

# MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS \$1 PER YEAR

Thirty-Third Year

GRAND RAPIDS, WEDNESDAY, JUNE 7, 1916

Number 1707

## The Kingdom of Success

**T**O fulfill every promise; to mix integrity with every article you sell; to be courteous and kind; to be fair always to all men; to build up with hope for better things as your guiding star; to keep faith with others, as well as yourself; to try to do the thing better than it has been done; to hate sham, shoddy and bombast. Of such is the kingdom of success.

## Opposite Sides of the See-Saw

**T**HE bigness of the little things and the littleness of the big things—the ability to properly gauge their relative values—are determining factors in the life of every man. The man who ignores the small things in his haste to grasp the large, and the man who loses himself in the small things, indifferent to his larger possibilities, are on opposite sides of the see-saw. Both are due for the bumps.

"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

### ASK Your Miller for Flour Packed in

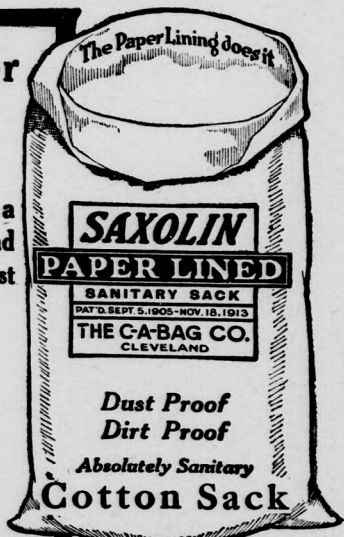
#### **SAXOLIN** Sanitary Sacks

You are sure to receive a high grade Flour—Clean and Pure—Free from Dirt, Dust and Moisture.

#### *The Paper Lining*

Closes the porous mesh of the cotton sacks and prevents the Flour from Sifting out and the Dirt from getting in.

400 Millers Use **SAXOLIN SACKS** for Popular Flours.



*The Sack that keeps the Flour IN and the Dirt OUT*

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

You don't take chances when you take

## OUR FURNITURE

It's good, reasonably priced and we stand back of it with a make-good guarantee

### Klingman's

The Largest Furniture Store in America

Entrance Opposite Morton House

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

## Pere Marquette Railroad Co.

DUDLEY E. WATERS, PAUL H. KING, Receivers

### FACTORY SITES

AND

### Locations for Industrial Enterprises in Michigan

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

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

Address

**GEORGE C. CONN,**

Freight Traffic Manager,

Detroit, Michigan



### Eat Plenty of Bread

### It's Good for You

The Best Bread is made with

## Fleischmann's Yeast

## Lowney's Chocolates

in fancy packages

### For Summer Trade

A fresh, complete line in stock all the time

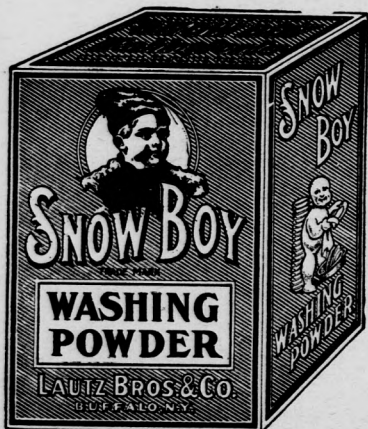
Order by mail or from our representatives

### Putnam Factory

National Candy Company, Inc.

GRAND RAPIDS, MICHIGAN

Western Michigan Distributors



### 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, JUNE 7, 1916

Number 1707

## SPECIAL FEATURES.

Page	
2.	Northern England.
4.	News of the Business World.
5.	Grocery and Produce Market.
6.	Upper Peninsula.
8.	Editorial.
9.	Good Roads.
11.	Automobile and Accessories.
12.	Financial.
16.	New Pere Marquette.
18.	The Meat Market.
20.	Butter, Eggs and Provisions.
22.	Forty-One Years Ago.
24.	Merchant and Farmer.
26.	Fermented Milk.
28.	Woman's World.
30.	The Very Rich.
32.	Creating Confidence.
34.	Shoes.
36.	Dry Goods.
38.	Hardware.
40.	The Commercial Travelers.
42.	Drugs.
43.	Drug Price Current.
44.	Grocery Price Current.
46.	Special Price Current.
47.	Business Wants.

## ENLIGHTENED SELFISHNESS.

### Auspicious Beginning of the Retail Merchants' Congress.

The first session of the Retail Merchants' Congress, which is being conducted this week under the auspices of the wholesale dealers of Grand Rapids, was called to order by President Kelsey, of the Association of Commerce, at the Colonial room of the Pantlind Hotel at 2 o'clock Tuesday afternoon. The chairman congratulated the large number present on their ability to leave home in order to avail themselves of the advantages of an educational campaign. He called attention to the fact that the failure record among merchants was altogether too large and believed that it was within the province of gatherings like this to reduce the record very materially. He stated that he would never be satisfied until the failure record was reduced from 95 per cent. to 50 per cent. The chairman then called upon the first speaker of the Congress, Mr. Archie M. Peisch, of the University of South Dakota, Vermillion, S. D., who spoke on the subject of New Problems in Merchandising. As the Tradesman proposes to reproduce his paper in full in a subsequent issue of the Tradesman, it will not be necessary to refer to it in detail at this time. Mr. Peisch discussed the question of trade marked goods, prompt delivery, prompt attention to customers, service, location of stores, advertising and mail order competition. Under the latter heading he stated that in his opinion the present effort to create sentiment against the mail order houses by calling attention to the fact that they do not build up local communities but tend to tear them down, was wholly wrong. He believed that the way to defeat the mail order houses was to meet their prices and where merchants are doing this there was very little complaint on encroachments from this kind of competition. He stated that the mail order houses each had a man in their employ whose business it is to discover localities where the retail merchants are not advertising in the local papers. Such localities are then flooded with cata-

logues from the mail order houses and prove to be fertile field for them. The feature the mail order house cannot command is personality, which is the big factor in business. The mail order house can quote low prices but it cannot look its customers face to face.

Chairman Kelsey then introduced Mr. E. St. Elmo Lewis, of Detroit, who had for his subject. How to Develop Your Retail Market. Mr. Lewis stated in advance that he was going to be real ugly and make some plain statements which might not meet the approval of

create a credit rating system. They are so well pleased with the result that they would not give it up under any circumstances. The merchant should do the same thing by his customer that the mail order man does by his customer. He must study the needs and requirements of the customer or the real fundamental purpose of the store is not fulfilled. The merchant must master the subject of retailing goods, and he must really know when he is losing money and when he is making money. Only 40 per cent. of the retailers of this

front door to determine the exact shade. This is not as it should be. It should be made a pleasure for the woman to buy goods. Study the display of goods and see to it that the goods that pay the best percentage of profit are advantageously placed in the best position. The most vital question in the store situation to-day is the teaching of clerks. Associations of merchants everywhere are bringing clerks together and teaching them how to sell goods. The University of Wisconsin is sending lecturers all over that State to deliver addresses to clerks, with a view to raising the standard of merchandising and to inculcate respect for the business they represent. A man who is not in love with his business has no right to be in it. Efficiency consists in doing the right thing at the right time and in the right way—and doing it all the time.

In conclusion, Mr. Lewis urged his hearers to take the ideas he had endeavored to impart home with them, tell them to their neighbors and try them out for themselves.

### Evening Session.

The evening session was called to order by Lee M. Hutchins, who gave one of his brief inspiring addresses, subsequently introducing Robert B. Schreffler, of Chicago, who was scheduled to speak on Accounting Systems for Retail Merchants. Unfortunately, the talk was not gauged to the level of the retail merchants who attended the Congress, but described and illustrated a complicated system which might possibly be used in the Macy, Wanamaker or Field establishments.

The next speaker was E. St. Elmo Lewis, who talked for an hour and a half on The Man Behind the Counter and kept the audience with him from start to finish. Mr. Lewis' style is so jerky and erratic that even a stenographic report would not do him justice, because it would be impossible to reproduce gestures and facial expressions which add zest to his addresses. The Tradesman was favored with the loan of Mr. Lewis' notes and herewith reproduces such portions as have a direct or indirect bearing on the subject:

The greatest stock of all stocks is the stock of enthusiasm for the business you have in the hearts of your clerks—the stock of confidence, faith and friendliness you should have in the hearts of your customers.

It is your clerk who is you. Look him over, think him over, make him over.

Selling is the master problem of the day. It is a matter of man—heart, head and hand.

You are in business to sell goods, not to keep them.

There are but three people in your store: The customer, the clerk and  
(Continued on page forty-eight)

## MACY'S CLASSIFICATION OF THE FIVE KINDS OF CUSTOMERS.

Customers Classified	Group	What they need from us
Tired and Cross	Group 1	Patience
Unreasonable		Good temper
Fussy and nervous		Quiet manner
Interrupting		Assurance
Ignorant		Assurance
Excitable		Assurance
Foreigners	Assurance	
Patronizing	Group 2	Dignity
Aggressive		Confidence in our own ability
Inquisitive		Knowledge
Skeptical		Common sense
Talkative		Common sense
Insulting	Common sense	
Cautious	Group 3	Belief in our own goods
Critical		Knowledge of its value
Indifferent		Care in presentation
Bargain hunter		Convincing manner
Silent		Convincing manner
Penurious	Convincing manner	
Timid	Group 4	Sympathy
Sensitive		Gentleness
Dependent		Helpfulness
Absent-Minded		Suggestions
Deaf People		An Effort to Think for Them
Old ladies	An Effort to Think for Them	
Undecided people	An Effort to Think for Them	
Decided	Group 5	We should be thankful for this class of people and show our gratitude by serving them well and learning all we can from them.
Pleasant		
Intelligent		
Common Sense		

his audience. He said the first thing the merchant should learn is that the customer runs the store and that the only way to secure home trade is to deserve it. Legislation against mail order houses is foolish. Any one who advocates that sort of thing is either a knave or an imbecile. The retailer must conduct his store because it is a store and all of his statements regarding goods and prices should be written from the standpoint of the customer. The merchant must keep faith with his customer and absolutely make good on the spirit of his promises. He must keep a list of the customers in his community and he must know to a certainty how much of the trade of the town he is getting which he is legitimately entitled to. While he was connected with a mercantile association at Jamestown, N. Y., he induced the merchants there to

country absolutely post themselves on this question. Business is more than a balance sheet. Accounts which are confined solely to the ledger are not valuable ones for the merchant. He must understand the purchase of goods. The merchant must study the selling demand of his store and act accordingly. You cannot tell what a man or woman is going to do regarding the purchase of goods until you have consulted them personally. You must have an accurate cost system. Truth about goods is the only thing that pays. In advertising, talk to the people in the first person. Put your own name and personality back of every advertisement you disseminate and every statement you make. Make your store surroundings attractive. See that the heating, lighting and ventilating systems are ideal. In many cases a woman has to take a fabric to the

## NORTHERN ENGLAND.

## Roads and Landscapes—Market Day Features.\*

When I left off my last talk with you we were in Carlisle, the most northern city in England and in many ways an interesting town. The two important buildings of the town are the castle and the cathedral. We visited both of them and could well understand that the two structures might be the pride of the city. The soldiers which were stationed at the castle gave us something of an idea of the type of men making up the garrisons throughout England. The men's uniforms did not appeal to us as giving dignity to the military feature of government. The garrison attended church on the Sunday we were in the city and we watched with interest the type of the congregation and the lack of real interest in the service. The people really were more interested in watching the strangers in the congregation than in taking part in the divine worship, but then possibly they were excusable because the form of worship was such that it was automatic with them all and the Americans who were garbed in bicycle suits were enough of a novelty to furnish an excuse for mingling curiosity with the liturgy.

The afternoon of Sunday we spent on our wheels in going upon the highways and byways near the town and we were extremely delighted with the beauty of the landscape and especially the attractiveness of the English lanes. We were interested in the fact that plantations of timber had been made along side of these lanes and along side of the roads a few rods in width and while the ground is far more valuable than the farming land anywhere in America, still the use of land for growing trees seemed to be a legitimate exercise of economy. Anyway this arrangements added great beauty to the features of the rural landscape.

The mending of the roads interested us greatly. The road mender was constantly in evidence and the little piles of stone broken along the side of the road were ready always for use in repairs. We talked with these road menders and they were usually glad to visit with us. The breaking of stone seemed to be rather a menial occupation and still these men earned good, fair wages. In making quite complete repairs on the road bed, ditches were made transversely a few inches apart in the old bed and then the freshly broken stone was layered with clay fitting into the groves and after being rolled, made the bed very firm and solid. It was due to the constant repairs that the roads were so perfect throughout all England.

On Monday morning we again resumed our wheels and visited two establishments which had been recommended as among the most beautiful in England. The Corby castle, a few miles out, had very attractive features in woodland and lawns and was particularly attractive because of the long river frontage. Gardens from the river front to the castle were very seductive and one feature I recall which we greatly admired was a large plantation of rhubarb, ranging from the river's edge to the side of the

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

hill, possibly a half acre in extent and placed there entirely for its beauty as a part of the landscape picture.

From here we rolled a few miles farther to Naworth, one of the finest manors in Northern England. We were shown about the extensive grounds and the first thing that attracted our attention was the large areas of strawberries which were covered by gauze netting for the purpose of protecting the ripening fruit from the birds. Birds are in evidence everywhere and are protected very tenderly, so that it becomes necessary for the horticulturist to use means of defense that shall not work an injury to his feathered friends.

I should have mentioned to you that in connection with the roads, we learned from people whom we met in our travels, the fact that the tax on property for the maintenance of roads ran from 1 per cent. to as high as 5 per cent. Yet, because of the great value of these roads in the economy of agriculture, there was no serious criticism about the amount of the tax. The roads everywhere follow curved lines for the purpose of making easy grades and there is no stereotyped plan of following section lines as we have in this country.

The old beech and oak trees about Naworth castle, because of their great age and fine appearance, give character to the place. The attendants were very courteous and we were shown everything of interest on the great demesne and matters of history were detailed to us in a way that commanded our interested attention. The fruits were mostly grown upon walls; peaches, pears and apples were planted and we learned that it was only through this method of training they could give adequate protection and secure satisfactory fruitage. In the arrangement of the flower and vegetable gardens, the meadows, pastures, woodlands and cropping areas, centuries of careful adherence to a landscape plan had produced large and wonderful results.

After spending this day in gathering information along entirely new lines for us, we started southward toward Manchester, and we met for ten miles out of Carlisle, people coming to market day. We were often times obliged to step from our wheels to give the right of way to herds of cattle and flocks of sheep. We were greatly pleased with the fact that all of these people going to market were so cleanly and appropriately dressed. They were a thrifty looking lot of country people and we could not help believe that from this experience and many others in the next few weeks in rural England that we could hardly find a happier or more thrifty people than the growers of produce in rural England.

The next town of any size which we entered was Penrith, a city of perhaps 10,000 inhabitants. We found that here, as, perhaps, in many of the towns of England, that day was weekly sales day for country produce. We took our lunch along with the jolly crowd of market men and we were impressed by the radiant happiness of everybody in town. The townspeople evidently understood the value of these market days and gave a large measure of courteous attention to the country people and the folks from the country were bound to

have a good time while making the trades of their produce for such things as they needed to purchase from the merchants. We lingered among these people because we were interested in the products which they were selling. Everything seemed to be first-class and there was no question about disposing of everything which was brought in.

As we passed southward towards Manchester, which we hoped to reach by the next Sunday, we were enchanted by the appearance of the gardens along the wayside. Flowers and vines were uniform accompaniments. Even if there was no ground for beds, we noticed that window boxes were used and we noted that nearly everywhere was the evidence of love for nature's best things. It was quite noticeable that these embellishments were not made of the common old fashioned things alone, but the novelties in flowers and plant and shrubs as we find them in the latest catalogues, were quite noticeable.

Tidiness of the premises seemed to be a distinctive attribute of England's rural life. From enquiries we learned that farm laborers obtained very good wages and here, as everywhere else, there was quite a difference between the thrift which varied with the character of the soil. We were just approaching the English lake region and I, perhaps, will be excused for calling your attention once more to the law of the road. We were constantly getting ourselves into trouble because of our education in the courtesies of the road in our own country. In England and, we understand, Bohemia, the law still prevails and probably will for all time, of turning to the left and we caught ourselves running into people many times because of our inability to quickly adapt ourselves to this English law on the road.

As we approached Lake Ulleswater we were impressed by the difference in the appearance of the landscape as compared with the Scottish lake region. In the latter you will remember I called attention to the barrenness of the hills and the fact that pasturage was continued for centuries which utterly destroyed plants and shrubs, so that the baldness of the mountains and hills was the unpleasant feature of the mountain views. In the English lake region we found the hills and mountains covered pretty well to their summits with verdure, which gave a variety to the landscape that impressed us quite favorably. It was fun riding bicycles on these beautiful roads, curving in such a way that every few minutes there was some surprise awaiting us. The grades were so that we could make them nicely. Then the delight of coasting down the other side of the hills we had climbed was exhilarating and joyful. It was our custom to stop at wayside inns whenever the opportunity was given and in the towns we patronized what was known as the temperance hotel. Our membership in the Cyclists Touring Club gave us the addresses of these hotels because

rates were made to the members that were attractive and wholesome food was furnished without paying for anything in the way of style.

We changed from the range of Ayrshire cattle to the country in which the Red Polls and the Devons were the leading breeds, with an occasional herd of Short Horns, and it seemed to us—perhaps this may have been imaginary—that our dairy products were of a better quality as we proceeded southward.

The expense connected with this method of taking a trip was comparatively light and we everywhere had good meats furnished us and a fine range of fruit and vegetables, so that we were very well satisfied with our living.

When we struck the English lake region we were upon interesting historical ground and everywhere we saw monuments and placards which gave us information as to distinguished people or events. We felt that in our own country, as it grows in age, we must pay more attention to the placing of monuments and mementoes for the information and delight of generations to come. Under the direction of the Cyclist Touring Club, finger boards were erected all along the leading highways giving valuable information to us and we felt grateful to an organization which could so quickly and satisfactorily adapt itself to the rapid growth of wheeling which afterward developed into automobilism. So definite was the information given that one rarely needed to ask questions for guidance, although we were prone to stop everybody of high or low degree upon the road for the sake of the amusement which was given us in the way our questions were treated and the unique replies which we received giving us possibly a false estimate of the English character, because the Englishman is never at his best when he is first accosted.

Let us figure on converting your Wagon Hearse into an Automobile Hearse.



GRAND RAPIDS NOTIONS CO.

237 and 239 Fulton St., N. W.

Jobbers of DRY GOODS AND NOTIONS

Our interests are mutual—get acquainted with us and be convinced.

**National Wholesale Grocers to Employ Schoolmaster.**

If the plan of President Whitmarsh, of the National Wholesale Grocers' Association are carried out, that organization will next year establish an elaborate educational department, presided over by an expert in studying and analyzing economic data, with a view to improving the efficiency of the jobbers of the country. In the current issue of the Association bulletin, President Whitmarsh discusses the subject as follows:

"At the last meeting of our executive committee I laid before it the question of the inauguration of an educational department of the National Wholesale Grocers' Association, this department to be placed in charge of a director of educational matters, and it will be the duty of such director, among other things, to assemble and distribute to the wholesale grocer and the retail grocer information of value and interest bearing on the conduct of their business; how they may become better and more profitable merchants, serving the public well and economically and with a reasonable and fair profit to themselves.

"The director in charge of this department would edit our bulletin; he would co-operate with the Bureau of Business Research of Harvard University and the Federal Trade Commission in the preparation of a cost accounting system for the wholesale grocers and to secure a more general adoption by the retailer of the sys-

tem that has already been prepared for him by that Bureau. He will be a man who can address organizations interested in the distribution of food and on the need of education, in an effort to create interest and secure co-operation to ensure the success of the plan.

"We also have in mind the preparation of an encyclopedia containing the fullest possible information relative to foods, a work that will record all obtainable information on the subject and that will constitute a work of reference valuable to any one connected with the food trade. This will be a gigantic task, and in its preparation all the representative men in the food world will be asked to assist, Government and state officials as well, if we can induce them to serve. In all probability such a task could be worked out at the rate of one volume a year, but having some such person as I describe in the office of educational director the work could proceed to better advantage."

**Tribute.**

Everybody knows, of course, that street cars in Europe now often have lady conductors. The following conversation was overheard in Berlin:

"Say, is the conductor of car 98 on the line up your street really so pretty?"

"Rather. When she enters the car all the men passengers instinctively leap up to give her their seats."

Many a man is seemingly wise because he has no children to ask him questions.

