Used six weeks. Good as new. Cost price \$115. Will sell for \$70. Consumers Tea Co., Owosso, Michigan. 136

For Sale—13 Lamson air line package carriers complete, in first-class condition; 1 Lamson cash carrier. Will sell at a big sacrifice. The F. Johnson Company, Holdredge, Nebraska. 137

One of the best paying hardware stores in Pontiac. Death reason for selling. D. L. Davis, Pontiac. 138

You want more business? "Cook's Selling Service"—economical, effective—means new customers, larger sales, increased profits. Free booklet explains. William Cook, 80 Maiden Lane, New York. 140

For Sale Or Exchange—160 acres of good farm land especially adapted to stock raising, owing to a fine spring fed creek and excellent pasture. All fenced and about 35 acres under cultivation. Price \$4,000. Will take in exchange a stock of goods, or town property. Oliver J. Miller, Fairview, Michigan. 141

Partner Wanted—To enter jewelry business in Hartford, Wisconsin. Must be able to do repair work. Not much capital needed. Splendid field for real live wire. Herman Lau, Hartford, Wisconsin. 164

Auto-Vim, The Gasoline Rectifier—Gives 25 per cent. increased mileage. Good for autos, tractors, gasoline or coal-oil engines. Based on internal lubrication idea. One gallon delivered \$1.85. Auto-Vim Co., Sweetland Bldg., Cleveland, Ohio. 167

Virgin Hardwood Timber Land—A 1,700 acre tract, will cut 7,000 feet per acre, principally cypress, red-oak and ash, on T. P. R. R. Mill property, price \$20 per acre in fee. Real snap, part terms. 2,000 acres, 7,000 acres and 36,000 acres tracts, timber virgin and will average with above tract. All located on the Texas Pacific R. R. on navigable water. In Concordia Parish, Louisiana. In fee, \$20 to \$21 per acre. S. J. Burkitt, Natchez, Mississippi. 158

For Sale—Only restaurant and bakery in best little town in Michigan. Write Judge, care Michigan Tradesman. 169

Special—Want to increase your trade? Send for free sample of our Trade Booster. It will surely appeal to you. Colonial Printing Co., Mansfield, Ohio. 156

For Sale Cheap—Only repair shop and exclusive shoe store in town of 2,300. Brick building and complete repair machinery outfit. Terms on part. H. E. Wellman, Mancelona, Michigan. 157

A Variety Store For Sale—Good clean stock at a bargain. Must sell on account of sickness. If you mean business, address C. B. Pennock, Coldwater, Michigan. 158

For Sale—Stock of groceries, dry goods and shoes, invoice about \$5,500. Strictly cash store on main corner. Fine location. Daily sales average \$50. Other interests demand my attention. Box 205, Yale, Michigan. 148

For Sale Or Exchange For Merchandise—225-acre farm, located in Hardin Co., Ill., on north bank of Ohio river, 100 miles above Cairo, Ill., and 100 miles below Evansville, Ind., and 100 miles above Paducah, Ky. Lies touching and partly within the corporate limits of a fast growing Fluor Spar mining town of 1,500 people. This farm adjoins the large tract of land on the west owned by the Spar mine, the largest of its kind in the world, and extends to within 300 feet of the main working shaft. Land all cleared except woods lots and black locust groves preserved for fence posts. About 100 acres of Ohio river and creek bottom land, black sandy loam limestone soil, balance up-land grows blue grass naturally, adapted to part of all kinds, any kind of pasture or meadow grasses, vegetables and small fruits. Ideal location for dairy, fruit and truck farming; ready market for everything raised right at the door at city prices. Good six room farm house in good repair, large barn, implement sheds and other out buildings. Cross fenced with good woven wire fences and everlasting black locust posts. This farm is desirably located for any purpose. As a home, the residence is situated on a beautiful limestone cliff overlooking the Ohio river, nearly one mile wide at this place. Ten minutes walk to postoffice, church and school. There is also a valuable limestone quarry located on the farm, operated a good portion of the time on royalty basis, which could be made a valuable and permanent industry. Price including the mineral right and stone quarry \$150 per acre, mineral right and stone quarry reserved, \$120 per acre. Land is clear of incumbrance. Abstract of title. Owner is a merchant and no farmer. Will exchange for department store, hardware, shoes or general merchandise. Will bear the most rigid investigation. Address Owner, Box 185, Elizabethtown, Illinois. 150

For Sale—New Buster Kist pop corn machine, \$200 cash f. o. b. Sault Ste. Marie, Michigan. Conway & Hall, Drug-gists, Sault Ste. Marie, Michigan. 142