**Bankruptcy Proceedings in Southwestern Michigan.**

St. Joseph, May 27—Marion E. Morrell, a farmer of Bravo, Allegan county, filed a voluntary petition and was adjudicated bankrupt. The schedules of the bankrupt disclose no assets above the bankrupt's exemptions and the following liabilities:

Secured Claims.	
Fruit Growers' Bank of Saugatuck	\$1,500.00
Theo. Wade, Fennville	75.00
Claud Hutchinson, Fennville	24.00
	\$1,579.00

Unsecured Claims.	
Peters Grocery Store, Blue Island, Illinois	\$ 80.00
Smith Bros. Store, Blue Island	25.00
George Leichtemeyer, Blue Island	15.00
Jas. Seidels Store, Blue Island	10.00
Chas. Werver Store, Blue Island	5.00
A. H. Foster, Allegan	225.00
Fred Stencliff, Bravo	200.00
People's State Savings Bank, Allegan	100.00
First State Bank of Allegan	125.00
Old State Bank of Fennville	255.00
Goodwin & Pickett, Pullman	125.00
Pullman Supply Co., Pullman	75.00
John Davis, Allegan	40.00
W. B. Collins, Fennville	500.00
Frank Pratt, Kibbie	10.00
Pullman Mutual Telephone Co., Pullman	15.00
Harry Rohrbacks, Blue Island, Illinois	35.00
Goodwin & Pickett, Pullman	75.00
A. H. Parker, Pullman	125.00
Fennville Mill, Fennville	4.00
W. A. Sash, Bravo	4.00
Dickenson Bros., Fennville	75.00
Clifford Fosdick, Fennville	29.00
Dr. Froman, Constantine	15.00
George Oliver, Allegan	75.00
	\$1,868.00

May 29—In the matter of Lester Kittell, Milo Kittell and Kittell Brothers, a copartnership, bankrupt, of Riverside, the final meeting of creditors was held at the referee's office and the trustee's final report and account were approved and allowed. A first and final dividend of 5 per cent. was declared and ordered paid. The final order of distribution was entered. Creditors having been directed to show cause why a certificate should not be made recommending the bankrupt's discharge, and no cause having been shown, it was determined that such favorable certificate be made. It was further determined that the trustee be not authorized to interpose objections to the discharge of the bankrupt.

May 29—In the matter of the Denton Manufacturing Co., bankrupt, of St. Joseph, the trustee filed his second report and account, showing cash on hand in the sum of \$1,665.52 and the same was approved and allowed. A first dividend of 5 per cent. was declared and ordered paid on all unsecured claims. An order was also entered by the referee, disallowing the preferred claim of Ross M. Baker for \$1,100 and allowing the same as an unsecured claim.

June 1—In the matter of John H. Ubyde, bankrupt of Benton Harbor, the trustee filed his second report and account, whereupon he was directed to file his final report preparatory to closing the estate. One dividend of 5 per cent. has been declared and it is expected another dividend of 5 per cent. can be declared.

June 3—Based upon the petition of the Star Dress Manufacturing Co., Isadore Lemich, M. Weisman & Sons, and others, Max P. August, engaged in the ladies' cloak and suit business, was adjudicated bankrupt and the matter referred to Referee Banyon, who was also appointed receiver by the District Judge with power and authority to continue the business. The referee made an order appointing George E. Foote, custodian. An order was also made directing the bankrupt to prepare and file its schedules.

**The Industrial Beaver.**

The American beaver (Castor canadensis), which has been chiefly noted for a great many years as a source of fine fur, wherewith to clothe Midlady, has suddenly loomed into great favor with the United States Government and now is being protected in every manner and means from not only extermination but to the ultimate end of a large increase in their number. The beaver has always had a reputation for being one of the greatest constructors of dams that the world has ever produced, whether of men or animals. It seems that the beaver is solving one of the problems which has been most vexing to engineers in the West in building irrigation dams.

**ROYAL BAKING POWDER**  
**ABSOLUTELY PURE**

ROYAL BAKING POWDER has "no season" and "no section" because it sells everywhere all the time. Of all the standard products in the grocery business, none has more thorough distribution and active demand than ROYAL BAKING POWDER.

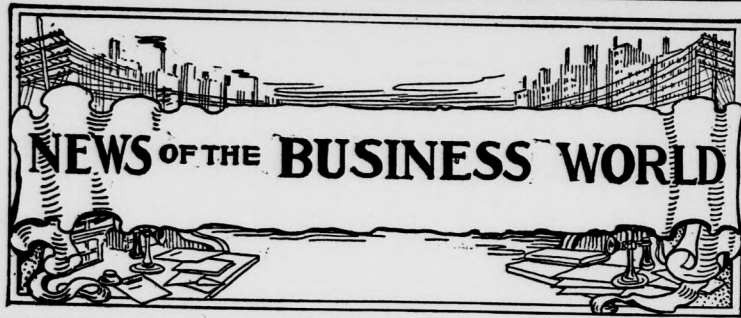
Keep a good stock of ROYAL BAKING POWDER on hand and keep it well displayed, because it will pay you more and surer profit than you can make on inferior brands.

**Contains No Alum—No Phosphate**



**ROYAL BAKING POWDER CO.**

NEW YORK



#### Movements of Merchants.

Flint—The F. A. Jones Co. has changed its name to the Michigan Stores Co.

Owosso—George Rose succeeds Harry Roberts in the merchant tailoring business.

Detroit—The Jones-Regan Co. has increased its capital stock from \$45,000 to \$100,000.

Hastings—The Consolidated Press Co. has changed its principal office to Battle Creek.

Owosso—Arthur Byerly has opened a "cash and carry" grocery store in West Owosso.

Detroit—The Community Grocers have increased its capital stock from \$100,000 to \$150,000.

Ann Arbor—Miss Louise Hinckley, of Ypsilanti, will engage in the millinery business here July 1.

Vassar—Mrs. C. A. Learn is closing out the C. A. Learn & Co. drug stock at private sale.

Detroit—George Synder, recently of Edmore, has engaged in the drug business on Mack avenue.

Owosso—J. C. Shattuck has sold his drug stock to Charles King, of Empire, who has taken possession.

Stanton—A. Benow is closing out his stock of dry goods, clothing and shoes and will retire from business.

Grand Haven—Burglars entered the Central Clothing House and carried away considerable stock May 31.

Shelby—C. E. Bechtel has remodelled and enlarged the store building which he occupies with his drug stock.

Stanton—David Chase has sold his meat stock and store fixtures to Fred A. Pakes, who has taken possession.

Utica—The Utica Co-Operative Creamery Association has increased its capital stock from \$7,380 to \$9,080.

Boyne City—Beeman & Beeman are closing out their grocery and dry goods stock and will remove to Detroit.

Climax—Louis N. Pierce, of Ewing & Pierce, dealers in general merchandise, was married May 31 to Miss Erma Alberta Lotta.

Kalamazoo—Thieves entered the hardware store of the L. Hoekstra Co., on Portage street, June 4 and carried away considerable stock.

Battle Creek—The Grocers, Inc., wholesaler, is erecting a four story building on South Jefferson avenue, which they will occupy about Aug. 1.

Bay City—George Gougeon, who has conducted a general store here for the past twenty-seven years, died at his home June 5, following a short illness.

Detroit—The Metropolitan Grocery Co. has been incorporated with an authorized capitalization of \$5,000, all

of which has been subscribed and paid in in property.

Mt. Pleasant—Robert Horan has sold his interest in the Lynch & Horan grocery stock to James Lynch, who will continue the business under his own name.

Saginaw—H. Barnoski and F. E. Jonas have formed a copartnership and engaged in business at 1357 North Niagara street under the style of the Crystal Mirror Works.

Hopkins—John Tuinhoff & Son, dealers in general merchandise, have removed their stock to Grand Rapids and will continue the business on the West side of the city.

Evart—W. H. Echlin has sold his meat stock and fixtures to John Jackson of Clare, who will continue the business under the management of his brother, Harry Jackson.

Saginaw—The Bancroft Drug Co. has been organized with an authorized capital stock of \$10,000, all of which has been subscribed and 50 per cent. of which has been paid in in cash.

Ishpeming—Emil Lioret and Edwin Nault have formed a copartnership and engaged in the grocery business in the Voelker store building on Main street under the style of Lioret & Nault.

Portland—Fred S. Lockwood, former manager of the Portland Farmers' Elevator Co., will engage in a similar business, July 1, under the style of the Lockwood Produce Co.

Northport—Charles John has sold his interest in the grocery and meat stock of C. John & Co. to Fredrickson & Rogers and the business will be continued under the style of the Market Place.

Ionia—E. N. Krainbrink and C. L. Fuller, both of Detroit, have formed a copartnership and taken over the stock of the Mason Jewelry Co. and will continue the business at the same location.

Birmingham—The Ward & Lehr Co. has engaged in the general plumbing and heating business with an authorized capitalization of \$2,000, all of which has been subscribed and paid in in cash.

Albion—Business men from Eaton Rapids, Springport, Charlotte and Marshall will join with those from Albion in a big picnic at Duck lake, June 27, under the direction of the Albion Boosters' and Knockers' Club.

Battle Creek—The Jury Rowe Co. has been incorporated with an authorized capitalization of \$15,000, all of which has been subscribed and paid in in cash. The company will be complete home furnishers.

Detroit—John Breitmeyer's Sons have merged their florist business into a stock company under the same style with an authorized capitalization

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

Adrian—The retail merchants and the Adrian Chamber of Commerce will join with Adrian patriotic organizations in observing flag day, June 14. A new flag is to be presented to the Adrian company of the Michigan National guard.

Empire—Mrs. Florence Haas, who conducts a general store two miles south of town, lost her stock and store building by fire June 3, when the building was struck by lightning. Loss, about \$10,000, with \$5,500 insurance.

Detroit—The Towar-Ayers Co. has engaged in the automobile, truck and accessory business with an authorized capitalization of \$50,000, of which amount \$25,000 has been subscribed, \$6,000 paid in in cash and \$19,000 paid in in property.

Alpena—Martinson & Stafford and Nowak & Martinson, clothing dealers, have consolidated under the style of Martinson, Stafford & Co. and will open a branch store in Flint, at 512 Saginaw street, under the management of W. T. Stafford.

Scottville—Mrs. Frank Billington has sold her interest in the undertaking and furniture stock of the Billington-Benson Co. to her partner, C. Clay Benson and Rupert Stephens, of Freesoil, and the business will be continued under the style of Stephens & Benson.

Manistee—Albert F. Porter, who conducts a confectionery and ice cream store at Orchard Beach Junction, has sold his store building and stock to Peter Jimos, who will continue the business as a branch store in connection with the Palace of Sweets.

Manistee—Thomas J. Andersen is rebuilding the old Thomas Kenny property, on the corner of Fifth and Sibben streets, converting it into a first-class grocery market, which will be completed about July 1 and placed in charge of Will Andersen, who is now associated with his father in their general store.

St. Louis—Joseph H. Whitney, formerly a merchant of Merrill, died May 6 of heart trouble. Mr. Whitney came to Saginaw county in 1868 and was a life-long Republican. He represented his district in the House of Representatives in 1895-96 and served in the State Senate two terms, 1906 and 1908. A widow, one son and one daughter survive.

Saginaw—Martin A. Kessel, proprietor of a drug store at 2346 South Michigan avenue, paid a fine of \$100 after pleading guilty in the Circuit Court to a charge of violating the State liquor law by selling whisky by the drink. On Kessel's plea that it was his first offense the court assessed the minimum penalty. It was alleged Kessel sold liquor to two police officers on a Sunday recently.

Detroit—A meeting of the stockholders of the Highland Park State Bank will be held June 19 to vote on a proposal to increase the capital from \$500,000 to \$1,000,000. The Bank, of which James Couzens is President, was organized in 1909 with \$40,000 capital. Deposits now are approximately \$18,000,000. At the last bank call, May 1, surplus and undivided profits totaled \$552,831.54.

#### Manufacturing Matters.

St. Joseph—The Saranac Machine Co. has increased its capital stock from \$50,000 to \$100,000.

Detroit—The Roedding Signal Tail Light Co. has increased its capital stock from \$10,000 to \$15,000.

Detroit—The capital stock of the Paige Detroit Motor Car Co. has been increased from \$1,000,000 to \$2,000,000.

Jackson—The Rapid Machine & Tool Co. has engaged in business with an authorized capital stock of \$3,000, of which amount \$2,100 has been subscribed and paid in in cash.

Negaunee—The Italian Co-operative Co. has been incorporated with an authorized capital stock of \$5,000 to engage in the mercantile business and the manufacture of dairy products.

Detroit—The Manufacturers Brass Foundry Co. has been organized with an authorized capital stock of \$3,000, all of which has been subscribed, \$300 paid in in cash and \$1,576 paid in in property.

Detroit—The First Preference Detroit Gray Iron Foundry Co. has been incorporated with an authorized capitalization of \$15,000, of which amount \$7,950 has been subscribed and paid in in cash.

Battle Creek—The Kellogg Candy Co. has engaged in business to manufacture candy and confectionery, with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed and \$1,000 paid in in cash.

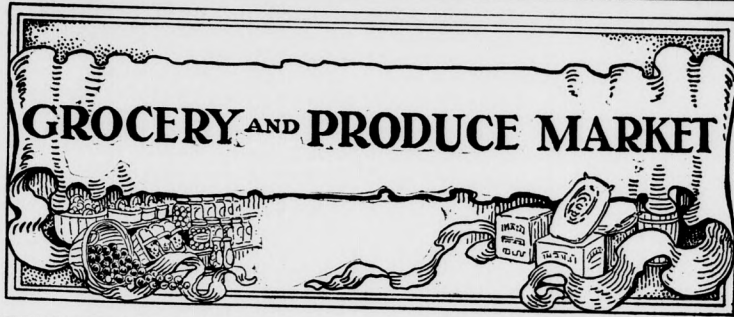
Detroit—The Funkee & Eggert Co. has engaged in the manufacture of office furniture and supplies with an authorized capitalization of \$10,000, all of which has been subscribed and \$2,000 paid in in cash.

Holland—The Home Furnace Co. has been organized to manufacture furnaces and other heating devices with an authorized capital stock of \$100,000, of which amount \$50,000 has been subscribed and paid in in cash.

Hancock—The Houghton County Macaroni Manufacturing Co. will engage in business with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed, \$300 paid in in cash and \$4,700 paid in in property.

Jackson—Work will be started soon on a \$100,000 factory building for the Argo Motor Co., just west of the city. The new plant will have 100,000 square feet of floor space and will be fireproof throughout. It is expected that the plant when completed, will employ 500 workmen.

Whitehall—Charles C. Johnson and son, Louis Johnson, of Muskegon, proprietors of the Johnson Milling Co. have been arrested on a charge of arson. It is alleged that they set fire to the feed and grist mill of their Whitehall competitor, Reed Brothers. The mill burned at night about two months ago, occasioning a \$15,000 loss. The elder Johnson lives within thirty feet of the mill. After the fire copies of newspapers partially burned, but bearing a decipherable address, pieces of clothing, cord wood saturated with kerosene and kitchen utensils were found in one of the elevator pits under the house, and bushels of charred grain.



### The Grocery Market.

Sugar—The market is steady and unchanged, except with the Pennsylvania and McCann refineries, which have reduced their quotations to 7.30c for immediate shipment. Both of these refineries are small concerns and cut little figure in the market. So far as the country goes, it is not estimated to have very much sugar, as hand-to-mouth withdrawals have been the rule, the difficulty in getting barrels not stimulating the movement. Now that the cooperage strike is settled, naturally the refiners will push out granulated on contracts and, in turn, increase melting with the consequent reduction on the supplies of raws. It is significant that the pressure of second-hand sugar is less in evidence. The better feeling in the trade is due to various causes. Refining interests point out that there is a confident undertone due to the market having gone through four weeks of dull trade without any material reaction, sellers feeling that refiners, having bought very little sugar for last half June shipment and practically nothing for July shipment, are in a position where they must enter the market as buyers very shortly. Furthermore, it is thought that the British Commission, not having bought refined sugar for July or August shipment, will also come into the market in the near future. Some time this month the domestic trade will also show a disposition to increase purchases, as the contracts on which they have been working recently are being steadily reduced. The hope is, of course, that all this buying will come at one time and develop a strong market, which it is suggested, is quite within the range of possibilities. Certainly sellers have handled their position well and, having passed the dull period in May, have reason to look forward with more confidence to developments in June.

Tea—The situation shows no change, there being merely a small routine movement covering pressing needs of the distributors. It is evident that they are inclined to wait for further developments in the Far East, where the news has been less favorable of late. This applies more particularly to Formosa, which is not bearing out the early sanguine predictions. There has been a reaction in this primary market until 17c is reported quoted for shipment teas. The quality, however, is reported poorer than last year. Locally, the light stocks prevent much readjustment and fairly steady conditions prevail. It is figured that the supplies will not much more than last until

the new teas arrive freely. Spot holders are maintaining quotations as a rule. The Hankow situation is still firm, especially for the medium grades. The Russians are doing the buying, as the American importer cannot see the advisability of purchasing in competition at prevailing prices. Standard Congous at last accounts were 19c in the primary market. India-Ceylons are steady, the cables the past week being sustained in tone, both at London and Colombo. The consumption keeps up well and prevents much accumulation of supplies.

Coffee—Prices show no change, although the fact that they are being still maintained in the face of the dullness is in itself an evidence of strength. All grades of Rio, Santos, Milds, Java and Mocha remain unchanged on last week's basis.

Canned Fruit—Hawaiian pineapple continue to be the topic of interest. Whether or not there is a combination among packers has not been fully demonstrated, but there is a strong suspicion in the trade that such is the case. At least one of the largest buyers who hitherto has refrained from placing orders in the expectation of obtaining their supplies at prices somewhere near the low figures of last year is now understood to be dividing his business around at the market. Buyers naturally desire to purchase at as low a figure as possible and if there is any loss to the seller it is the latter's lookout. Nevertheless any attempt on the part of the seller to protect himself either by a combination or otherwise immediately arouses the antagonism of the buyer. It is claimed that the packers have kept within the law, but it is regarded as a distinct hardship that an attempt to market their product at a profit instead of at a loss should bring them under the ban of suspicion, while growers may take precisely the same steps for the same purpose without fear of molestation. As to California fruits, there is considerable talk of discounts, but so far it has been impossible to discover any actual transactions that have involved greater than 5 per cent. on the opening prices, with quantity the chief consideration.

Canned Vegetables—The tomato market is steadily maintained, with a quiet demand. Corn is steadily growing firmer and higher prices on practically everything are likely. Peas are dull and unchanged. Asparagus is firm, with light offerings, while other vegetables are meeting with a moderate demand.

Canned Fish—While packers' representatives declare there has been a

good demand for Columbia River salmon the larger buyers declare that they have not as yet placed orders for any considerable amount, but have merely covered their necessary requirements. The fact that prices opened on the same basis as previous year and that there is no shortage of supply has given a stability to values which renders it unnecessary for buyers to anticipate their requirements. In other words, as long as supplies are ample and value steady they need not do more than replenish as circumstances dictate. There is, according to present advices, a rather light run owing to high water in the Columbia River, but the after effect, it is said, will be to furnish all the fish that the canners can handle. The tuna fish situation has become one of unusual interest. The trade not only here, but on the Pacific Coast, is suspicious of a combination, and while there is no one here who will openly declare his intention of asking Washington to begin an investigation under the anti-trust law, it would not be surprising if some such move were made. Packers declare the whole proposition to be ridiculous and unworthy of a moment's serious attention.

Dried Fruits—Whether or not packers have succeeded in buying back all their outstanding contracts for future apricots cannot be determined, but it is known that serious attempts have been made and that as high as 12 $\frac{3}{4}$ c has been paid for cancellations representing on their face losses of 2c or more a pound. These losses, however, are largely on paper at the present time, and this action has been considered a shrewd move on the part of packers. If the crop will prove to be only 10,000 tons it would naturally mean higher prices in any event. With growers having organized and arbitrarily fixed \$60 a ton as a selling price for the crop or threatening to dry them themselves and sell on a 15c basis, means packers must either take some definite action or stand material losses on contracts already made. Hence by buying back such contracts they are free to make new sales on the higher basis and thus place buyers in a position of having to come to terms if they want the apricots. Peaches are also firmer, but as the crop is not likely to be reduced to the small compass of the apricot crop there is not quite so much anxiety displayed by those involved in the actual merchandising of the fruit. Growers are well organized, however, and if they hold together prices will be on a higher basis. There has been no material development with reference to either spot or future prunes, except that the former are firmer, with considerable difficulty in naming a market quotation. Raisins are stronger in tone in sympathy with the high prices quoted for currants in the expectation that there will be an increased demand because of the exorbitant prices named for 1916 currants. So far, however, there has been no further move by the Association.

Cocoa—The figures for imports of cocoa to this port show that the war is still causing the pressure to fall upon the United States, the arrivals

being very heavy since the beginning of the year—according to the compilation of Frank G. Alden—678,415 bags, as against 668,291 in 1915 and 581,770 in 1914. The big factor in the above aggregate was the movement of African with 231,934 bags, Bahia accounting for 115,869 bags and Trinidad 98,893 bags.

Rice—The demand of late has been disappointing and some shading of prices is reported, although, on the whole, the prices are well sustained, the statistical position being considered as warranting hopefulness. New Orleans advices state that quiet again prevails in the market. Few sales are made on account of scarcity of supplies of both rough and clean, and no shipments of clean rice reported.

Cheese—The market is steady at a decline of  $\frac{1}{8}$ c, due to the increase in make and the decrease in export demand. The consumptive demand is good, considering the high prices. The make will increase as the season proceeds, and if there is any further change in the near future it will likely be a slight decline.

Provisions—Everything in the smoked meat line is firm and in moderate demand at an advance of  $\frac{1}{4}$ c. Pure lard is steady and unchanged. Compound lard is firm at  $\frac{1}{8}$ c advance. Barreled pork shows an advance of 50c, with a moderate demand. Dried beef and canned meats are unchanged and steady.

Salt Fish—Stocks of mackerel are reduced to a very low point and holders are simply getting all they can. Anybody who wants mackerel is paying the price without a complaint. The only sign of the new season is the offering of new Irish mackerel at around \$18 in a large way, which is about \$6 above normal. There are no takers as yet, but there will be. Cod, hake and haddock are du' and unchanged.

The Danbury hatters who have to pay a judgment of \$252,000 obtained against them in the Loewe boycott case, lack \$177,000, and Samuel Gompers is appealing to trade unionists who have not already done so to contribute one hour's pay on June 15 for the relief of the Danbury hatters, who will lose their homes unless they settle. The hatters were upheld in their boycott by members of trade unions and they look to them for aid in paying the judgment. Those who contributed one hour's pay on January 27 raised \$132,138.55, but every trade unionist is expected to offer his contribution and many have not done so.

Morenci—The Wakefield State Bank which has the distinction of being the farthest South of any State bank in Michigan, being on the Ohio and Michigan line, is erecting a new stone and brick banking home, with complete modern equipment, to be finished September 1. It will be one of the fine bank structures of Southern Michigan.

Heman G. Barlow, who has dedicated the past dozen years of his life entirely to the service of the public, is seriously ill at his home on Lyon street.

## UPPER PENINSULA.

## Recent News From the Cloverland of Michigan.

Sault Ste. Marie, May 5—With the passing of James A. Hough, of Ozark, May 25, ends the career of a prominent business man. News of the death was received with much sorrow among the numerous travelers who called on him for many years at Ozark, where he was interested in a large stone quarry and other industries. Mr. Hough was well and favorably known throughout the community and had many friends who mourn his demise. He leaves to mourn his loss a widow, three sons and two daughters, also two brothers. The three sons were engaged in the business with their father and will continue in same.

Mr. and Mrs. W. H. Closser and son, who have been spending the past winter in Miami, Florida, where Mr. Closser had charge of the Soo Grove Company's holdings in that district and supervised the planting and harvesting of large crops of tomatoes, string beans, potatoes and cucumbers, have returned to the Soo, where they expect to remain. Mr. Closser reports a delightful time and enjoyed the change. Nevertheless, he is glad to get back to the Soo, which always holds the preference as a good town to live in. Their many friends are pleased to welcome them home again.

Mark Shafer, the representative of the Soo Woolen Mills, made an auto trip to Cedarville this week and reports the roads being somewhat heavy after the last rain, but this did not keep him from booking a very satisfactory business in his line. Mark is a popular member of the Soo Commercial Travelers' Association and reports an amusing incident a short time ago in making one of the towns in his territory situated near the hills of a very picturesque scenery. This being Mark's first visit around the hills, he was being shown around by the old Scotch guide whom he chanced to meet, and during the conversation of the two the guide asked Mark, "Did you ever hear about the echo here?" "No," replied Mark. "Well, just shout two bottles of whisky," said the guide. Mark did as requested and after waiting for several minutes, he turned to the Scotch guide and said, "But I did not hear any echo." "Maybe no," chuckled the Scotchman, "but here's the lassie comin' w' the whisky." Of course, Mark don't drink, but he could not help making a record of the cunningness of the old Scotch guide who came nearly putting one over on Mark.

Chambers Bros., pioneer merchants of St. Ignace, have been making extensive repairs in the interior of their store during the past few weeks. The entire place has been repainted and decorated and new electric lights installed which gives the store an up-to-date appearance and speaks well for the enterprising firm.

"A good many articles of daily need are short in supply, but no shorter than we are of the supply of stuff to buy them with."

John Hotton, one of our pioneer butchers, who retired about five years ago to try farming at Hilton, was a business visitor here this week renewing old acquaintances and getting ready to start in business at Marksville, Ont., where he will be the senior member of the firm of Hotton & Co. Mr. Hotton is well pleased with his new location and expects to make a success of the new venture. He will be located in the heart of the stock raising district of St. Joseph's Island. The new firm expects to make a specialty of wholesaling meats to the Canadian Soo. Mr. Hotton, being an expert sausage maker, is installing sausage machinery and will soon be in a position to supply the Marksvillites with the famous brand "Just rite sausages."

The D., S. S. & A. Railway had its troubles last week, owing to two washouts, one at Kenton and the other at Marquette, in the railroad yards. Several trains had to be cancelled on that account. The washout at Marquette was

the worst in the history of the company and almost washed away the entire yards. The traveling fraternity has been making slow progress in the washout districts, but the boys are all smiling again and everything is now in fine condition.

The Knights of Pythias are all in readiness for their convention which is to be held here next week. Boat rides, auto trips and social sessions, with many other attractions, are planned for the visiting Knights and from all accounts this will be the best ever.

The many friends of Judge John A. Couch, who died at his home at Bellevue, Ont., are pained to learn the sad news, as he was one of our former esteemed citizens and dearly loved by all. Judge Couch was born in Pittsburg, near Old Fort Duquesne. He was educated in the Western University of Pennsylvania, the University of Michigan and the Cincinnati School of Law. After his graduation from the latter school, he accepted a chair as Professor of Law in the State University of Bloomington, Indiana, which position he resigned to go to New York and assist in compiling and editing a new encyclopedia. He came to the Soo to practice law in 1897 and in the fall of that year he was the successful Republican candidate for Prosecuting Attorney. When the State Legislature of 1901 amended the Soo charter and merged the three offices of justices of peace into one, Judge Couch was appointed by Mayor Stradly to fill the office until the following spring, when he was elected justice of the peace and filled a four year term. He was one of the best known men in Cloverland. He leaves to mourn his death a widow, his mother, two sisters and a brother, all residing at Bellevue.

George Jeffery, the retired traveling man, now residing at his summer home at Sailors Encampment, was a business visitor here last week, accompanied by his wife, having returned from Detroit to occupy their cottage during the summer at the Encampment. Mr. and Mrs. Jeffery are both improved in health and their many friends are pleased to see them back again.

Ed. Reidy one of our well known local grocers, who has been enjoying a much needed vacation for the past month at Madison, Wis., has returned and is again at the old stand, much improved in health and spirits.

Bert G. Goetz, our promising young lawyer, is certainly making good during his short period of practice. Mr. Goetz delivered the Decoration day address to the Grand Army of the Republic at Riverdale cemetery last Tuesday, which was considered a masterpiece by the older heads. His exceptional ability as an orator and the spirit in which the address was given won great credit and was much appreciated by the large attendance.

The Soo police force have certainly been getting a move on during the past week, enforcing the traffic rules. Strict regulations regarding keeping to the right in turning the corners are being enforced.

W. C. Sutherland, ticket agent at the union depot, is enjoying his annual vacation at Detroit. Mr. Sutherland is one of the few who is never missing from his duties. He has the reputation of never getting excited while performing his arduous task in handling the rushing business at the ticket window at all times, and he has made a reputation for the company at this point.

The Soo Woolen Mills has taken over the old Pickford Woolen Mills and expects to resume operations in the latter plant within the next month. W. D. Clark will be superintendent of operations at Pickford. If the latter makes as rapid strides as the home concern since its organization, Pickford will have a plant to be proud of and a credit to the community.

E. J. Jaka, of Omaha, Neb., arrived in the Soo Monday, after driving nearly the entire distance in a Studebaker six cylinder car. Mr. Jaka shipped his machine here from Newberry on account of the heavy rains last week which made

the roads impassible East of Newberry. He covered the distance between Omaha and Newberry in eight days and says the only poor road he encountered was near Gladstone.

Max H. Ephriam, President of the Home Decorating Co., of Chicago, is here with a large force of assistants, decorating the business blocks for the Elks State convention. They expect to have the court house, city hall and armory decorated in time for the Knights of Pythias meeting to be held Thursday, Friday and Saturday of next week, and from all appearances the city will show off to good advantage with her glad rags on.

Manistique received quite a blow when the plant of the Manistique Handle Co. was destroyed by fire last Monday night. The buildings, contents and stock are a total loss. The damage is estimated at \$35,000, with insurance of \$23,000 on buildings, machinery and stock. The stockholders consist of a large number of prominent Manistique business men and it is expected that the plant will be rebuilt as soon as possible, which heretofore gave employment to about fifty men.

Joseph Connelly, the well-known merchant at McCarron, has purchased the building just across the way from his store and put in a first-class blacksmith shop to care for the needs of the farmers in that vicinity. Mr. Connelly is one of the industrious merchants coming fast to the front. He is also postmaster. Being a hustler, his future success is assured.

The Lincoln Chautauqua System is again to visit the Soo this year, the visiting dates being announced for Aug. 1 to 6, inclusive. From all accounts it will give an exceptionally interesting programme. It was a great success last year and a still greater success is looked for this year. William G. Tapert.

## Delegates and Alternates.

The following members of the U. C. T. are delegates to the Supreme Council to be held at Columbus June 27, 28, 29 and 30:

W. S. Lawton, Grand Rapids.

F. J. Mautier, Detroit.

E. A. Welch, Kalamazoo.

M. G. Howarn, Detroit.

A. T. Lincoln, Hillsdale.

A. G. MacEachron, Detroit.

The following alternates:

John Q. Adams, Battle Creek.

Wilbur S. Burns, Grand Rapids.

John A. Murray, Detroit.

John D. Martin, Grand Rapids.

Geo. B. Craw, Petoskey.

H. E. Vasold, Saginaw.

The Supreme Council pays the expense of the delegates. The Grand Council voted to pay the expense of the alternates, so that Michigan will have twelve votes in the Supreme Council this year.

## Food Officials to Meet at Detroit.

The dates for the annual convention of the National Association of Food, Drug and Dairy Officials are likely to be August 7-11, and the sessions will be held at Detroit, although no official statement to that effect has been made.

The Merchants' Association of New York is making a strenuous effort to persuade the delegates to hold their 1917 convention in that city. The Convention Bureau of the Association has mailed strong appeals to the officials and furnished delegates with descriptive material of New York and its attractions and is understood to have considerable encouragement from the officers of the Officials' Association of the selection of this city for the next session.

## DETROIT DETONATIONS.

## Cogent Criticisms From Michigan's Metropolis.

Detroit, June 6—From the Traverse City Record-Eagle and not from our own "biased" pen we learn "The Detroit travelers were on the job and made their presence known," or words to that effect.

Traverse City did itself proud and as predicted in these columns none who were fortunate enough to have made the trip have the slightest cause for regrets. No city in the State is surrounded by such beautiful scenery and many points of interest. The climate is delightful. The only source of regret that one might arouse is that the convention could not be held during the fruit season.

The fish supper served at the fair grounds made a decided hit with the conventioners. Big Mike Howarn who insisted on doing the waiter act enjoyed the sensation of forcing the protestant assemblage to dine on the denizens of the aquatic circle—the big feed being held on Friday.

In spite of the splendid showing made by the Bagmen of Bagdad in the parade, Cadillac Council carried off first honors in the shape of a monetary prize. Cadillac Council is rapidly gaining distinction as one of the liveliest in the United States. Eliminate it and there would still be a convention but only an ordinary one.

Walter Burgess was in attendance with his bride of a few days, formerly Miss Olena Hermansen of Ludington. Walter, who is a Major in the State Militia caused some comment when he attempted to drill a squad of women which included his bride, performing the deed with the aid of a small sword. The regular henpecks allowed as how the proper way to drill a bride was with a small elm sapling.

Detroit is proud of the newly elected Grand Counselor Fred J. Moutier, one of the grand old members of the U. C. T. That the conduct of the office will be carried out with honor and fearlessness is a foregone conclusion.

Any order that claims its tenets are founded on temperance should not cater to the saloons for advertising. What is fair for the goose is fair for the gander.

Old convention memories were screamingly revived when Wilbur Burns drove a spirited war (time) horse hitched to a pioneer rig, in the parade with a cage mounted high in the air. Within the cage was a large live blue goose. A placard on the outside read as follows: "Where is Charlie Wheeler." The highly tinted goose was later shipped to the venerable Charles.

The Grand Rapids Bagmen are some reachers when it comes to bringing in members. M. Warde, member of Savannah, Ga. Council, 336, fulfilling all necessary requirements that entitled him to full benefits of the rapidly growing order was enrolled. Mr. Warde represents the Durham Duplex Razor Co. of New York and at the present time is making his headquarters in Chicago.

The convention resembled a miniature Chicago convention. The close vote between A. W. Stevenson of Muskegon and H. D. Ranney of Saginaw should entitle the former to much consideration at the convention in Bay City next year. Both Mr. Stevenson and Muskegon Council are entitled to recognition by members in this State. So far as ability is concerned Mr. Ranney will make an ideal officer.

The parade was pronounced by many the largest of its kind ever held in Traverse City.

Owing to the distance many of the Detroiters traveled wifeless and enjoyed themselves in spite of the handicap. E. J. Rine was one of those who graciously accepted his wife's attentions on the trip and both confided to the writer that they had a



magnificent time. One is sometimes led to believe that stories of married life we read are not always true.

After the grand ball Friday night a banquet was tendered the members and their wives by the entertainment committee of Cadillac Council. Martin Reed as chairman of the committee, as usual, received and deserved a great deal of praise for the manner in which the affair was carried out.

The only head broken during the convention was committed by Big Jack Murphy who led the fife and drum corps through many and devious passages in the city. The drum head collapsing under his vociferous pounding. The repair bill on a broken human head, it is sadly reported, would have cost no more.

One of the really humorous events was the holding of an Irish wake. The ceremonies being under the direct supervision of a Rabbi of genuine Hebrew parentage. The alleged corpse was born in the Emerald Isle.

Another signal honor was accorded Cadillac Council when C. C. Starkweather was unanimously elected delegate to the Worlds Salesmanship Congress to be held in Detroit in July. President Wilson has agreed to speak at one of the sessions. The Congress, one of the greatest ever held will be attended by some of the most prominent speakers in the country.

Probably the highest honor ever bestowed on a Michigan member of the United Commercial Travelers was that given Supreme Counselor Frank S. Ganiard of Jackson, when he was elected without a dissenting vote, a life delegate to Grand Council meetings.

William Wallace, who makes his headquarters in Traverse City, but professes allegiance to Grand Rapids Council, owing to his size, or rather lack of size, was the last, in line with the uniformed Grand Rapids marchers. Bill is noted for his neatness of dress but the writer discovered that his tidiness and care does not extend to his

dress only. Before going on the road his mother presented him with a Bible. Such care has he given the present that the closest inspection last week did not reveal a mark on it.

L. N. Thompkins, member of the Grand Executive Committee, was unable to attend the convention owing to illness.

For vanquishing the baseball teams of the various councils in the State for three consecutive years, the Kalamazoo boys proudly bore the trophy, a huge loving cup, through the crowds of admiring villagers and jealous members of the opposing teams.

The U. C. T. patrol made numerous "hurry up" calls while the U. C. T. judge did "fine."

For many years we have admired "Ernie" Welton of Muskegon for his honesty but his standing is now four below zero so far as the Detroiters go. He made the trip to Traverse in his auto and entwined around said auto was a large banner with the following words inscribed: "Muskegon the livest city in Michigan."

A fish dinner given on Thursday night to members of the Grand Council and presided over by city officials, was one of the many side entertainments accorded the visitors.

The convention is to be held in Bay City next June. The geographical location of that city together with the success of the convention this year should bring out a greater attendance than in Traverse City. The publicity should also be the means of increasing the membership of the order during the coming months.

Editor Stowe donated a hundred copies of the Tradesman, they being equally divided between both hotels. More publicity has been given the U. C. T. through the columns of the Tradesman than all other publications combined.

Another demonstration of the liberality of the Detroit contingent was given when the day after they gave up their

quarters at the Hotel Shilson a "For Sale" was tacked on the building.

One of the most impressive parts of the parade was a number of boys dressed in white carrying a banner with the words: "We are the coming U. C. T."

A. G. MacEachron of Detroit was presented with a Past Grand Counselors jewel and cap in recognition of his six years service as member of the Grand Executive Committee. Mark Brown retiring Past Counselor was also presented with a jewel and cap.

One of the familiar noises of all Western Michigan conventions in evidence was "Wallie" Wendell. Wallace is not a member of the U. C. T. but is always a welcome guest.

Herman Vasold of Saginaw was the oldest member in attendance, having passed the eighty-second milestone of his career. Mr. Vasold was Secretary of Saginaw Council for a number of years. Until a few years ago he represented a wholesale dry goods house in Saginaw.

An evangelist was holding forth in Traverse City during the convention. Sadness no doubt flitted o'er his frame when he compared the spending propensities of his congregation with those of the conventionites.

To mention the names of any member of Traverse City Council for the meritorious service they performed in connection with the convention would be doing an injustice to the others. Everyone seemed to be doing his best to make the gathering a memorable one—and they succeeded. The success following their efforts should do much toward reviving interest in future conventions.

James M. Goldstein.

The Grand Rapids Tailoring Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

### The Cream Skimmer.

From time to time The Merchants Journal has remarked upon the growth of the jitney business. The thing has now begun to swing the other way. While to all appearances, the jitneys are as strong as ever, and in Topeka alone are said to be taking \$150 a day out of the street car company receipts, there is gradually growing a public prejudice against the unorganized and irresponsible jitney traffic.

Not only is the average jitney driver judgment-proof in case of accident, but the character of the jitney driver is an unknown quantity. One of those driving a Topeka jitney was recently arrested for devoting his evenings to the interesting sport of safe-blowing. The women-folks of Topeka are beginning to whisper to each other that it is better to ride in the street cars.

After all, it is the street railway system which the town really needs. The jitney is a convenience to people on paved streets, perhaps, but it would be foolish for the people of any town to allow the street railway service to be crucified by jitney competition.

In a few more years, the jitneys will have to do several things. They will probably have to come under much more stringent city inspection and regulation, and they will probably have to pay a bigger fee for the privilege of using the streets. The jitney is a great deal like the "fly-by-night" merchant. Its purpose is to rush in and skim off the cream of the business without assuming any of the responsibilities and expenses which the legitimate merchant assumes.—Merchants' Journal.



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

### Barney says—

*By Golly! when I look back to doing business in the old three story building, and now to think we occupy over 80,000 square feet filled with goods, I realize that this Company's business has grown very fast, and I believe our GOOD GOODS, PROMPT SHIPMENTS and FAIR TREATMENT have made this possible.*

## WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS

# MICHIGAN TRADESMAN

(Unlike any other paper.)

DEVOTED TO THE BEST INTERESTS  
OF BUSINESS MEN.

Published Weekly by  
**TRADESMAN COMPANY,**  
Grand Rapids, Mich.

### Subscription Price.

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

Five dollars for six years, payable in advance.

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

Sample copies 5 cents each.

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

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

June 7, 1916

### DRAINING THE COUNTRY.

It is a grievance of some of our business men that the war is draining the United States of large quantities of valuable material and threatening us with such a shortage as will prove damaging to us in the future. One naturally thinks in this connection of iron, copper, petroleum and several other useful commodities of the primary sort. Nor is this a trivial matter, for estimates have been made from time to time of the supply of such substances in this country which really looked threatening. Even so new a field as the iron country of the Lake Superior district has been exhausted at certain points. Many mines that a few years ago were yielding handsomely are now abandoned holes in the ground. The copper supply has caused no such anxiety, as new sources of production are discovered from time to time and some of the fields now operated appear to be practically inexhaustible. Years ago it was feared that our supply of petroleum would give out, and indeed it has in certain areas, but still greater supplies have been found at other points. There is some real reason for fearing a shortage of iron and coal.

We are supposed to be getting an equivalent for these things, exported commodities. It comes to us in the form of gold, which will buy merchandise of any kind in any part of the world whenever we may want it. We also get ownership of great quantities of American securities shipped across from Europe, which indeed does not conserve our physical supplies but simply replaces control of them in our own hands.

The regrettable thing about this waste of valuable material is that largely it is actual waste without any compensation, that it is used to destroy human life and stop human production. When wheat is consumed it creates human vigor many times the value of the food that has been used up. When we send guns to Europe we destroy not only the metal in the guns but the lives of men which those guns were created to destroy. It is a bitter thing not for us alone but for all mankind.

There is this comfort so far as concerns mere waste of material, that this earth has exceeded our expectations in its provision for our wants.

Its stores of material are so great that one cannot grasp the length of time that would be required to destroy them, and when there is a shortage of a given material human ingenuity finds some substitute. What would we have done for paper if the spruce and the birch tree had not been called upon to help us out?