Wanted—15 or 20 bazaar or variety store managers to write me about a proposition for consolidated buying. It will not cost a cent to get my plan and may do you a lot of good. C. H. Yaxley, Big Rapids, Michigan. 143

For Sale—A stock consisting of groceries, shoes and men's furnishings. All new clean salable merchandise located at Byron, one of the best little business towns in Central Michigan. This is by far the leading store in the town. Stock is in a two-story and basement brick store 22 x 80 feet with all new shelving, electric lights, plate glass front. Business established 15 years. Will sell the furnishings and shoes separate from the groceries. Shoe and furnishings stock will invoice about \$4,000. Groceries and fixtures will invoice about \$3,500. Will sell or lease the store building as buyer prefers. Reason for selling, I am connected with a manufacturing enterprise to which I must give my entire time after July 1. If you mean business I can soon convince you that this is a good paying opportunity for the right man. If you want a good paying retail business get in touch with me at once. H. C. Walker, Byron, Michigan. 144

\$12,000,000 a Month From Oil in Oklahoma Fields where we own large property in proven field; producing oil wells on every side. Will develop on co-operative plan. Wonderful opportunity to join with successful oil men who have drilled eight wells and struck oil every time. Small investors get deed to land and share in all wells drilled by our company. Invest \$15, payable \$5 cash, \$2 monthly. May pay you thousands—as small investments have others in these fields. Write to-day for complete particulars, maps and bank endorsements. Oklahoma Oil Wells Company, 278 Stewart Bldg., Houston, Texas. 145

For Sale Cheap—Cash carriers and other store display fixtures including a new large safe. A. M. Epstein, 106 Portage St., Kalamazoo, Michigan. 154

For Sale Or Trade—Ten acres best fruit land and orchard, fine water; frame store building, two floors 35 x 80, well rented, five-room brick cottage, large barn, two lots. Will trade any part or all for good stock of furniture or furniture and undertaking. E. C. Paist, Paonia, Colorado. 152

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 Or Exchange—Large, clean up-to-date stock of furniture, rugs, queensware, including undertaker's complete outfit, consisting of new, up-to-date funeral car, caskets, supplies, etc., all located in one of the largest and best equipped furniture and undertaking rooms in Eastern Nebraska, in city of 1,800 population. Building new brick, built expressly for this business. Will sell business and real estate together or separately to suit purchaser. Stock \$10,000 real estate \$10,000 less \$2,200 encumbrance. If necessary, may consider part trade by way of clear or lightly encumbered, well improved farm property. A. G. Collins, Hebron, Nebr. 149

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 Forbes 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. 134

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

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

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

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, post-paid, \$1. Address, Replogle & Garrett, Holton, Kansas. 120

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 \$300 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

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—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

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

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 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—4-station Lamson Barr cash system. Will sell for \$10 per station if taken at once. Address Allen Bros., Ionia, Michigan. 147

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

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. Citz. Phone 1950. 70

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

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 Lisperden St., New York City. 91

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—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

The Detroit Mercantile Adjusters, counselors and executors of high grade special sales and buyers of entire stocks. Room 1, Vhavy 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—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. Kruijsenga, 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

HELP WANTED.

Wanted—A first-class all around man who understands clothing, shoes and furnishings from a to z. Must be a first-class salesman and stock keeper, able to trim good windows and write cards. A good steady position and good wages. None but a first-class man need apply. A Lowenberg, Battle Creek, Mich. 159

Wanted—First-class spinner, principally in zinc and copper; steady position. Gerock Brothers Mfg. Co., 1252 South Vandeventer Ave., St. Louis, Mo. 139

POSITION WANTED.

Wanted—Position by experienced grocery man. Best of references. M 10, Tradesman. 155

A Practical Man—Desires a position in promising manufacturing business; 24 years experience manufacturing specialties. Proficient in office management, including book-keeping, as well as factory details. Has knowledge of stock buying and cost estimating. Would invest in promising business. Address No. 165, care Tradesman. 166

Review of the Grand Rapids Produce Market.

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

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 and \$1.25 per hamper.

Butter—There is a steady and active consumptive demand for all grades of butter with unchanged prices. The demand is increasing and so are the receipts. The quality of the butter arriving is very good for the season and is improving all the time. The outlook is for a good make of butter, but the demand is so heavy that there are no indications of very much decline in price. Creamery grades are held at 29c in tubs and 30½c in prints. Local dealers pay 23c for No. 1 in jars and 20c for packing stock.

Cabbage—\$3.75 per 100 lb. crate from Mobile.

Carrots—60c per doz. bunches and \$1.25 per hamper.