Then we must resign ourselves to the inevitable process of creation and destruction. That is the normal course in the works of nature, in the creations of man and in the history of man's own body. We can have only our little play with these things as we pass along. Meanwhile no normal person can be immune from sorrow at the destruction of material, whether inert or human, that is now in progress in Europe.

The triumph of Louis D. Brandeis, the Boston lawyer, in the confirmation of his nomination as a Justice of the Supreme Court by the United States Senate is sufficiently great to be satisfactory to any reasonable man. The vote was 47 to 22. The objections to Mr. Brandeis were of a serious character and were presented to the Senate committee by some of the most widely known and responsible men in this country. So great was the opposition that a man of ordinary sensitiveness would have insisted on the withdrawal of his name. To such withdrawal the President probably would not have given his consent. He went so far as to demand confirmation by the members of his party. Coercion appears to have been used to the fullest extent. So far as intellectual qualifications are concerned, unquestionably Mr. Brandeis is fit—indeed he is exceptional in that respect—but many acts of his life are held to indicate that he is not altogether loyal to the ethics of his profession. He is now a Justice of the United States Supreme Court and is entitled to the respect due that lofty position; but few can accord him such distinction without loss of self respect.

The promotion of Claude T. Hamilton from the position of Secretary to Fourth Vice-President of the Michigan Trust Company is a worthy honor, worthily bestowed. Mr. Hamilton has been connected with the Trust Company ever since he was a very young man and has so thoroughly familiarized himself with every department of the institution that he could take up the work anywhere and carry it forward to a successful conclusion. Like the esteemed President of the Company, he is a man of vision, with giantlike genius for organization, construction and promotion and he also possesses the poise and patience which characterize the man of breadth and strength. His iron will, irresistible determination and tireless toil have enabled him to take front rank among the trust officers of the country.

It keeps some men so busy telling what they are going to do to-morrow that they haven't time to do things to-day.

Poverty is one of the crimes for which a man is sentenced to hard labor for an indefinite term.

### GOOD WORKING CONDITIONS.

A world inured to the European horror looks with mild interest on an uprising of the laboring classes in this country, which formerly affrighted capital and disturbed the sleep of the ordinary citizen. It is almost with a sense of relief that one hears of employes in harvester works, steel works, etc., leaving their places and indulging in riotous proceedings, for this is only a mild demonstration of human resentment. One hears even with amusement that the "white wings" of Chicago are in rebellion against \$2.25 and aspiring to \$2.50, when we know that these children of sunny Italy will soon go back to their native towns and exploit themselves as nabobs out of the money won in the golden West. One learns, too, with mild amusement the union tailors of a certain city have really gotten mad and are going to abjure the goose. Then the humbler workers in the clothing trade are going out to the number of a hundred thousand or more. The calloused citizen is tempted to say let them go. Our civilization is getting too advanced, too complicated. Formerly we wore no clothes but had hair provided for us by nature, and there are those among us who are urging mankind to revert to that condition and thus be quit of many inconveniences and also be conveniently released from the operation of moral law. That cannot be, but in view of the agonies across the Atlantic we may almost look upon our sufferings, even to the point of quiet starvation, as trivial.

Yet these clothing workers ought to have more money and less hours. There has probably been as much unexploited suffering and negative and useless existence among pliers of the needle and as little credit for what they have achieved as in any other class of workers. A lady covers herself with the waist and skirt of respectability thinking not of the labor and the want that are represented in the manufacture of those articles. In the little rooms and the factories where these goods are made are men with bodies and intellects cramped, dwarfed and distorted by the exactions of their work, women with eyes unexpectant and expressionless, lips ilmp and speechless, lines of face cut deep and vertical and lungs little used.

This country has confronting it questions of momentous importance connected with its foreign relations, and they must command the best ability we have, but back to our domestic questions we should go as speedily as possible. The greatest Americanism is that which will make the best Americans. Good working conditions should be provided for everybody that works, no matter what the cost may be to those who purchase the products. A little less money spent by each well-to-do person for elegancies would produce a great fund for those who create the commonplace comforts of life. The weak men and women of our country are as great a danger to us as the strong men of Germany who hold a hostile attitude toward us and who threaten this country with invasion as soon as they recover from their present war against civilization and democracy.

### CARROLL TO BE COMMENDED.

Police Chief Carroll is to be commended for his announced determina-

tion to prevent any more carnivals and street shows in Grand Rapids on account of the nasty features which accompany such exhibitions and the demoralizing results they leave in their trail. The recent show held under the auspices of the trades union and the exhibition given last week under the auspices of the Moose organization furnish fresh instances of the undesirableness of such carnivals of license and vice. Now that Mayor Ellis, who was the especial champion of carnivals and street fairs, has been relegated to obscurity, there is good reason for believing that Grand Rapids will no longer be disgraced by exhibitions made up largely of depraved men and unspeakable women.

It is the duty of every good citizen of Grand Rapids to hold up the hands of Mr. Carroll in his efforts to rid the city of these pests and plague spots in the future.

### PERPLEXITIES OF TRADE.

The Michigan merchant is puzzled at the increasing prices of goods and wondering what will be the effect on buyers. It is realized that the average family is able to get along with much less than it is now using, and that if the prices go much higher, it may be difficult to maintain the recent volume of trade. Fall stocks will therefore be purchased carefully, and the merchant will feel his way. Just now he is playing a waiting game. That this will tend to maintain a moderate tone in trade for the next sixty days is probable, especially in view of the uncertainty regarding outcome of harvest.

Closely connected with Verdun is the long-expected Allied offensive which has failed to come off. As the French were battling desperately around Verdun without the sign of a general movement by the British army, observers were driven to the conclusion that British immobility was part of the Allied design, and that it would be Joffre and not the Kaiser who would fix Sir Douglas Haig's schedule. To-day the signs are that the British have not moved because they are not ready, and that they will not be ready for weeks to come. For the task that confronts them is a formidable one in the point of numbers. If the German line in Flanders or Belgium is to be broken, it must be done by a British force outnumbering the Germans perhaps three to one, by an avalanche of men that shall discount even such mistakes as those at Neuve Chapelle and Loos, a flood that shall engulf barb-wire and fortifications which the preliminary artillery may have left intact. Great Britain must move forward with a minimum of two million men, and that number she has not now in the field, nor will have for some time to come if one may argue from the tone of the debates in the House of Commons. This offers us one explanation for the persistent German hammering at Verdun. The purpose is either to force a British attack with inadequate numbers, or, if the British insist on waiting, to shatter the spirit of the French before the British come up with overwhelming numbers.

## GOOD ROADS.

## Relation They Sustain to the Retail Merchant.\*

The subject assigned me for discussion to-day is "Good Roads and the Retail Merchants."

For many years I have discussed the good roads question in all of its phases. I am never asked to deliver an address of this kind without continually asking myself the question, What more can I say to the men of Michigan than I have already said upon this subject and in what new clothes can I attire it to make it more attractive and interesting?

The devotion of the American people to the subject of road construction during the past few months is incentive enough to any man who has been so long in the harness to say something at such a time and upon such a subject and to such a gathering of men that can not fail to be of interest.

Necessarily my subject to-day appeals to the commercial side of road construction. It is an old saying that when a man's pocketbook is touched he is aroused as in no other possible way. The day of the new awakening has come at last. Men everywhere begin to understand the tremendous loss and the uncalled for sacrifice which we have endured these long days of waiting by reason of our neglect to properly care for our public thoroughfares. This new awakening has come with a tremendous impetus.

The thought uppermost in my mind is and has been of late, How shall we meet the situation and make the most of an awakened public conscience? The new method of transportation in part is responsible for the wonderful interest which is being taken in our highways. Of late the people have commenced to understand as never before that in solving the question of preparedness we must take into consideration the question of building up the thoroughfares of our country in order that we may properly transport our army and the necessary ammunition and equipment to properly take care of them. Congress has taken this matter in hand. Almost unanimously the House passed what is known as the Shackelford bill, making an appropriation of \$25,000,000 annually to be expended by the Secretary of Agriculture in the construction, improvement and maintenance of roads to be used in the transportation of interstate commerce, military supplies and postal matter. This bill passed by an overwhelming majority.

The Senate, not content with this appropriation, passed an amended bill appropriating \$75,000,000. The act is entitled "An Act to Promote Agriculture, Afford Better Facilities for Rural Transportation and Marketing Farm Products and Encourage the Development of a Better System of Improved Highways." This tremendous appropriation and the responsibility of its accomplishment and great purpose are vested in the Secretary of Agriculture on behalf of the United States to expend the sum in the construction and the improvement and maintenance of roads which may be used in the transportation of interstate commerce, military supplies and postal matters.

\*Address by Hon. Phil. T. Colgrove, of Hastings, before Retail Merchants' Congress.

In the discussion of the bill many of the senators gave utterance to patriotic expression worthy of the occasion. Senator Underwood, of Alabama, among other things, said: "It has been said here in debate that the states themselves are building good roads; that there is no necessity for the Federal Government to intervene; that there is no requirement for Federal aid. Well, that may be true in some of the great, rich states in America; but even in those states it has been found that the state must grant aid, because there are poor communities in those states which cannot bear the burden of carrying the roads through those communities and they must have the aid of the state in order that the roads may reach the marts to which commerce is going. The same is true as to the Nation. There are many states and many communities in which, without aid from the National Government or the state governments, it would be impossible for them to construct roads. If your roads are not going to be continuous and go through poor communities as well as rich ones, they will be of little value."

Senator Gallinger, of New Hampshire, the minority leader, thus declared himself: "Personally, I am strongly in favor of the bill the Senate committee has reported, as compared with the bill which came to us from another body. I want to give one further word of admonition, if I may be permitted to do so, and that is, if Senator Bankhead's bill is passed in the form substantially in which it is reported, I trust, when it goes to conference, the Senator, with his well-known strong personality and influence, will see to it that we do not have a bill sent back to us from conference which provides for building dirt roads all over the country. If such a bill comes back, some considerable time will be consumed, I assure the Senator, if some of us are alive."

Senator Harding, of Ohio, said in part, after having explicitly stated that he would support the pending measure, put forward this frank viewpoint: "Much of this good-roads talk is of rather a far-fetched character, so far as the name is concerned. I do not hesitate to say to the distinguished chairman of the committee that we are not appropriating this money to encourage the building of postroads. Out in Ohio we call them market roads and we do not mean anything seriously by that. The truth about it is that the good roads movement is the reflection of the automobile age. We are building highways because humanity is on wheels nowadays and roads must be built to meet the requirements."

Senator John Sharp Williams, of Mississippi, in a typical address concluded with the following: "All the roads of Rome were strategic roads and commerce grew upon the road, so that the road was the cause of the commerce rather than the existence of the commerce the cause of the construction of the road. With us we have not only the strategic military reason, which is National—the interstate commerce reason, which is National; the post-road reason, which is Federal—but the other reason which I have mentioned, which is educational. In addition to that, we have the economic reason. It is true

that there can be no interstate commerce of any great power unless there be good roads for a local commerce forming connecting links upon which the interstate commerce is founded, nor can there be any great international commerce except for the intrastate commerce of the various countries which form the family of nations."

I have quoted from the remarks of the various senators for a purpose. Especially have I quoted the language of Senator John Sharp Williams, because he has enlarged upon the subject assigned me to-day. He tells us that there can be no interstate commerce in great powers unless there be good roads for a local commerce forming connecting links upon which the interstate commerce is founded. Nor can there be any great international commerce except for the intrastate commerce of the various countries which form the family of nations. We are all an integral part—a unit in a great system and a great plan.

We all recognize the fact that the average city and village in our State could not exist but for the farmers who support them. There are exceptions. I am speaking of the rule. A large number of our cities and villages would be wiped off the map but for our sturdy farmers who make it possible for them to live. Someone once said that if every building in our cities were torn down, with labor and capital we could rebuild them; but were our farms abandoned, our cities and villages would disappear forever. On the other hand, what would or could the farmer do without the market, a country physician always and ever at his command, the country banker his best friend, the merchant and miller anxious and ready to purchase his surplus goods after his own needs are supplied, convert it into cash, and thus make possible his efforts upon the farm. The blacksmith, wagon-maker, miller and grocer all have made it possible for the farmer to succeed and have helped to make life tolerable to him and his family. Together they have maintained the public school, the church and the social life of the community—one dependent upon the other—and the success of one is always the success of the other. The history of the wonderful success and development of Western and Northwestern Michigan is the history of the working together of the farmer and the merchant.

Very early in the history of the good roads work in our State, Western and Northwestern Michigan learned to take advantage of the legislative enactments and especially the law giving rewards to townships and counties to build roads according to specifications prescribed by the State Highway Department. Since 1905 many of these counties have built roads with astonishing rapidity. Before some of the counties in the Southern and Southeastern part of the State awoke to the fact that the State was contributing at least one-third of the cost of building these roads, Northern Michigan was taking advantage of the legislative appropriations and kept the fund practically exhausted. Be it said to the credit of this section of the State they very early learned the importance and the advantage, both to the retail

merchant and to the farmer, of building a system of permanent highways.

"Back to the farm" has been the popular cry, but the people give little heed to the warning and it is very evident that they will not until farm life is made more attractive and easy by the building up of a system of better highways.

The people who lived on farms, according to the census of 1910, consisted of about 53½ per cent. of our total population. In 1900 there were nearly 58½ per cent. In the ten years following the rural population increased only about 11 per cent. while the city population increased about 35 per cent. This exchange of our population from the country to the city has something to do with the complaints in the cities to-day regarding the high cost of living. There certainly can be no well-founded objection to the increase of the population of our cities. The cities of our Nation are bound to grow, both in population and importance, as our country progresses and develops. There is, however, one thing which must never be forgotten and that is that the growth of our cities and the welfare of our country in the final analysis rests upon the development of agricultural industries, the development of our urban population, for after all this is the organic source of the wealth of our country and the success of one depends upon the success of the other. It must not be forgotten, therefore, that the increased population of the cities at the expense of the agricultural districts will remain a threatening danger to our whole country so long as the economic balance is threatened. The farmer must produce food products to maintain the city population, to supply their needs, and just as soon as the time comes when the farmers fail to supply the city population sufficiently with the products of the farm, just so soon will we have a renewal of the complaint regarding the high cost of living. There must be a proper balance and a proper interchange of the products of the farm and of the cities to ensure the continued prosperity of our country.

There is no greater danger threatening our commercial life and prosperity than the interference with the principle above enunciated. The high cost of living and the attending evils will continually menace our people so long as there continues the alluring inducements to leave the farm, abandon farm life, and go to the cities. Year by year the percentage is increasing and the time is not far off, unless the evil is remedied, when an alarming situation must confront our people. Our city population produces practically nothing by way of food supplies. They are consumers and the things needful to maintain our existence must of necessity come from the farm.

There is no one thing which can be done by the American people to make farm life more attractive than the building up of our public thoroughfares. The community idea has taken possession of the people. We have already learned and better understand the advantages of getting together by the use of automobile. We can get along with fewer school houses, but we want better advantages and a higher standard. This new method of transportation makes it possible to

eliminate the question of mileage if our thoroughfares are what they should be, and thus enable the people to get together after the day's work is done for social, religious and intellectual development. So it is, after all is said and done, that the maintaining and building up of roads of our country is one of the surest safeguards to keep young men on the farm and thus preserve this balance and a proper interchange of the products of the farm and of the cities, thus ensuring continual prosperity to our country.

Good roads make country life worth while. Its discomforts vanish and a new sense of satisfaction takes the place of unrest. The county seat is brought almost to our door. The advantages of the city school, although miles away, are of easy access. Good roads change the social life of every community and make for a higher and advanced citizenship and, therefore, concerns not alone our pocketbooks, but our plain duty as citizens.

There is no class of men who understand the force of these thoughts better than the retail merchants of Michigan. Your field of endeavor is continually enlarged and improved just in proportion to the development of the agricultural country about you, and this development is just in proportion to the upbuilding of our public thoroughfares.

James J. Hill whose life work has just ended, was called an Empire Builder. Indeed he was and seven of the now great states of the Union owe to him a debt of gratitude they can never pay. Hill built states by building steel bands across them to carry not only the precious freight of humanity, but to take into the public markets the products of their toil and to develop the agricultural industries of these various states.

In Michigan we have in round numbers 70,000 miles of dirt road, outside of the corporate limits of the cities and villages. It is estimated that one-tenth of the road mileage in the State accommodates 80 per cent. of the traffic. Accepting these figures as correct, from seven to ten thousand miles of the main highway, properly selected and improved, will solve Michigan's road problem. Our great State to-day has less than 10,000 miles of railroad, including the interurban and electric, and yet these roads reach almost every town, city and village in the State. It is safe to say that when Michigan shall have completed 15,000 miles of the main highways she will reach every city, village and hamlet and railroad station and all of the main roads. We have now completed 4,000 miles of roads in our State which have been approved by the State Highway Department. Between July 1, 1915, and December 1 of the same year 884 miles of roads were completed. We are now building 1,000 miles of roads in Michigan yearly. These roads, when completed, must be accepted by the State Highway Department and built according to plans and specifications. Many of these roads are of a permanent type.

Thus it will be seen that growing out of the efforts of the past our labors are being rewarded and that within a period of five years, the grand, old State of Michigan will have been lifted out of the mud and sand and our hopes of many years realized.

The completion of the Dixie Highway along the shores of Lake Michigan and Lake Huron, encircling our State as it does, will bring not alone the Southland but all sections of our country to the wonderful resorts that have made our State famous.

Thus it will be that the retail merchants of our State will not only extend their trade and enlarge their business, but, best of all, will be brought in closer touch with the people of other parts of our country. By this larger acquaintance, closer friendship, and exchange of friendly intercourse, we will get nearer the goal of every true man's aspiration to make both our State and our country a better place to live in.

#### Hawaiian Pineapple Has Assumed Interesting Position.

It is reported that the recent action of the Hawaiian pineapple packers, in adopting uniform prices, may become a subject of investigation by the Federal Department of Justice, under the Sherman and other conspiracy acts. So far as could be ascertained, however, no one knew anything definite in the latter connection, although it was admitted in Hudson street that some of the larger jobbers were in a frame of mind which would make such action not surprising. It appears that the Hawaiian pineapple packers of whom there are only eight or ten and of whom three or four pack the bulk of the crop, have taken drastic positions this year in the matter of "shading" list prices and the opening price of all the companies were practically identical. As a matter of list, this was not perhaps surprising, but the firmness with which all packers have refused to listen to the demands of jobbers for concessions from the list has been something unique.

Depending on the experience of past years, many of the larger jobbers have thus far refused to place their orders, relying on the probability that such an attitude would force the packers into a concessionary mood, but it does not appear to have worked, and report has it that late buyers are getting worried as to their ability to book orders for actual needs, while the packers are stiffer than when the first prices were made two weeks ago. Already advances of from 5@7½¢ per dozen are reported and other advances are threatened this week.

Small jobbers have generally accepted the goods at the opening prices, and are disposed to smile at the futile efforts of the late comers to secure confirmations at their offers. Large sums of money are said to have been expended in transcontinental wiring and telephoning, but thus far without having developed any weakness among the packers. This is so unusual that some of the dissatisfied jobbers are said to have reported their suspicions to the Department of Justice, claiming that a "conspiracy" is at work to maintain prices illegally. Brokers, however, laugh at any such suggestions and assert that the uniformity of price is only the natural operation of a lot of producers who have learned the lesson

of cutting prices to the bone and losing money, and are now determined individually to stand firm, under the protecting umbrella of the larger group of producers, without any necessity for collusion.

It is pointed out by brokers that a number of causes have contributed to the firmness in the pineapple market; ample to preclude recourse to collusion. First of all, pineapple is in a strong statistical position, with little if any spot stock to be disposed of, thanks to the intensive work of advertising during the past three seasons, and the close clean-up of last year. Again, the big boom in sugar has encouraged many planters to set out sugar cane instead of pines, and many of the remaining acres will not bear as heavily this year as last, because of the age of the plants. It is estimated that this year's output will not exceed 2,100,000 cases, as against 2,630,000 cases last year.

A comparison of the opening prices, this year and last, will show the feeling of the packers as to values, but the most striking fact is that few, if any, packers have receded from these figures, whereas last year prices were "all shot to pieces" by the competition:

Grades	1916		1915	
	Dozen	Dozen	Dozen	Dozen
2½ extra sliced.....	\$1.70	\$1.50		
2 extra sliced.....	1.15	1.10		
2½ standard.....	1.45	1.30		
2 standard.....	1.05	1.02½		

Instead of shading these prices, packers are refusing to confirm even at these figures now, demanding 5¢ or more advance, according to grades. Not only is the acreage held responsible for the firmness, but the additional cost of materials and especially the higher freights are said to contribute. Packers' representatives are reported to have had all suggestions of accepting orders at lower prices turned down from the Coast.

With the larger buyers still holding fast, refusing to pay the packers' prices, and packers claiming an intention to make further advances, the tug of war promises to be interesting for the next few days.

#### Death of Pioneer Ishpeming Merchant.

Ishpeming, June 5—Lars Hoyseth, the Sixth street grocer and meat dealer, passed away suddenly last Thursday. Mr. Hoyseth had been failing for some time. For a month or more

he did not devote any time to his business as his physician advised him that his condition was such that he must remain quiet. Heart disease was the cause of his demise.

Mr. Hoyseth was one of Ishpeming's oldest and best known Scandinavian residents. He was a native of Norway, where he was born sixty-seven years ago. He came to America in 1870, first locating on the Cascade range, where he remained for two years, when he moved to Ishpeming.

Mr. Hoyseth's first work in Ishpeming was at the New York mine, where he was employed for four years, giving up his position there to take a place with St. Clair Bros., who conducted a general mercantile business here. He resigned that position to accept a position with Taleen & Joehim, leaving the latter firm to take a position with F. Braastad, whose grocery department he managed for fifteen years.

Nineteen years ago Mr. Hoyseth opened his store at his present location, and for some years past his son Eric has been associated with him in the business. He was married in this city and is survived by his widow, and three children.

Mr. Hoyseth was very well known throughout the county. He served several years as supervisor from the Fifth ward and for a number of years has been a director of the Peninsula Bank.

The deceased was a member of the United North society, under whose auspices the funeral was held Sunday.

#### Had Designs on Father.

Frank's mother took him to an entertainment of magic one afternoon, and the little boy was very much pleased and impressed. That evening during dinner, Frank said:

"Father, I wish I was a magician."

"Why, my son?"

"Well," said Frank, "I would turn you into a rat, call the cat, and wouldn't I have a lark?"

## 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

# 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

## AUTOMOBILES AND ACCESSORIES

### Says Passenger and Commerical Traffic Will Be Divided.

"Another ten years will see National road systems covering every section of the country—the greatest practical step in the direction of preparedness that could be made," comments Dr. H. M. Rowe, the newly elected President of the American Automobile Association, from the Washington headquarters.

"In a decade we will begin to have separate roads for freight traffic and passenger traffic," predicts Dr. Rowe, "and the horse and mule will have practically disappeared. Our present highways will be greatly multiplied and largely increased in width and improved in quality. No other country on the face of the earth can make such good and profitable use of good roads as the United States of America. We will eventually excel in that as we do in many other things. There have been wonderful changes in the matters relating to transportation since the introduction of the motor car, but there are still greater things to come.

"But equal justice and fair treatment for the users of motor vehicles must continue to be sought for some time to come. Everything the motorists ask for, everything the A. A. A. and the clubs affiliated with it have worked for, has been based on these principles. We have worked for good roads for the reason that they are of equal economic benefit in the final analysis to all, and it is only just and right that the people of our country should have the advantages to which are entitled. We have worked for unrestricted intercourse between the states through the use of motor cars, because that is a constitutional right that has been denied us. We have asked for equal taxation. That is another constitutional right that has been set aside, partly because we submitted to it willingly, I admit, but it is an injustice and constitutes unfair treatment just the same.

"In addition, the owners of motor cars are being subjected to all sorts of petty annoyances—special taxes, licenses and rules and regulations regarding traffic, use of lights and many restrictions seldom alike in two places and which subject decent men and women to arrest and conviction, often for the most trivial reasons. There are many who look on an arrest of any kind as a disgrace, and when one is innocent of any intentional wrong, his arrest becomes a shameful disgrace, not only to him but on the community which permits it.

"Much has been accomplished, it is true. But there yet remains much to be accomplished before it can be truthfully said that the owner of a motor car is not subjected to annoyances and unfair treatment, which is not visited on those who employ other road vehicles.

"So we have our work cut out for us, and certainly the American Automobile Association has a great mission to perform. Its friends are inspired by the thought that the body is going to further increase its prestige until it shall possess the power and influence that it rightfully should exert as the National spokesman of the interests of the motorists of the entire country.

"No matter what the organization may be, however, it must work unselfishly and for the common interest of its members. The large majority of motorists are men of large views. They are capable of seeing things in the big. Their efforts should be of the same character."

### Only Two Limits to Automobile Production.

By the end of this year the automobile industry will have attained a growth almost equal to the expansion it has made during the last ten years. The boundaries of its expansion will be limited only by two things—difficulty in obtaining materials and lack of railway equipment to move the great product.

This year, perhaps for the first time, there has come into existence generally a regard for the automobile as a necessity rather than a fad and a luxury. This has encouraged the industry more than a spontaneous demand traceable to good times and general prosperity otherwise would encourage it, for the demand, it is seen, will henceforth be lasting. There have been demands of unusual scope in the nature of spurts heretofore; the demand from now on will, it is felt, be a regular diet.

The motor car has become an integral part of daily life and business conduct. They are coming into use in the hands of a daily increasing percentage of the population of the Nation, which is natural with the knowledge of the motor's utility becoming more and more understood. Road improvements, which are attaining a wide scope throughout the country, are operating also to give to the car a year 'round usefulness, and these factors are reflected in the statements of some companies to the effect that enormously increased outputs are this year to be made ready.

Some manufacturers whose yearly output has been in the 10,000 car field this year are telling of outputs running to 40,000 or 50,000 cars, and materials for that many have been contracted for. With the large companies, those which marketed from 50,000 up last year, cannot so easily effect doubling of facilities, much as they might wish to do so, for the reason that manufacturing with them has

already attained a scope which makes the job of expansion huge in proportion.

On all sides everything possible is being done to keep pace with the demand which 1916 is to see, and, while the year will bring forth an unparalleled host of motor car purchasers, it likewise will mark the period of an unparalleled expansion in the industry.

This year, now one-half gone, already has revealed itself as one which is to be the big time in all the twenty-three years of the motor car industry. It is a three-shifts-a-day year in manufacturing.

### Congress Automobile Tires

Are strongly constructed of selected fabrics, pure gummed cushion stock, and tough Brazilian tread.

Sold by dealers at a reasonable price.

Distributors

SHERWOOD HALL CO., LTD.  
30-32 Ionia Ave., N. W. Grand Rapids, Michigan

## A Good Used Car Is Better than a Cheap New One

We are the clearing house for Used Automobiles in Western Michigan.

A card will bring a complete list of cars on hand.

### Grand Rapids Motor Mart Louis St. at Ottawa Ave.

Citizens 8066 Bell M. 866  
J. T. LOOMIS, Mgr.

"USED CARS OF MERIT"

## The Deitz Automatic Auxiliary Carburetor

Will positively save 25% to 50% in gasoline. Increases power. Insures a perfect, powerful explosion at every shot.

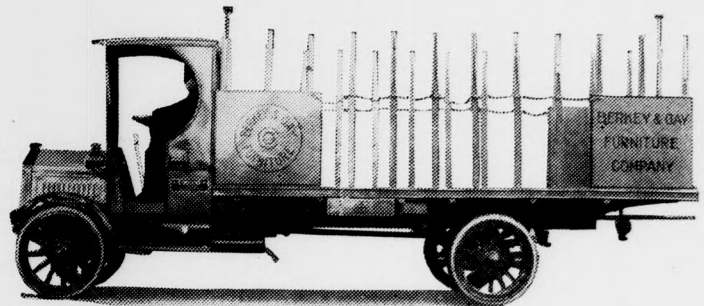
It will keep your engine absolutely free from carbon by means of moisture introduced into cylinders.

May be attached to any car. Retail price \$6.00.

Wholesale Distributors:

BROWN & SEHLER CO. Grand Rapids, Michigan

## United Motor Trucks



### The Value of Multiplied Experience Cannot be Over-estimated

UNITED MOTOR TRUCKS are a fusion of the successful experiences of many great organizations. To United Motor Trucks each contributes its share of hard-earned supremacy in some service, making United Motor Trucks superlatively satisfactory to the dealer and to his customer.

You are thoroughly familiar with each one of the units back of United Motor Trucks, from having used it or watched it in service.

We will be glad indeed to send detailed particulars to anyone asking for them. To dealers we would say, a letter, a wire, or a personal visit would open up truck-selling opportunities of unusual proportions. We have some choice open territory.

### UNITED MOTORS COMPANY

682 North Street

Grand Rapids, Michigan

2, 3½, 4 and 5 ton trucks all worm drive



**Better Farming and the Country Banker.\***

Better farming is a live question in the United States at the present time. Our population is increasing so rapidly that, within a few years, we will not be able to feed our people unless we increase the production of our farms. The country banker's relation to the problem is that he is probably in closer touch with the farmer than any one else. He is therefore looked upon as the man best able to assist in the movement. How he is to get results is no easy problem.

Better farming means farming with more care; diversifying instead of following the one crop system; feeding grains and forage produced instead of hauling them off; putting the straw and manure back on the land instead of burning them up. It is easier to farm carelessly than carefully. Grain can be hauled off in short order but it takes months to feed it to live stock. It is simpler to touch a match to a straw pile than to run a manure spreader day after day. If you don't believe this "Ask the man who owns one." In other words, better farming means harder work. The farmer is already the hardest working citizen we have and any one who proposes that he work still harder is not going to get an enthusiastic reception. In considering the problem, we must first firmly fix in our minds three prominent characteristics of the American farmer. First, in common with all the rest of mankind, he wants to get rich quick. Second, he is very independent. Third, he doesn't like volunteered advice. The first characteristic is a prominent attribute of all human beings and is supposed to be the special weakness of Americans. Better farming also means surer farming, more certain farming,—farming where heavy risks are eliminated and where the lines engaged in are sure, safe, conservative lines which will bring returns in good years as well as bad. Better farming will never make a man rich quick. In Montana where many a farmer with a quarter section sells a wheat crop and banks \$3,000 to \$5,000 and then has nothing to do but enjoy himself until next spring, it does not appeal with any degree of rainbow attractiveness.

Next the farmer is the most independent citizen we have. On his farm, where he spends 99 per cent. of his time, he is king of all he surveys and runs things absolutely and exactly to suit himself. He defers to no one's opinion and caters to no one's good

\*Address by Herbert S. Woodward, Vice-President First National Bank, Hobson, Mont., before Montana Bankers' Association.

will. Not a human being is within hailing distance to differ in opinion as to the way things are done. The merchant, the jobber, the manufacturer, the professional man, must defer to other people's opinions, cater to their likes and dislikes and run his business to suit his patrons. They all live in close daily association with hundreds of people to whose wishes they must accommodate their ways. This is a potent reason why farmers do not welcome outside suggestions as to how to run their business. It is also the simple and logical explanation of the reason why farmers so seldom succeed in co-operative enterprises. With so little practice in co-operation, it is no wonder the farmer falls down when attempting joint management of enterprise in association with fellow farmers, each as independent as himself. Even our railroad presidents were unable to co-operate in the days of Commodore Vanderbilt and Jay Gould, when each ran his railroad to suit his own particular fancy. They learned to co-operate only after being given a severe course of training by forty-eight state railway commissions, the Interstate Commerce Commission, Congress, the legislatures of the various states and such investigating committees as wanted to look into their efforts and see the wheels go round. After the farmer has become the subject of repeated investigations and has learned to accommodate his ways to the humor of a hundred regulating bodies, he will unquestionably be ready for co-operative marketing, co-operative buying, co-operative farming, in fact, almost anything in the co-operative line.

At this point, perhaps you will not take it amiss if I digress for a moment and touch on the farmer's marketing problem which is the subject of so much discussion among Montana farmers to-day. Paid organizers are going up and down the State telling our farmers that they are being robbed when they market their produce in the great terminal markets.

That this is fallacy can be as easily

**We Buy, Sell and Quote**

Stocks of

**Continental Motors  
Reo Motor Truck  
Reo Motor Car  
Michigan Sugar**

We also specialize in  
**PUBLIC UTILITY SECURITIES**  
Send for booklet on Motor Stocks

**Allen G. Thurman & Co.**  
136 Michigan Trust Bldg.  
GRAND RAPIDS

**Kent State Bank**

Main Office Fountain St.  
Facing Monroe  
Grand Rapids, Mich.

Capital - - - - \$500,000  
Surplus and Profits - \$500,000

Resources Over  
**8 Million Dollars**

**3 1/2 Per Cent.**

**Paid on Certificates**

**Largest State and Savings Bank  
in Western Michigan**



THE BANK WHERE YOU FEEL AT HOME

**GRAND RAPIDS SAVINGS BANK**

WE WILL APPRECIATE YOUR ACCOUNT  
TRY US!

**City of Montreal, Canada**

**5% Sinking Fund Gold Bonds**

Price par and accrued interest  
yielding 5%

**HOWE SNOW CORRIGAN & BERTLES**

MICHIGAN TRUST BLDG  GRAND RAPIDS MICHIGAN  
**INVESTMENT BANKERS**

**THE MICHIGAN TRUST CO.**

of Grand Rapids

Assists customers and others in solving perplexing questions concerning the Income Tax and War Tax Law requirements.

Acts as agent for those who desire to be relieved of the trouble and annoyance of making out certificates and compiling annual returns.

Send for blank Form of Will and Booklet on  
Descent and Distribution of Property

Audits made of books of corporations,  
firms and individuals

shown as that it is hard for men, living the life which farmers do, to co-operate. A market where thousands of farmers offer their products for sale is as bound to attract thousands of buyers as syrup is to attract flies. Doubtless the big millers of Minneapolis would like to buy wheat at their own price but a market handling a thousand cars of wheat a day, as Minneapolis does, in the busy season, attracts buyers from the ends of the earth. The paid lectures tell us our wheat is selling in Minneapolis and Chicago at bargain prices. Will they attempt to deny that many people will rush there to get those bargains? Alas, no. Shrapnel shells could not keep them away. At Minneapolis and Chicago are to be found buyers representing the allied nations now at war, exporters, representatives of small country mills, buyers for Eastern mills and bargain hunters and scalpers by the score, who are looking for a chance to buy a car of wheat cheap and resell it at a profit.

Nothing more clearly proves that a market where many sellers are offering their produce attracts an equal number of buyers than the Northwest's home live stock market at South St. Paul. Established in 1887 with no packing plant, no buyers, nothing but a few little stockyards, its growth has been steady and remarkable. Why? Because a few farmers started shipping cattle and hogs there and buyers were soon attracted. By 1897, this live stock market had grown to such a point that Swift & Co. established a plant there. Our equity friends would have us believe that the big packers and the big millers not only dominate but absolutely control the markets where they buy their raw material. At South St. Paul, Swift, the largest packer in the world, had no competition except some very small plants and such buyers as we have just maintained every market attracts, and yet, from 1897 until 1916, when Armour & Co. announced their entrance at South St. Paul, this market grew faster than any other live stock market in the United States. Isn't it plain that South St. Paul could never have made this growth if farmers could have obtained better prices by shipping elsewhere? A trained lecturer can make his audience believe a good deal but I doubt if he could make a farmer believe that another farmer would ship his stock to South St. Paul if he could get more money by shipping to Chicago.

But to get back to the farmer's most important problem, that of better farming. I have said that the third characteristic of the farmer which we must take into consideration when approaching this problem, is that the farmer does not like volunteered advice. This applies with unusual force when a lily fingered, white collared banker attempts to tell a robust, horny handed farmer how he ought to run his farm. The farmer is about the only man who is practically untouched by competition. He doesn't have his weaknesses shown up by his competitors the way the business man does. If his neighbor pro-

duces twice as much wheat at half the cost, the neighbor doesn't start taking away his customers by underselling. Hence he is a mighty poor listener to free advice. And above all things the banker must not attempt to advise his customer, the farmer, under an implied threat that credit will be withdrawn if the advice is not taken. Eastern bankers might perhaps get away with this but here in Montana, the banker who tried it would be hidden by a cloud of dust raised by his customers hot footing it to his competitor's door.

By this time, I think we begin to realize that this problem is fraught with many difficulties. If the country banker is going to help bring about better farming, there are numerous pitfalls he must avoid and it takes tact, perseverance and a good deal of wisdom if he is going to get results. What are some of the ways in which he can accomplish something in this great work? My experience of fifteen years' working on a farm and seven years' doing business with farmers across the counter, leads me to believe that there are only three principal ways in which really effective work can be done. They are: 1. By placing examples of better farming among the farmers themselves. 2. By furnishing money to engage in better farming. 3. By taking advantage of natural conditions which themselves are leading the farmer to better farming methods.

By placing examples, I mean concentrating your efforts on finding one or more individual farmers who are willing to try better farming and then give them the encouragement and assistance necessary to engage in it. For instance, at Hobson we have been trying for two years past to get some of our small farmers to buy sheep. We have offered to furnish the money both for the sheep and to fence the land with tight fence. We would have offered 5 per cent. interest or no interest at all if we had thought it would help. We finally induced one farmer, a man from Illinois, where he is a bank director, by the way, to buy 500 ewes. If he makes money and is successful it will have more influence on his neighbors than all the books ever written and all the speeches ever made and all the advice ever tendered. James J. Hill very clearly realized this when he started demonstration farms all along the Great Northern Railway.

Such examples can be followed up by a little advertising campaign. Tell a man's neighbor how much money he made out of his venture in better farming. Let them hear you praise his shrewdness and ability. Like all men of independence the farmer is blessed with a full measure of pride. It stimulates him to receive well merited com-

**LOGAN & BRYAN**  
**STOCKS, BONDS AND GRAIN**  
 305 Godfrey Building  
 Citizens 5235 Bell Main 235  
 New York Stock Exchange  
 Boston Stock Exchange  
 Chicago Stock Exchange  
 New York Cotton Exchange  
 New York Coffee Exchange  
 New York Produce Exchange  
 New Orleans Cotton Exchange  
 Chicago Board of Trade  
 Minneapolis Chamber of Commerce  
 Winnipeg Grain Exchange  
 Kansas City Board of Trade  
 Private wires coast to coast  
 Correspondence solicited

**The Best Returns  
 from  
 Good Bonds**

may be had under ordinary circumstances by purchasing sound public utility bonds. There are logical reasons why good bonds of the public utility class yield more than either municipal or railroad bonds of the same grade.

We will be glad on request to submit for consideration public utility investments that we feel justified in recommending.

**Hodenpyl, Hardy & Co.**  
 Incorporated  
 Securities for Investment  
 14 Wall St., New York  
 First National Bank Building, Chicago



**Complete  
 Banking Service**

- Travelers' Cheques
- Letters of Credit
- Foreign Drafts
- Safety Deposit Vaults
- Savings Department
- Commercial Department

**Our 3 1/2 Per Cent**  
 Savings Certificates are a desirable investment

**THE PREFERRED LIFE INSURANCE CO.**

Of America offers  
**OLD LINE INSURANCE AT LOWEST NET COST**  
 What are you worth to your family? Let us protect you for that sum.  
 THE PREFERRED LIFE INSURANCE CO. of America, Grand Rapids, Mich.

**Fourth National Bank**

United States Depository



WM. H. ANDERSON, President  
 L. Z. CAUKIN, Cashier

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

**Savings Deposits**

**Commercial Deposits**

**3**

Per Cent Interest Paid on  
 Savings Deposits  
 Compounded Semi-Annually

**3 1/2**

Per Cent Interest Paid on  
 Certificates of Deposit  
 Left One Year

Capital Stock and Surplus  
**\$580,000**

**1916 IMPORTANT CHANGES  
 TANGLEFOOT**



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

**Veit Manufacturing Co.**

Manufacturer of

Bank, Library, Office and Public Building Furniture  
 Cabinet Work, High Grade Trim, Store Furniture  
 Bronze Work, Marble & Tile  
 Grand Rapids, Michigan

pliments and stimulates his neighbors to excel him. They have actually seen the results he has secured and know that they can do as well or better. Remind him that in the long run, good farming always yields more profit than poor farming.

By offering to lend money to farmers who will take up one or more branches of better farming. This is a method which our Montana farmer finds it hard to resist. In a new country like Montana where millions are annually withdrawn from circulation and put into permanent improvements on the farm, money is invariably tight. Farmers, when they apply for a loan, never know whether they will get it no matter how legitimate their need. The country banker may very likely be loaned up to the limit and be getting dangerously close to his legal reserve. For it naturally follows that where money is tight, deposits are low and hence loanable funds are strictly limited. Under such conditions, is it any wonder that a farmer is tempted, when his banker approaches him and says, "Bill, don't you want to buy a little bunch of cattle or half a dozen milk cows? I will give you the money and take the cattle as security." The West owes a debt of gratitude to the Eastern bankers who have been financing such loans for country bankers and thereby are most effectively promoting better farming.

And the third method is in my opinion the most important of all. Taking advantage of natural conditions and natural tendencies is the only way any great work can be accomplished. Examples of good farming help some and offers to loan money help more, but both together probably do not induce 10 per cent. of the farmers to change their methods. The farmer is naturally conservative and slow to change and like all the rest of us it is necessity which governs his actions. It has been said that "Necessity is the mother of invention." I would add that "Necessity is the chief spur to human action." When our farmers up in the Judith Basin are raising wheat that grows forty bushels to the acre; are selling it at a dollar a bushel and working only six months in the year and making enough money in that time to buy automobiles and take trips to California—does any one imagine good advice or demonstration farms or offers to lend money or farmers' institutes are going to get them to sow their wheat land to alfalfa and start getting up early in the morning to milk cows and feed the hogs? Not much! But, when the European war is over and wheat is selling at 60 cents per bushel and hired men are not demanding a half holiday every Saturday and the use of the auto one day a week, then will be the time for the country banker to take off his coat, roll up his sleeves, gird up his loins and attack the better farming problem.