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—\$1.10 per dozen for fancy hot house; \$1.20 for extra fancy.

Eggs—Receipts are falling off, as is

to be expected, and the situation is firm and unchanged, with a good consumptive demand. The quality of the present receipts, owing to the continued good weather, is still very good and the market is healthy on the present basis. Stocks of eggs in storage are lighter than they were a year ago. Local dealers are paying 21c, cases included.

Egg Plant—\$1.75 per dozen.

Fresh Pork—11½c for hogs up to 200 lbs.; larger hogs, 11c.

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

Green Onions—Silver Skins (black seeds), 18c per doz. bunches; Evergreen, 12c per doz. bunches.

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—10c per lb. for leaf; \$1.25 per bu. for garden; \$2.25 per bu. for head.

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, 16½ for California; 15c for Naples.

Onions—Texas Bermudas, \$2.10 for yellow and \$2.25 for white.

Oranges—California Navals, \$4@4.25; Sweets, \$3.75; Valencias, \$4.

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

Pineapple—\$2.40 for Cuban.

Plants—Tomato and cabbage, 75c

per box; peppers and astors, 95c per box; geraniums, \$1.40 per box.

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

Potatoes—The market is still strong and excited. Country buyers are paying \$1@1.10. New stock from the South fetches \$2 per hamper.

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; geese at 18c. Dressed fowls average 3c above these quotations.

Radishes—15c for long; 12c for round.

Rhubarb—85c per bu.

Strawberries—\$2.25@2.50 per case of 24 qts., either Tennessee or Ozark; \$2.75 for Missouri Aromas.

Sweet Potatoes—\$1.50 per hamper for kiln dried Jerseys.

Tomatoes—\$5.50 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 South-ern Illinois stock.

Politically Mr. Bryan is supposed to be a Democrat and personally a Prohibitionist. He is strong on temperance and has talked about it in a great many different places with more or less eloquence. He has been three time nominated for President by the Democrats and as many times defeated. Now he is being talked about as a Prohibition candidate for that high office and stranger things have happened than that he might accept. He is out with Wilson and presumably would like to see him

beaten. Taking this nomination and making an active canvass would contribute a little, but not much, to that end. The Prohibitionists themselves are talking very considerably and very seriously about this nomination, but as yet the crafty Nebraskan has not signified his willingness to take it.

If you must knock, get out in the middle of a forty-acre lot before you swing your hammer.

The naughty schoolboy is always glad when he sees the teacher lay down the rule.

The devil doesn't expect to be invited into the parlor the first time.

BUSINESS CHANCES.

For Sale—General stock in live town doing an annual business of \$45,000. For particulars address B., care Tradesman. 170

For Sale—Grocery stock to invoice about \$1,300. Fixtures including one Ford delivery car about \$500. Business will average \$75 per day. Will stand close investigation. Good reason for selling. Cheap rent. Address No. 171, care Michigan Tradesman. 171

For Sale—Grocery stock and fixtures. Address Box 165, Birmingham, Michigan. 172

Best location for new drug store or ladies' ready-to-wear garments, in the fastest growing city in Southern Michigan. New modern steam heated block just finished. All rooms occupied but one, by first-class tenants, on the main business street and line of transit between railway depots. Newest and finest moving picture house in the same block. Address F. T. Smith, Sturgis, Michigan. 173

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

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 Knickerbockers



Woodhouse Co.
Distributors
Grand Rapids, Mich.

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Holland, Mich.

Burnham, Stoepel & Co.

Exclusively

Wholesale Dry Goods



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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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This 10c jar is identical with Nationally Advertised Brands selling at 15c.

Our packages retailing at 15c and 25c are equally attractive.

Nice profit for dealers. Ask your jobber. See quotations in Price Current. Made in Grand Rapids.

Actual size 7 oz. Packed 2 doz. in case. Retail at 10c

The Bel-Car-Mo Nut Butter Co., Inc.
Grand Rapids, Mich.

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The Millers Are Expert Bread-Makers

They have originated and always kept up the high standard of quality in Purity Patent Flour by knowing how to make good bread. Every single sack that leaves the mill is guaranteed.

Send us your order or write for
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We are located at the corner Scribner Ave. and G. R. & I. R. R., close to all freight houses with minimum haul for all deliveries. Our Elevator, Flour, Feed and Hay warehouses have side track delivery. We carry a full line of Badger Dairy and Horse Feeds, Dried Brewer Grains, Beet Pulp, Oil Meal, Cotton Seed Meal, Bran, Middling, Etc.

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L. FRED PEABODY, Manager.