A farmer whose margin of profit has almost disappeared when selling his wheat at 60 cents, is in the right frame of mind to consider changing his ways. The farmer who puts his crop in carelessly and at 60 cents hasn't the money to pay his interest and his store bill, will listen kindly to a proposition to lend him the money to buy a milk cow and a brood sow so as to cut down the store

bill and have money to meet his obligations. Here in Montana, it will be slow work even with wheat at 60 cents because our land is cheap and is steadily rising in value and the farmer who goes behind can sell out at a profit, move on to a new district just being opened up by the railroads and repeat the operation. Other farmers who till their land better will get such large yields on account of the wonderful fertility of our new soil as to make money even at that price. But constant dropping wears the stone away and persistent work by the country bankers is bound to get results.

In 1912 and 1913 when wheat was around 60 cents during a considerable part of the heavy movement, many of the customers of our bank sowed patches of alfalfa and started raising hogs and milk cows. Not all of them did and the alfalfa patches were usually only five or ten acres, but a pronounced start was made in the right direction. When wheat is cheap again, we expect to see this movement start once more and we intend to get behind and push for all we are worth. We intend to urge all our small farmers to put woven wire around their land and get a bunch of sheep. Wheat will always be one of the principal money crops raised on Montana bench lands and hence weeds will always be one of the chief problems and frequent summer fallowing necessary.

Sheep fit into this scheme better than any other animal. They have a wonderful appetite for every sort of weed. They chew them so fine that not the smallest weed seed escapes being pulverized. They can graze on the summer fallow when other pasturage is not available and by doing so they save the farmer one or two double discings. They also pack the land which conserves moisture and prevents the soil from blowing. In the fall they clean up all the waste grain in the stubble fields and fatten themselves for market without expense to the farmer, either for feed or labor. And they yield two crops a year, bringing in expense money at opportune times. They are naturally adapted to Montana's climate and thrive here as nowhere else. In short, sheep solve more problems for the bench land farmer at less expense and therefore at greater profit, than anything which can be raised on the farm. And this will be as true when wool and mutton are at normal prices as it is now.

In closing, I would urge especially that country bankers who want to help the better farming movement, bear in mind this last point, "Necessity is the chief spur to human action." In Illinois where land is worth \$250 an acre, better farming is an easier problem than in Montana because farmers cannot pay rent and taxes on that kind of land unless their farming is mighty good. Here in the grand old State of Montana where the climate is so favorable, the soil so fertile, the water so pure, the sunshine so cheerful and the atmosphere so radiant, that volunteer wheat crops will many times bring a thirty-bushel yield, it will always be much harder to promote better farming than in Illinois, but by working along the lines I have outlined I believe you will succeed.

**GRAND RAPIDS NATIONAL CITY BANK  
CITY TRUST & SAVINGS BANK  
ASSOCIATED**



CAMPAU SQUARE

The convenient banks for out of town people. Located at the very center of the city. Handy to the street cars—the interurbans—the hotels—the shopping district.

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

Combined Capital and Surplus.....	\$ 1,778,700.00
Combined Total Deposits.....	8,577,800.00
Combined Total Resources.....	11,503,300.00

**GRAND RAPIDS NATIONAL CITY BANK  
CITY TRUST & SAVINGS BANK  
ASSOCIATED**

**GRAND RAPIDS TRUST COMPANY**

MANAGED BY MEN YOU KNOW

ACTS AS

**EXECUTOR or ADMINISTRATOR in the settlement of decedent estates.**

**AGENT or TRUSTEE, taking entire charge of estates of living persons.**

**TRUSTEE in the issue of corporation mortgage bonds.**

**REGISTRAR in the issue of corporation capital stock.**

**GUARDIAN, RECEIVER, ASSIGNEE, and in all trust capacities whatsoever.**

**Selected Bonds Safety Deposit Facilities  
Ottawa at Fountain Both Phones 4391**

**GRAND RAPIDS, MICHIGAN**



**Gabby Gleanings From Grand Rapids.**

Grand Rapids, June 5—The big event is over, physically, but the very pleasant memories of the hospitable reception and entertainment during our stay in Traverse City will linger until we journey to Bay City next June—and then some! The Mayor and the President of the Association of Commerce made it plain in their welcoming addresses that the city was ours and that they would be disappointed if we failed to avail ourselves of the many diversions planned by the various committees. Judging by the remarks heard since Saturday night the only "man of regrets" is the fellow who failed to attend and he is the big loser. Hats off to Traverse City!

Kalamazoo won the ball game Friday afternoon from Traverse City by a score of 9 to 4. The feature of the game was the performance of Walter Lypps, who wanted to show he knew how to play ball. He played with Kalamazoo and hit the first ball pitched so far over the left fielder that the umpire could not see it, and the ump called it a foul.

Charlie Dickinson, of Dickinson Bros., at Fennville, in driving into his garage, mistook the accelerator for the brake on his new Studebaker and has just let the contract for a new garage.

Maurice Sherwood and wife, of Lansing, drove through from Lansing to Traverse City.

Jimmie Goldstein, of Detroit, after considerable eulogy, induced the missus that the trip would be entirely too hard on one and the missus fell for the spell. Everyone thought Jim's motive legitimate until the journey home was resumed, when he took the face of Mrs. John Martin between his hands and planted a rousing three-base kiss on her forehead. A vote was taken by the ladies who immediately thereafter were seen busy with wash cloths and powder puffs working on their foreheads, but James ducked, closely followed by John Martin, and neither have been seen since.

C. O. Race, assistant to Manager Luce, of the New Mertens, Grand Rapids, has returned after a pleasant fishing trip to Northern Michigan, Race says the only unpleasant feature was that he caught no fish.

A large supply of the Tradesman was on hand at the hotels at Traverse City and by the way the boys grabbed them up, I imagine the life of the Tradesman is not in jeopardy.

Tom Rooney was wearing a diamond pin presented him last year for knocking the ball in the Grand River at Lansing during the Grand Rapids-Kalamazoo game.

The Grand Council of Michigan voted and installed the following officers for the ensuing year:

Grand Counselor—Fred J. Moutier, Detroit.

Grand Junior Counselor—John A. Hach, Jr., Coldwater.

Grand Past Counselor—Walter S. Lawton, Grand Rapids.

Grand Secretary—Maurice Heuman, Jackson.

Grand Treasurer—Wm. J. Devereaux, Port Huron.

Grand Conductor—W. T. Ballamy, Bay City.

Grand Page—C. C. Starkweather, Detroit.

Grand Sentinel—H. D. Ranney, Saginaw.

The Grand Executive Committee remains the same with the exception of F. W. Wilson, of Traverse City, in place of Angus G. MacEachron, of Detroit.

A great deal of credit is due the Park Place Hotel for the very efficient, pleasing, mixed-with-much-consideration treatment accorded the boys who stopped there. Manager Holden did as much as any one individual, outside of the U. C. T., in Traverse City, to make the visitors homesick to return to Traverse. Judging by the signs above the doors in the annex, the meeting was graced by the following dignitaries: Ambassador, Czar, Meals with drinks, Soft drinks only, Pale face and tribe,

Big Chief, Hired Man, This car closed, Hoch der Kaiser, Harem, Bar No. 6, One of the gang, The big its.

After having been arrested twice and fined by Judge Murphy in U. C. T. police headquarters, Charles Perkins stole the U. C. T. police patrol wagon, after locking the officers in their own jail, and gave a reproduction of the Indianapolis speedway events up and down the main street, "Perkie" himself impersonating De Resta, at 129 miles per (haps). This little session closed with a short sprint by Perkins, closely followed by the police force, when Charlie attempted to get out. Charlie won.

The marching arrangement of No. 131 was, as it should have been, thanks to Mr. Mellinger. The Senior Counselor and the Secretary lead, with the Patrol next. Then the members in white suits followed. Will Wilson carried the banner away out front, so that the spectators were prepared for the classiest —Goldstein would say the worst—effect imaginable.

The annual get-together ceremonial session of Absal Guild, A. M. O. B. of B., was called to order at 11 o'clock Thursday evening, June 1, preceding the twenty-third annual session of the Grand Council of the United Commercial Travelers of America at Traverse City by Great Ruler Homer R. Bradfield. Following the regular order of business, the candidates for initiation were lined up, attired in the proper regalia and were led, dragged and pushed through the trenches and over the hot sands of the plains of Suleman to the tunes of weird music of the orient. Although fierce battles are being fought around the ancient city of Bagdad at the present time, our victims, fortunately, did not encounter any of the warring factions, nor did they hear the rattle of musketry or the screech of shrapnel and at no time were their lives in peril, but at the termination of their journey, their appearance would indicate that they had been "going some." For the first time during his tenure of office, the services of C. C. Starkweather, the Official Keeper of the Scroll, were required. The following victims were finally judged well qualified to enter the portals of the mystic city of Bagdad:

Harry E. Carleton and M. H. Steiner, of Muskegon Council.  
Herbert W. Wright, of Flint Council.

B. N. Mercer, of Saginaw Council.  
A. G. MacEachron, of Cadillac Council, Detroit.

Melville Warde, of Savannah Council, Savannah, Ga.

At the conclusion of the ritualistic ceremonies, the resignation of C. C. Starkweather as Official Scroll Keeper was accepted and Harry E. Carleton was unanimously elected to succeed him and was immediately installed into office and properly instructed as to his duties by Prince Mark Brown, of Saginaw.

Following impromptu speeches by the newly made princes, the ceremonies were brought to a close in the wee sma' hours of Friday. This was one of the best ceremonial sessions ever held by Absal Guild. The presence of the Bagmen in the city were again made manifest by the appearance of the Patrol, led by Capt. W. N. Burgess in the parade Saturday morning. The next regular meeting of the Bagmen will be held Saturday evening, June 10, in the U. C. T. council chambers, on Ionia avenue, Grand Rapids.

Editor Stowe expressed some very pretty sentiments toward our Supreme Counselor, Frank Ganiard, in the official souvenir book. Because the members of the Grand Council felt the same way, they elected six delegates and six alternates to the Supreme Council meeting at Columbus, the largest delegation ever sent to the Supreme Council by the Michigan Grand Council. This in honor of Mr. Ganiard. Grand Rapids was fortunate in having W. S. Lawton appointed

chairman and John Martin and Wilbur S. Burns named as delegates.

The only marring feature of the convention occurred Saturday afternoon during the Grand Rapids-Kalamazoo ball game. L. H. Lunt, while sliding to the plate, broke a bone in the ankle and so upset the players and spectators that the game was called off. The fracture was reduced and Lunt was put aboard a Pullman and brought home yesterday. He is resting comfortably and we all hope to see him about again soon.

It is possible that No. 131 did not win any prizes in the parade, but we will resent the awarding of the ladies prizes to any other than the ladies of No. 131. What they lacked in numbers, they made up in noise. There were just seventeen of them in two autos over the entire march.

Frank S. Ganiard was conspicuous by his absence. It was a source of much regret to all present that he was unable to attend. He possesses the friendship and respect of every member of the fraternity.

Stevenson lost out by a scratch, being only about ten votes behind his successful competitor. He made friends for himself and his cause (another year) by moving that the election of Ranney be made unanimous.

E. R. Haight.

**Getting Full Value of Your Trade Name.**

Written for the Tradesman.

Over in a Western Illinois city is a flour which we will call "Silver Center Flour," because it will illustrate my point just as well as the real name of the flour would.

The campaign put on by the miller in and around the city where this flour was sold was very extensive. Everywhere, in the cities and in the country, could be seen the signs containing only the name of the flour, "Silver Center Flour" and all of the grocery wagons carried the sign, which was sometimes in one color and sometimes in another but never carrying the color of a silver center in any of them. What an opportunity for advertising was wasted! It made me want to get out and paint a silver center in every one of those signs so that whenever the passer-by saw that silver center he would think without reading, "Silver Center Flour."

There are numerous names of this kind that have an advertising value that is not used. Think yours over and see if your trade name cannot be used to advantage. "Red Band," for instance, can be easily illustrated so as to leave an impression on the mind and so can "Gold Rim," "Blue Circle," "Red Top" and dozens of other names of this kind. See that you are utilizing your trade name to its full advantage by making your advertising cuts and signs bring out the name even if the words were not there. As in the case of "Silver

Center Flour," if the cut used and the signs contained a silver center and the colors were always the same, people would soon get so the emblem alone would impress "Silver Center Flour" on their minds.

Wilbur E. Warr.

**Quotations on Local Stocks and Bonds.**

Public Utilities.	Bid	Asked
Am. Light & Trac. Co., Com.	388	392
Am. Light & Trac. Co., Pfd.	110½	113
Am. Public Utilities, Com.	45	47
Am. Public Utilities, Pfd.	76½	78
Citizens Telephone	7	7½
Comwth Pr. Ry. & Lt., Com.	63¾	65¼
Comwth Pr. Ry. & Lt., Pfd.	83¾	85¼
Comwth 6% 5 year bond	102	103½
Michigan Railway Notes	100½	102
Michigan Sugar	114	117
Pacific Gas & Elec., Com.	57	60
Tennessee Ry. Lt. & Pr. Com.	11	12½
Tennessee Ry. Lt. & Pr., Pfd.	51	53
United Light & Rys., Com.	52½	54
United Light & Rys., 1st Pfd.	76½	78
United Light 1st and Ref. 5% bonds	88¼	90¼
<b>Industrial and Bank Stocks.</b>		
Commercial Savings Bank	225	
Dennis Canadian Co.	75	85
Fourth National Bank	225	
Furniture City Brewing Co.	40	50
Grant Motor	10½	12
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	14½	15½
Holland St. Louis Sugar, Pfd.	8½	10
Hupp Motor	10½	11½
Kent State Bank	250	260
Old National Bank	199	205
Perlman Rim	150	155
Peoples Savings Bank	300	
United Motors	91	93

June 7, 1916.  
Music isn't necessarily broken because it comes in pieces.

**We Want Correspondence**

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

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

**EVEREADY FLASHLIGHTS**

are real profit makers—because each EVEREADY you sell brings the customer back to your store time and time again to buy the renewal batteries and lamps which he needs to keep his light operating.



Figures prove that for each Flashlight dealers sell four batteries and two lamps each year.

WRITE US FOR FULL INFORMATION

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

**Drink Habit Cured in Three Days**

IT'S QUICK, SURE AND EFFECTIVE

A harmless vegetable treatment taken internally—no hypodermics used—absolute privacy with home comforts. Correspondence confidential. Interviews strictly private.

**NEAL INSTITUTE For treatment of Drink and Drug Habits**

Under New Management

71 Sheldon Ave., Grand Rapids, Mich.

Citizens Phone 5572

Bell Phone 1692

## NEW PERE MARQUETTE.

### Comprehensive Plan For Re-organization and Refinancing.

The first formal step toward the re-organization of the Pere Marquette Railroad was taken June 1, when Seward L. Merriam, of Detroit, solicitor for the receivers who now have the road in hand, and Edmund C. Shields, of Lansing, counsel for a committee of Eastern business men who represent a majority of the bondholders, filed with the Michigan Railroad Commission a petition asking the permission of that body to the issuance of securities in the name of the re-organized concern.

The plan laid before the commission has four distinct objects in view.

1. To preserve the Pere Marquette as a system as a whole.

2. To reissue and rearrange the securities of the road in such manner that the losses, if any, to be borne by the present security-holders may be equitably apportioned among them all.

3. A reduction of fixed charges so substantial that the road, in the future, can meet its obligations, when due, thus avoiding receiverships and affording credit to maintain its operations.

4. To secure, at once, sufficient new cash to pay the obligations and costs of the present receivership and provide ample working capital for present maintenance and operation of the road.

#### The Final Effort.

This plan is a final effort on the part of a number of men who have worked to extricate the Pere Marquette from its financial entanglements and preserve it as a system. To understand the nub of the situation, one must have a glimpse of the Pere Marquette's more recent history.

The road, as it stands to-day, is made up of the original system plus a number of small railroad lines—the Chicago & West Michigan, the Detroit, Grand Rapids & Western, the Saginaw, Tuscola & Huron, for example.

Each of these roads, and several others, had large obligations outstanding against them when, in December, 1907, they were merged into the Pere Marquette System.

The Pere Marquette immediately became the most extensive, although not the most prosperous, railroad organization in the State. There followed a long series of financial operations involving the road which ended when, on April 5, 1912, the entire system went into the hands of receivers appointed by the United States District Court for Eastern Michigan. The receivership still exists.

#### Mortgages Overlap.

During the financial maneuvers, previous to the receivership, mortgages were given against the entire road as a system, these overlapping the mortgages against the several units. On July 12, last year, a decree of foreclosure and sale was given on one of these general mortgages, covering the system and the property was thrown on the market.

But right there was the pinch—no buyer could be found who was willing to accept the property subject to prior divisional liens and to the payment of other prior claims. The foreclosure proceedings on the general mortgage have, therefore, been at a standstill.

But now a new difficulty has arisen.

Proceedings have been begun to foreclose the divisional mortgages covering the various parts of the system. These proceedings are going forward by due process toward a decree and the men in charge say that unless some plan can be devised and made effective for re-organization the Pere Marquette system will be dissolved and broken up into the several small branches of which it was made.

#### Scores of Different Claims.

In the course of the litigation involved by the receivership it has developed that there are a great many different groups of security-holders. The New York capitalists holding the general mortgage bonds against the system are one group. Those holding bonds against the several individual lines—or the underlying bondholders, as they are called—form another. Those holding notes are another. And those holding receivers' certificates and different kinds of stocks form others. There seem to be scores of different kinds of claims against the system and its subsidiaries.

Several of these groups of bondholders got together and appointed a committee to act, in the interest of all, toward preserving the Pere Marquette as a system.

The members of this committee are Frederick Strauss and Beekman Winthrop, of New York, and Eugene Thayer, of Boston. Mr. Strauss is associated with Seligman & Co., bankers. Mr. Winthrop, also a banker, was assistant Secretary of the Navy under President Taft. Mr. Thayer is a Boston business man.

The plan for the saving of the Pere Marquette, which the railroad commission is asked to sanction to-day, has the sanction of this committee, representing a majority of the security-holders.

#### The First Step.

The first step in the plan is the provision of capital to the amount of \$105,000,000. This is to be done by the issuance of new stock of three classes—common, preferred and cumulative preferred, and mortgage bonds of two classes. The present capitalization of the Pere Marquette is \$114,439,563. Thus the new plan provides for a reduction of \$9,439,536 in capital.

This is to be attained by the retirement of part of the old bonds and giving new stock issues in their place. The new issues would total less than the old debentures retired.

The Pere Marquette at the present time is paying fixed annual interest charges amounting to \$4,159,190. Under the proposed plan of reorganization the fixed interest charges will be cut more than \$2,000,000 to \$1,678,085.

On more than \$23,000,000 of the new stock, dividends are contingent on earnings.

#### How They'll Be Issued.

To achieve the four objects sought, as indicated above, the proposed plan provides that its securities be issued as follows:

1. A first mortgage on the entire property, interests and franchises of the Pere Marquette system, with provision for the issuance of \$75,000,000 in forty-year bonds. Of this amount it is proposed to issue, at once, \$21,782,000 in gold bonds, known as series A, bearing interest at 5 per cent. Part of these

bonds are to be sold to make up a fund of \$16,000,000 ready capital to meet obligations soon due. An additional issue of \$5,870,000, of this same series, is to be held in reserve for exchange for a like amount of Pere Marquette collateral trust indenture bonds, drawing 4½ per cent. and now outstanding against that section of the system in Canada.

1. This mortgage also secures an issuance of forty-year, 4 per cent. gold bonds to the amount of \$8,479,000 known as Series B. which is also to be used in retirement of outstanding obligations of the road.

2. Cumulative prior adjustment stock to the amount of \$11,200,000 will also be issued. This stock shall be entitled to 5 per cent. dividends yearly, if earned, before dividends on any other stock is to be paid.

3. Cumulative preferred stock to the amount of \$12,449,000 entitled to annual dividends of 5 per cent., if earned, is provided for.

4. Common stock to the face amount of \$45,219,000.

#### Will Retire Obligations.

These stock issues, likewise, will be used in retiring present obligations, principal and interest and outstanding stock to the amount of \$117,811,339, together with receivers' certificates, notes and equipment obligations amounting to \$8,186,073.

The total amount of the securities presently to be exchanged and interest thereon amounts to \$125,997,412.

The petition asking authority to go ahead with the re-organization recites the desperate situation of the road. Under the foreclosure decree of last July, all securities junior to the consolidate mortgage, together with a large amount of stock, the whole totaling more than \$65,000,000, would have been sacrificed. Yet, even on this basis, no purchaser for the road could be found.

#### Position of Mr. Hanchett.

On being interviewed on the above matter, Mr. Benjamin S. Hanchett stated as follows:

"Some few weeks ago friends of mine in New York requested me to attend a conference for a discussion of the Pere Marquette situation, and in compliance with the request I met with the Re-organization Committee, consisting of Messrs. Frederick Strauss, Beekman Winthrop, E. V. R. Thayer and others. The subject, generally speaking, involved the method of preserving, if possible, the system as a whole, the securing of new money and the best means of accomplishing these results. Realizing the importance of the matter, I was glad to furnish such suggestions as occurred to me, deeming this a duty which I owed to these friends as well as to the transportation interests of the State. A plan has been finally developed which will be presented to-day to the Michigan Railroad Commission for its tentative approval.

"The committee having the re-organization of the Pere Marquette in hand requested me to represent it at Lansing upon the hearing of this application, provided I became satisfied that the plan was meritorious and it met with my approval. After careful examination of all the provi-

sions providing for the re-arrangement of Pere Marquette securities, the furnishing of new capital and the reduction of fixed charges, I believe that the plan is worthy of the support of every citizen in the State.

"I desire to make it clear that the interests with which I am associated, the Commonwealth Power, Railway & Light Company, have no connection whatever with Pere Marquette affairs, present or prospective, nor will that company be in any manner interested in the Pere Marquette re-organization, nor its future operations or management. On the contrary, as can be seen from the provisions of the plan filed with the Commission, the only persons interested are the present security holders who are surrendering their securities in the old company in exchange for securities in the new. So far as the stockholders are concerned, it is contemplated that a voting trust will be created in such form and for such length of time that the stock of the new company exchanged for old securities will not for a number of years be on the market.

"The approval at present requested is only tentative and later the proposed mortgage, the bonds, certificates of stock, voting trust agreement and as well, undoubtedly, the personnel of the voting trust itself, will be submitted to the Commission for suggestions, criticism and final approval as to form, terms and all essential details.

"The outstanding features of the present plan which have moved me to endorse it and to become interested in securing its tentative approval are; First, the preservation of the system as an entirety; second, the elimination of securities amounting to about \$51,000,000 bearing a fixed return in exchange for new securities under which payments will be made contingent upon earnings; the consequent reduction of fixed charges by more than half; and, lastly, the providing of \$16,000,000 of new money for the payment of outstanding receivership and equipment obligations and other miscellaneous liabilities, at the same time leaving a sufficient working capital, as well as a very substantial sum for new freight and passenger equipment and other needed improvements to the property."

#### The Life Abundant.

Only when a man learns to assert himself, when he dares to stand before the world and say, "This may not be written in the books, this may not be orthodox, but this is God's message to me;" only when he has reached a position of beautiful and noble self-detachment, so that he is perfectly indifferent to public opinion except wherein public opinion accords with his own highest light; only when he reverts truth more than tradition, and the divine monitions of a sane mind and conscience rather than the stupid and meaningless convention of society; only when he is man enough to affirm his own soul and to be his own man, is he in the way of living the life abundant, the life that commands by its nobility and enriches by its beauty.

# Pettijohn's Flour

## *A Modern, Scientific Flour for Use in Place of Graham*

Pettijohn's Flour differs greatly from so-called whole-wheat flours. The white part, which forms 75 per cent., is ground separately. It is a very fine grade of patent flour.

The bran part, which forms 25 per cent., is specially prepared and added, largely in flake form.

The result is a delicate product and a scientific health flour, ready for use without further mixing.

**Pettijohn's Flour is now advertised in all the women's leading magazines** and is fast becoming a staple household product.

It is packed in large round 25c tubes with removable cover—20 packages to the case.

We ask your co-operation particularly in filling customers' first orders. We will guarantee the sale on a trial case.

**The Quaker Oats Company**

## THE MEAT MARKET

### An Old-Time Butcher to His Son.

The best thing that can happen to any man is to have the conceit knocked out of him once and for all while he is young. Of course it is a bitter dose for him to swallow, but once he has it down it usually touches the right spot and makes him twice the man he was before he took it.

When my bump of conceit received a wallop that made it assume the proportions of a dent, I didn't feel the same way about it as I do now. I guess philosophy only comes with age. I considered myself a highly injured party, and blamed every one and everything imaginable for what had happened to me. But time has the doctors beaten a mile when it comes to healing.

The thing that killed my credit conceit happened to me about four years after I had opened my first market. I was a pretty cocky young man in those days. I had started a market in a locality where nine men out of ten in the trade took the trouble to inform me that I would fail, and I had made a go of it in spite of all their gloomy forecasts. I considered that the success I had had justified me in considering that I was a little smarter than the next fellow, and it surely did tickle me to think that I had put something over on my elders.

The trouble was that it was this feeling and nothing else that caused me to stumble. It made me think that I had a sort of an infallible judgment, and if I said a thing was going to be a success it must be because I said so.

I decided that I wanted another market. I felt that a man of my ability—that is, the ability I thought I had—was wasted in devoting all his time to just one shop. In my mind's eye I saw myself at the head of about five hundred meat markets, and rivaling Jay Gould when it came to counting the millions coming in.

Accordingly I picked out a locality for the new shop. My friends again began to point out the unsuitability of the spot. But, of course, their ideas were nothing at all to me. Hadn't they said the same thing when I picked out the first shop, and hadn't I shown them up to be mighty bum prophets? Anyhow, I knew about all there was to know about the meat business, so I showed them pretty quickly that their advice wasn't asked nor was it welcome.

I opened the shop. I worked six months and lost all my surplus cash to make it a go. But the more I pushed the less it went. It never paid expenses during all the time that it was

open. Finally I quit and closed it up in disgust.

When I got to thinking over the matter I saw the reason. I had picked out a bad location. My friends had been right this time and I had been wrong. It took hard experience for me to admit this, although I ought to have seen it in the first place.

My first success, instead of only making me self-confident, had made me conceited. Perhaps this was natural, for I was young at the time, and young men usually go that way. But despite these excuses I had to pay the penalty just the same.

It was only about three years later that I managed to see the truth in the whole thing. Then I saw that advice should always be listened to. Sometimes it's bad and sometimes it's good, but at all times it's worthy of close consideration. And the man who doesn't give it that consideration is a conceited fool.

I saw that I had been successful in my first shop mainly through luck. I saw that I had mistaken this luck for my own ability. When I opened the second shop I trusted to luck again; but luck is like lightning—it doesn't strike twice in the same place. Consequently I lost out, much to the detriment of my own opinion of myself.

Don't mistake me, I believe in self-confidence. But self-confidence is altogether different from conceit. The former is based upon hard facts; the latter on nothing at all, so far as I can see. Without self-confidence a man never gets very far; with conceit, he never gets any place at all.

Easy success is harmful until you take the antidote of failure. To know it all is just the same as knowing nothing at all. There never was a man big enough to surround all the knowledge there is of any business and pack it away in his brain; yet there was I, a kid, so far as real experience went, absolutely certain that I had achieved that. It took an awfully hard fall to make me get wise to myself.

You haven't become a cropper yet, son. You've started your first market and you've been successful. I know that you're ambitious to branch out, and I'm glad to see that you are. You wouldn't be worth your salt if you weren't. But go ahead with that second market you have in mind just as cautiously as you went ahead with your first market. Welcome advice; use discrimination in rejecting or accepting it, and don't let the natural conceit you have from your first success convince you that no one can tell you anything.—Butchers' Advocate.

### Mr. Flour Merchant:

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

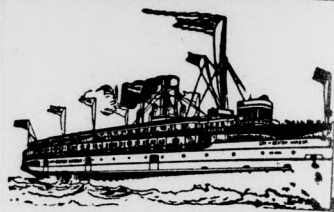
Write us to-day for exclusive sale proposition covering your market for

## Purity Patent Flour

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

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

Grand Rapids, Michigan



## CHICAGO BOATS

Graham & Morton Line

Every Night

## 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

Bell



System

Progress is attained by leaving old and beaten paths and cutting new roads through to the goal, Success.

The rapidity of progress is increased by the use of shorter, smoother, broader channels of communication, and later, newer and more efficient means and methods of dealing with the questions that arise daily in the world's work.

## The Telephone Service of the Bell System

furnishes the shortest cut in time, supplemented by the most approved apparatus and a perfectly trained operating corps. It is adapted to every condition and problem of life and within the reach of all.

Public Stations everywhere, Local and Long Distance.

"Don't Walk—Talk"

At the Sign of the Blue Bell

Michigan State Telephone Company

**Talks by the Butcher Philosopher.**

Did you ever stop to watch a sluggish stream wondering in what direction it was running? No doubt you were at a loss to discern the direction of the current until you noticed a rock appearing above the surface and creating a ripple, or else caught sight of a piece of wood floating slowly upon its surface and obstructing the current that was there. Then, too, this obstruction will give you some idea of the volume of water in the stream—something you can never form an idea of by simply looking on an almost imperceptible moving surface.

So it is with business. Its progress toward profit or its progress toward loss can only be determined by placing some obstruction in the way of its regular routine. In the case of the stream, this obstruction is the stick or the stone; in the case of business, it is the trial balance struck at periodical intervals.

There are many small retail merchants who never strike a trial balance under any circumstances. They consider such a precaution unnecessary, as they themselves do practically everything in their stores and therefore feel that such additional work would have no benefit for them. They are willing to admit that such a method of doing business is well fitted for the needs of the merchant who does a large volume of trade, but they consider that in a small market it is not essential in any sense of the word.

It is true that many of this class

of butchers are successful in a measure without the aid of a trial balance, but, at that, omitting the work of a regular balance sheet has never added to the success of any marketman yet. I believe that the success of his market would have been still greater had he taken the trouble to balance up his business regularly.

If, however, the market man should be hazy regarding the conditions of his business, or if he should feel that he is driving toward a loss instead of toward a profit, the method of a regular balance sheet cannot be omitted.

One butcher I am well acquainted with recently ripped the fixtures out of his market and opened a new shop in another locality for the following reasons:

"I am going back to my own neighborhood," he said, "where I always made a lot of money. Like a fool, I thought that if I could do so well in a cheaper neighborhood I might increase my business many fold in a more aristocratic locality. My five year's lease in this place has just expired and I am going back where I belong—the place that I should never have left.

"Besides the expense of moving again, it has cost me \$6,000 which I lost trying to run a prime beef shop in this neighborhood."

"You lost \$6,000 in five years!," I exclaimed. "Did it take you all that time to find out you were losing money? Did you strike a trial balance regularly?"

"Say," he said, "I have got other

things to think of besides balances. I never took the trouble to do that in my life and, besides, I hardly know how to begin if I did start to do it.

"All I knew was that when I made money I took it out of the business and put it in the savings bank and that for the last five years I had to go to the bank from time to time and reduce my account in order to prevent myself from running short."

When I asked him why he did not wake up to the facts of the situation, sooner his reply was characteristic to that large number of butchers who do what I term a blind business.

"Well, in the first place, I was always in hopes that business would improve," he said. "Besides that, I had a five years' lease here and could not go, so I just kept hoping and working and drawing out money."

Does anyone think that if he had struck a regular weekly balance or at least a monthly one during all these five years that he would not have shown a loss during that time—that he would have traveled along in the same old rut? The chances are that he would have changed his methods and that this change would have been in all probability for the better, or that he would have given up the shop by selling it or by subletting the store. Anything would have been more profitable than losing five years' time and \$6,000 in cash besides.

A friend of mine works in a large establishment that takes stock only twice a year in December and June, so as to be able to balance their books by January 1 and July 1. It

takes all of the employes at least a week, working until 11 or 12 o'clock every night, and it must cost considerably, but the proprietors of this business must know how they stand in it regardless of cost or effort.

There is no such trouble in the retail meat market. Any butcher can take stock on Saturday night in less than a half hour and come within five or ten dollars without weighing the stuff. With these data so easily accessible it is easy to strike a balance at weekly intervals.

These trial balances become very interesting, instructive records, for they show the absolute facts concerning their business. They answer the eternal questions: Has the volume of trade increased or decreased? Are the profits satisfactory? Are the credit accounts growing unduly large? And if the proper attention is given to the work, they answer them accordingly.

As the compass is to the mariner, so the trial balance is to the butcher. —Butchers' Advocate.

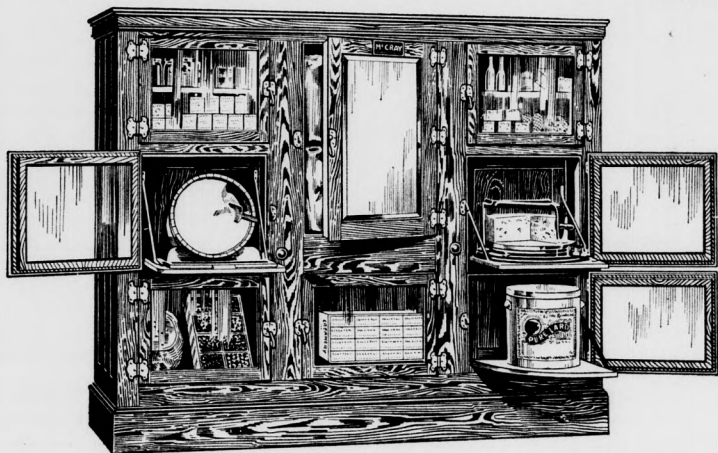
**Up to Daddy.**

Arthur, aged 7, had carefully bitten out all the soft pieces of his slice of toast, neatly piling the crusts on the edge of his plate.

"When I was a little boy," said father reprovingly, "I always ate my crusts."

"Did you like them?" asked Arthur. "Of course I did," lied the father, glibly.

"Then you may have these," replied his son, graciously.



# McCray Grocers' Refrigerators

Their construction is scientific. It provides for a constant, rapid circulation of cold dry air through every compartment. All impurities and odors are carried off through the water sealed drain pipe.

McCray Refrigerators are used and preferred in the country's finest and best groceries. Their supremacy has been maintained for over 30 years.

We make an extensive range of styles and sizes of grocer display refrigerators and cases which are already built, arranged for either ice or mechanical refrigeration. Or, if you desire our expert draughtsman will design a refrigerator to meet your exact needs and to conform to any store arrangements.

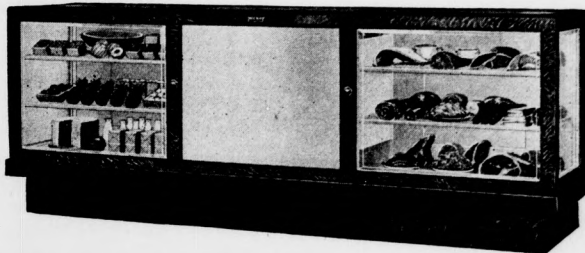
Write To-day for Catalog

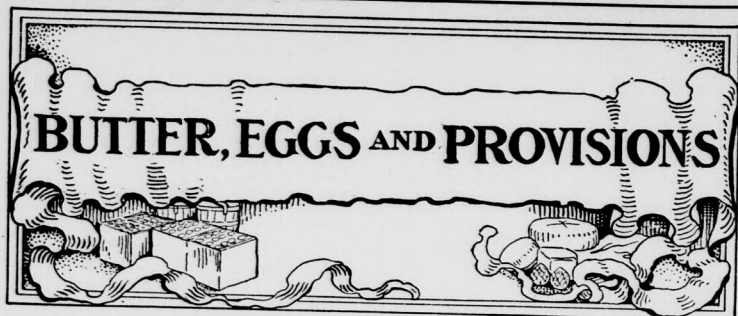
No. 70—For Grocers and Delicatessens  
No. 92—For Residences

No. 61—For Meat Markets and General Storage  
No. 50—For Hotels and Restaurants

McCray Refrigerator Co., 644 Lake St., Kendallville, Ind.  
Detroit Salesrooms, 239 Michigan Ave.

Agencies in all principal cities





#### 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.

#### Recent Butter Moisture Decision Against U. S.

The Baldwin Co-operative Creamery Association of Baldwin, Wis., has won a suit brought in the U. S. District Court of Wisconsin to recover \$837 paid under protest for alleged infraction of the adulterated butter law. The suit was brought against a collector of the Internal Revenue Department. The creamery was assessed \$550 manufacturer's tax, \$275 penalty and \$12 stamp tax for producing two tubs of butter which according to Government analysis showed 16.27 and 16.56 per cent. moisture. The two tubs were part of a consignment of forty-five tubs unsalted butter shipped to New York.

At the trial evidence was submitted showing that there was no intention to incorporate excess moisture on the part of the creamery, that a normal process of manufacture was followed, and that butter made by normal methods is subject to considerable variation in moisture content.

The court held that the 16 per cent. moisture limit regulation adopted by the Secretary of Treasury was unconstitutional and void, that no intent to incorporate excess moisture in the butter was shown by the evidence, that there was no proof that the process of manufacture followed had the effect of incorporating excess moisture, and that the creamery was not engaged in the manufacture of adulterated butter as a business.

Only two weeks ago we announced the result of a similar suit brought by a New York State creamery in which the decision was against the creamery. Cases of this kind, brought to recover taxes and penalties collected by the Internal Revenue Department from manufacturers of butter containing 16 per cent. or more water, have been frequently brought by creameries in Federal courts in various sections of the country. Some of these have been carried to the Federal Circuit Court of Appeals, but no cases, as far as we know, has yet been placed before the Supreme Court. Among the decisions so far rendered there has been no semblance of uniformity, in fact diametrically opposite views as to several of the important points involved may be found in the opinions of both district and appellate courts. In the first case brought, that of the Coopersville Creamery Co. of Coopersville, Mich., in 1908, the creamery lost its case

in both the District Court and Court of Appeals, the latter court denying the contention that the 16 per cent. moisture limit regulation was unconstitutional and affirming the judgment of the District Court as to the creamery's liability for penalties and taxes. The West Point Butter and Creamery Co. of West Point, Neb., lost a similar case the same year, but in 1911 Judge Willard in the District Court of Minnesota, in a suit instituted by the Milton Dairy Co. for possession of butter seized by Internal Revenue agents, held the regulation fixing the 16 per cent. limit unconstitutional and awarded the creamery possession of the butter. This decision was upheld by the Federal Circuit Court of Appeals the following year. After this decision the Internal Revenue Department continued to bring cases under the law, and when met by court proceedings they sought to establish adulteration when 16 per cent. water was exceeded, on the question of fact rather than on the strength of the Department ruling. In 1913 the Crescent Creamery Co. recovered taxes paid for overmoisture butter in a suit in a Minnesota District Court. The judge held the 16 per cent. moisture ruling unconstitutional, emphasized the fact that a creamery could not under the law be considered a manufacturer of adulterated butter unless engaged in the production of such butter as a business and left the question of fact to the jury to decide. But that same year an Ohio creamery in a Federal court in that State lost its case; the judge in this case charged the jury that the 16 per cent. ruling has the force and effect of law and that anyone making butter containing that amount or more moisture is a manufacturer of adulterated butter under the law. Again in 1913 Judge Landis in the Weaver case in Chicago while denying the right of the Secretary of Treasury to adopt 16 per cent. water as the adulteration dead line, held that the butter in question containing 16.9 per cent. water, was in fact adulterated. Several other cases, besides the two recently decided, have since been brought, of which we might mention that of a Montesano, Washington, creamery, which lost a suit to recover taxes. The Government simply showed that the butter in question contained over 16 per cent. water. The judge declined to instruct the jury that the law set any definite amount of water as abnormal, but the jury decided on the facts shown against the creamery.

In view of the conflicting decisions it appears that the chances of a creamery recovering through suit, taxes and penalties paid for over-moisture butter will depend in a measure upon the district in which the case is brought, and also upon the facts of the case. If a cream-

ery can prove by its records that it takes precautions to avoid the incorporation of excess moisture, that it follows normal practices in churning and working, and that it does not engage in the manufacture of high moisture butter as a business, it has a far better chance of recovering such taxes and penalties than the creamery which by working its butter in the presence of water, aims by a special process to incorporate as much moisture as possible and just squeeze under the 16 per cent. line.—N. Y. Produce Review.



**There's No Other Flavor Like**  
**Mapleine**  
That's why it continues to grow in popular favor  
Order from  
**Louis Hiller Co.**  
1503 Peoples Life Bldg.  
Chicago, Ill.  
**CRESCENT MFG. CO.**  
Seattle, Wash.

## Tip-Top Bread

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

**Make "Tip-Top" Your Daily Bread**

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

**He Lives Well Who Dines on "Tip-Top"**

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

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

# The Vinkemulder Company

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

### 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.**

### Dandelion Vegetable Butter Color

A perfectly Pure Vegetable Butter Color and one that complies with the pure food laws of every State and of the United States.  
**Manufactured by Wells & Richardson Co. Burlington, Vt.**

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

Bell Phone 860 Citiz. Phone 2713  
**Lynch Bros.**  
**Special Sale Conductors**  
Expert Advertising—Expert Merchandising  
28 So. Ionia Ave. 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.

**The Future of the Retail Grocer.**

The retail grocers of the United States ought to weigh well, reflect upon and profit by what John A. Green, ex-President and former Secretary of the National Retail Grocers' Association, said in his paper read at the New Orleans convention:

It is too true, we fear, that the retailer has been content to conduct his business in the ways of his fathers. He has failed to consider the result of his having figured his selling cost down to a minimum, while his operating expenses steadily increase.

The stricture made by Mr. Green when he says there is no profession, calling or business which is run as loosely as ours, is true, we fear. Other professions have their business down to a system, while the retail grocers, to a great extent, disregard all business principles.

Mr. Green says the retail grocer must improve his credits, be more careful of his credits. The wholesaler must pay his bills to the manufacturer, he, therefore, expects, naturally, that the retailer will pay his bills with fair promptness. Now, how can the retailer pay his bills, if his customers do not pay him? Too many times we have heard retailers contend that they cannot push their customers, that they cannot collect their bills, that they cannot shorten their credits. If they are not business men enough to control their rights they ought to be, at any rate.

We agree with Mr. Green in the proposition that lack of efficiency prevails in retail stores and that the retailers, if

they hope to better their conditions, must adopt methods similar to those of their larger competitors.

The retailer is necessary, he stands next to the ultimate consumer. We contend that the jobber is necessary; we believe that the jobber and the retailer are necessary to each other, and we believe that the present conditions of both can be greatly improved by thorough confidence between the two branches. But it is for the retailer to improve his condition, so far as shortening his credits are concerned, by a more diligent collection of accounts and more care, more discrimination in granting credits. The average retailer has not a large capital to work with and he cannot afford to have it dissipated in the form of long standing accounts and bad debts. He cannot turn over his stock to advantage unless he has the use of his capital.

We believe thoroughly, as we always have, in the retail grocer. We believe in his indispensability, in the impregnability of his position; he is a necessary factor in the distribution of foods. The trouble is, he does not utilize, we will say take advantage of, the strength which really lies within him; let him adopt more business-like methods, more system and adapt to his own peculiar conditions, so far as possible, the method employed by his larger competitor.—New England Grocer.

**A Boy's Definition of Water.**

"Water is what turns black when you put your hands in it."

Follies of youth are drafts on old age, the payments of which are imperative.

**The Best Store in Town.**

We have heard and talked and written a lot about co-operation.

Co-operation between merchants is a good thing, a mighty good thing, when done right; but there are times when a merchant has to "go it alone," when he has to assert and prove his own individuality.

What makes "The Best Store in Town?"

What are the qualities that stand out to give such a store its reputation among the people of the community.

What are the things that make for leadership?

At the start, let us say that the "leading merchant" of most any town is usually the man most willing to co-operate and who is also the leader in urging such co-operation as well as the leader in sales and other things.

So there is no inconsistency in citing the things that make for leadership, in pointing out the individualism that characterizes. "The Best Store in Town," and at the same time believing in the efficiency of co-operation.

The leading merchant is usually the man who does the right thing first.

The best store in the town is the store that comes nearest having the right goods at the right price.

The best store is the one that does the most interesting things, that gets the most favorable attention from the people, and gives most satisfaction to the customers.

The best store isn't the one that worries about competition; it is the one that worries competition.

It is the store that always has the newest merchandise before it is offered by any other store; it is the store that makes such styles as they show good largely because they show them, and that because they are always right with the rest of the fashion world.

It is the store with the most rapid turnover, so that goods are fresh and up-to-date.

It is the store that always puts something really interesting in the advertisements, in the show windows; that always has something new to show the casual customer.

It is the store with the best accounting system, and the best collecting system; that gets the money due and avoids offending, and thereby losing, customers by mistakes in bills, etc.

It is the store with team work on the part of the proprietors and the selling force; where all are pushing and not with just one man pushing and not only pushing the business but the salesforce also.

These things are individual much more than co-operative. They depend on the merchant himself alone. He thinks these things out for himself, not after some other store has forced him to do it to keep the pace.

There can be only one "best" store in town, in the opinion of any one person, but opinions differ, and you may make your store the "best" for your customers. You can't do it if they see you always copying after someone else, always in the wake of a real leader.—Omaha Trade Exhibit.

ASK YOUR JOBBER FOR

# Hart Brand Canned Foods

HIGHEST QUALITY

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

*Quality Guaranteed*

The HART BRANDS are Trade Winners and Trade Makers

Vegetables:—Peas, Corn, Succotash, Stringless Beans, Pork and Beans, Pumpkin, Red Kidney Beans, Spinach, Beets.

Fruits:—Cherries, Strawberries, Red Raspberries, Black Raspberries, Plums, Pears, Peaches.

**W. R. ROACH & CO., HART, MICH.**

Factories at

HART, KENT CITY, LEXINGTON, EDMORE, SCOTTVILLE.

**FORTY-ONE YEARS AGO.**

**Ruling Prices for Grocery Staples in 1875.**

John N. Wilson, general agent for the Union Central Life Insurance Co., of Cincinnati, favors the Tradesman with an invoice for groceries which he purchased forty-one years ago in Columbus, Ohio, on the occasion of

correlated is this profession with business for mutual sustenance and expansion.

Let us consider when, with propriety, advertising may be carried as an asset in the balance sheet of a going concern. It has many of the characteristics of ordinary commodities of trade. For instance, it may be bought and sold and it has a certain

upon which as an investment it is receiving satisfactory returns, there should be no objection to treating it as an asset. The same holds true of advertising.

Again, such advertising as may be done for the purpose of bringing to the attention of the public some new business or branch of business, or some new or improved article, and which has a direct effect in creating or increasing the good will of a business undertaking, may be considered as an asset.

An individual, firm or company which has something new or of superior merit to dispose of should provide sufficient capital at the outset of the undertaking not only for plant and working materials, but for advertising, in order to adequately acquaint the public with the merits of that which is to be sold. The amount so provided and spent might with all propriety be considered and carried in the balance sheet as an asset, and in any disposition of the business it would have a good will value depending upon the returns of the business.

When then must advertising be considered as expense? Such advertising as may be done to maintain a normal distribution, or to keep the name and nature of a business before the public, or for the purposes of calling attention to special temporary prices of articles, although having some effect upon the good will of the business, should not require further capital and should be considered as an expense and provided for out of current operations.

Take another instance, that of an old and established business, such, for example, as a mutual assurance association. Such an association would not be justified in or have any reason for carrying as an asset the expenditures it might make for advertising. As such it is not an asset which could be realized and distributed; it has no place as good will value to the association whose business could not be sold; it is not a thing for which capital could be raised; hence it would not be practicable to consider it as an asset, but, conversely, an expense.

Whatever differences of opinion may arise over the question discussed, there is no shadow of doubt concerning the marvelous power of advertising in whatsoever field it operates. In recognition of this I venture to suggest a new field, a suggestion which met with considerable interest when presented by me at the Convention of Associated Advertising Clubs of America in 1911. I refer to the proper and adequate advertising, in a systematic and scientific manner, of the financial affairs of the corporations in which the public is interested directly as shareholders or indirectly through the influence of the corporations upon general business conditions.

Advertising the financial affairs of corporations is of great public importance and advertising agents have a public duty in this connection that should be performed, the effects of which should be far reaching and of inestimable public benefit.

Elijah W. Sells.

J. H. Barcus,  
E. Barcus, Jr.

*Columbus, O., Moh. 21<sup>st</sup> 1875.*  
*J. N. Wilson*  
**Bought of J. H. Barcus & Co.,**

DEALERS IN—  
**FINE FAMILY GROCERIES,**  
Opera House, No. 195 South High Street.

P. N. J. open book the above in carrying the bill out	10 <sup>lb</sup> C. Sugar	1	
	8 <sup>lb</sup> A. Sugar	1	
	1 <sup>lb</sup> 1/2 <sup>oz</sup> Tea	50	
	1 <sup>lb</sup> 1/2 <sup>oz</sup> Coffee	50	
	1 <sup>lb</sup> 1/2 <sup>oz</sup> Cocoa	30	
	1 <sup>lb</sup> 1/2 <sup>oz</sup> Baking Powder	30	
	1 <sup>lb</sup> 1/2 <sup>oz</sup> Baking Soda	30	
	1 <sup>lb</sup> 1/2 <sup>oz</sup> Vinegar	40	
	1 <sup>lb</sup> 1/2 <sup>oz</sup> Sugar	10	
	1 <sup>lb</sup> 1/2 <sup>oz</sup> Tea	10	
	1 <sup>lb</sup> 1/2 <sup>oz</sup> Coffee	10	
	1 <sup>lb</sup> 1/2 <sup>oz</sup> Cocoa	10	
	1 <sup>lb</sup> 1/2 <sup>oz</sup> Baking Powder	10	
	1 <sup>lb</sup> 1/2 <sup>oz</sup> Baking Soda	10	
	1 <sup>lb</sup> 1/2 <sup>oz</sup> Vinegar	10	
	1 <sup>lb</sup> 1/2 <sup>oz</sup> Sugar	10	
	1 <sup>lb</sup> 1/2 <sup>oz</sup> Tea	25	
	1 <sup>lb</sup> 1/2 <sup>oz</sup> Coffee	30	
	1 <sup>lb</sup> 1/2 <sup>oz</sup> Cocoa	50	
	1 <sup>lb</sup> 1/2 <sup>oz</sup> Baking Powder	15	
1 <sup>lb</sup> 1/2 <sup>oz</sup> Baking Soda	1		
1 <sup>lb</sup> 1/2 <sup>oz</sup> Vinegar	10		
1 <sup>lb</sup> 1/2 <sup>oz</sup> Sugar	60		
1 <sup>lb</sup> 1/2 <sup>oz</sup> Tea	60		
1 <sup>lb</sup> 1/2 <sup>oz</sup> Coffee	20		
1 <sup>lb</sup> 1/2 <sup>oz</sup> Cocoa	140		
1 <sup>lb</sup> 1/2 <sup>oz</sup> Baking Powder	10		
1 <sup>lb</sup> 1/2 <sup>oz</sup> Baking Soda	60		
1 <sup>lb</sup> 1/2 <sup>oz</sup> Vinegar	120		
1 <sup>lb</sup> 1/2 <sup>oz</sup> Sugar	10		
1 <sup>lb</sup> 1/2 <sup>oz</sup> Tea	10		
1 <sup>lb</sup> 1/2 <sup>oz</sup> Coffee	50		
1 <sup>lb</sup> 1/2 <sup>oz</sup> Cocoa	25		
1 <sup>lb</sup> 1/2 <sup>oz</sup> Baking Powder	35		
1 <sup>lb</sup> 1/2 <sup>oz</sup> Baking Soda	50		
1 <sup>lb</sup> 1/2 <sup>oz</sup> Vinegar	50	\$14.01	

his starting house-keeping directly after his marriage. The Tradesman reproduces herewith a fac simile of the invoice which will prove interesting to those who are inclined to think that we are now living in an era of high prices. It will be noted that sugar, tea, vinegar, starch, saleratus, matches and soap are all very much higher than they are at the present time:

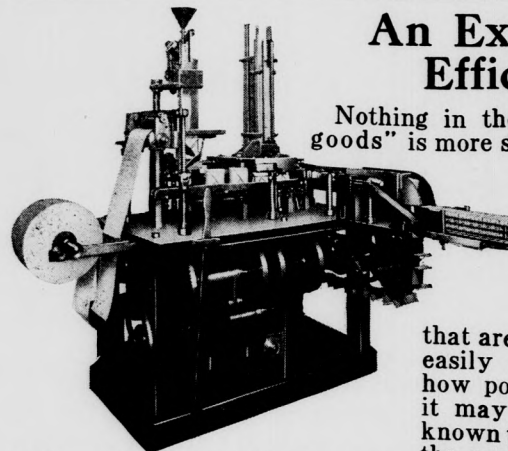
**Advertising Considered as a Business Asset.**

When it is realized that hundreds of millions of dollars are paid by business for this service, it is inevitable that the question "Is Advertising a Business Asset?" assumes considerable importance to business men on the one hand and becomes of deep seated interest to members of the advertising profession on the other, so

definite value aside from that of the material and physical labor of which it is composed. According to its application in such a case, as with other commodities, it may be justly considered as an asset.

Advertising differs, however, from other commodities in that the benefits derived, being limited to the advertiser, cannot be dissociated from the particular thing or business advertised, and as such disposed to another. In this respect it is identical with good will and confronts the same differences of opinion and policy as are held concerning the extent to which good will, patents and kindred things should be regarded as assets.

However, if it can be shown that a going concern has something of real value in its good name and good will, something that can be realized upon in any disposition of its business and



**An Example of Efficiency**

Nothing in the form of "package goods" is more safely insured against deterioration than Jell-O is.

Every grocer knows a great deal about Jell-O, of course: how good the desserts are

that are made of Jell-O, how easily they are made and how popular they are. But it may not be generally known that Jell-O is put into the packages by little automatic machines which perform the whole operation, from making the waxed-paper bag and putting the

**JELL-O**

into it, to closing and sealing the carton containing it. And while it is inserting the filled bag in the carton it includes with it a beautiful little folder full of Jell-O recipes. The entire operation from start to finish is performed in two seconds.

There are eighteen of these wonderful machine in the Jell-O factory, and they have a capacity of more than one million packages of Jell-O every four days.

Talk about efficiency! Any package put up by any one of these machines may be thrown into water and left there for days without producing a trace of dampness in the contents, which are always clean and sweet.

THE GENESEE PURE FOOD COMPANY, Le Roy, N.Y., and Bridgeburg, Ontario





**Buyer Who Took the Plunge Into Storekeeping.**

Turning a handicap to good account was the starting-point of my success in a dry goods store venture. For a number of years I had cherished the idea of going to some live, small town and embarking in business for myself.

Many a city man connected with the wholesale end of the trade as an employe has a like notion. Belief in themselves as storekeeping geniuses usually remains undisturbed, for the reason that very few ever put their presumed abilities to the test. It is one thing to speculate on what you would do as head of your own enterprise, and quite another thing to let go of a fair salary and take the plunge.

I dare say I would have been like most of the others, running along in the old groove and leaving the world with wings untried, but for the fact that the time of leave-taking loomed up in my imagination as being uncomfortably near at hand. The doctor gave me a good, broad hint. The country air—the kind that circulated in a certain specified region—was his prescription for my throat trouble. My position as manager of a department had been fairly remunerative, and I had saved a little money.

I was able to pick me out a town quite to my liking. It was a pleasant, thriving place of about 6,000 people. There were several pretty creditable dry goods stores, but I believed that the town had room for one more, at least of the kind I hoped to run. Every proposition has its weak points. I found, after I had got started, that I was up against a very conservative public sentiment in the matter of the town's attitude toward newcomers. The people seemed to be naturally loyal to established business institutions. And then their confidence had been abused by several recent transient stores whose advertising would not have analyzed over 50 per cent. pure.

But the handicap which I started out to speak of did not lie in the state of my health, nor yet in the town's slight aloofness. The first was already showing improvement, and I had faith that the latter would respond to intelligent treatment.

When I mention it, my real difficulty may seem trivial. It was nothing more than a vacant lot. The one empty room suited to my purpose—keeping central location in mind—was in the middle of a block. On one side of me was a clothing store, and on the other the lot mentioned. Someone cut the weeds now and then when they became too rank, but this was all the care it received. Although not openly used as a dumping-ground, it bore evidence, in little mounds of ashes and in a litter of tin cans, that it had served this purpose in some degree.

On the whole, the place was most unsightly. Its ugliness seemed to be accentuated by the brightening up I had given the front of the store. I felt that nothing I could do in the way of improving the appearance of my premises could offset the detract-

ing influence of the vacant lot in its existing state. This led to the idea of trying to do something with the eyesore itself. The ownership I discovered was in dispute among heirs. Thus there was no prospect of early relief in that direction. The agent would not let me put up a billboard, for a consideration, as I had in mind, but was willing to lease me the lot entire. As the terms were reasonable, I accepted.

Upon reflection, after getting control, I decided that while a billboard might hide the weeds and ash-heaps and old cans, it would not in itself be a thing of beauty, boldly flaming its announcement in the eyes of everybody. It was then that I thought of a better plan, one that still preserved the billboard idea, but without offense.

What I did was to build a board at the rear, instead of the front of the lot. The space between the board and the street I caused to be graded and sodded. Further, I had some flowerbeds made. The base of the billboard was banked with flowers and foliage. The board in itself was quite artistic, being a landscape scene, with a castle in the distance. The name of my store, with a brief slogan, was at the top of the picture. As a whole, the board blended nicely with the other features of the lot.

It would be hard to conceive, without having seen the before and after, the force of the transformation from ugliness to beauty. In no other way could I have appealed so strongly to the public's conviction. Alive to the possibilities of the idea, I kept the space in the most attractive condition. By constant sprinkling the grass was preserved a beautiful green, and the plants and flowers maintained in a luxuriant state.

Starting the improvement with early spring, I did more or less replanting during the season, thus having growing flowers up until frost. People came from all over town to admire this bit of park set down in the heart of the business section. I gave free use of it for church lawn fetes. All this served to break down prejudice against me as a stranger. My first year's business was highly encouraging. Since then I have enjoyed five prosperous, pleasant years, and I now consider myself established as one of the leading business men of the town.

The third year I was able to buy the lot. Whether I shall ever put a building on it is a question. For the present, at least, I feel that it yields me better returns as an advertisement than any revenue I might derive from rentals.—C. C. Johnston in Dry Goods.

**Part Payment.**

It was a wet, miserable night, and the car was crowded. Suddenly a coin was heard to drop. An old man stooped and picked it up.

"Has anyone lost a dollar?" he enquired, anxiously.

Nine passengers hurriedly searched their pockets and shouted: "I have."

"Well, I've found a penny toward it," said the old man.

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

**Watson-Higgins  
Milling Co.**  
Merchant Millers  
Grand Rapids, Michigan  
Owned by Merchants  
Products Sold Only  
by Merchants  
Brands Recommended  
by Merchants

**The Handy Press**  
*Turns Waste Into Profit*



**All Steel Fire Proof  
Paper Baler at  
\$25.00**  
(Also larger sizes)  
Proved by years of service  
*Write To-day*  
**The Handy Press**  
Manufactured by  
**The Grand Rapids Salvage Co.**  
Grand Rapids, Mich.

**GUARANTEED  
BEDDING**  
QUICK SHIPMENTS  
Mattresses Coil Springs  
Cot and Crib Pads  
Link Fabric Springs  
Sanitary Cover Pads  
Sanitary Couches  
Bulk Feathers Feather Pillows  
Made by  
**Grand Rapids Bedding Co.**  
Grand Rapids, Mich.

**Safety First  
in Buying**  
SAFETY in Buying means getting the goods and the quantities of goods YOU can sell at a profit. It means knowing what to buy and getting it at the right price.  
You can be safe in buying when you buy from "Our Drummer." If you haven't the current issue handy, write for it.  
**Butler Brothers**  
Exclusive Wholesalers of  
General Merchandise  
New York Chicago  
St. Louis Minneapolis  
Dallas

**Use Citizens  
Long Distance Service**



Copper Metallic Long Distance Lines furnish connections with 75,000 Telephones in Michigan, Indiana and Ohio.  
95,000 TELEPHONES IN  
DETROIT  
**Citizens Telephone Company**

## MERCHANT AND FARMER.

### Mutual Relations Each Should Sustain to the Other.\*

I think no one will deny that great changes are taking place in the agricultural industry of Michigan—innovations and revolutions which few of us were able to foresee a dozen years ago. If you retail merchants of Michigan are to profit by these changes and share in the advantages which are already much in evidence, you must still further develop your relations with the farmers. Village merchants cannot afford to be village merchants any longer. Neither can the farmer of to-day be the farmer of yesterday. And when we speak of the farmer in this collective sense we cannot narrow down our conception of him to the individual. The industry he represents now compels a whole-souled and fearsome respect. In many sections it has a wage-list many times larger and steadier in its pay oays than could have any number of manufacturing industries you might draw to your town. Then, for goodness sake, why don't you develop it?

"How?"

By securing and retaining the interest of all those engaged in the agricultural industry of your section. It means more than that. It means you must do your share to anticipate the future. It means you must see that the agricultural interest does all it can to promote itself. Develop it, make it grow, make it take advantage of modern methods, benefit by the latest scientific findings and best teachings, make the land richer and the yield better—and what happens? Profits are so much larger and you are so much better off.

But someone thinks this is not quite clear. He can only see the farmer coming out better if agriculture be developed in his section and if good roads and transportation be made to conform to its needs, if the telephone system be put in and rural deliveries maintained, if electric power be transmitted to the farmer's place, and if experimental stations and demonstration farms be maintained for his instruction and observation.

"Where do I come in on all this?" asks the little man. He wants muzzling. So sure as your business is keeping pace with the new business of farming, you will get your fair share of that prosperity which makes us all feel good and which is good for all of us.

One's mind, like one's business, must run along lines of broad, good principles. Yet speaking generally of the changed farmer is not talking of something which is not assured. We could not speculate so much upon the change in the man if we did not know for a fact of the change in the industry. This is verified in the words of so eminent an authority as Professor Bailey, of Cornell, who recently wrote:

"The character of farming is changing rapidly. It is coming more and more to be an efficient, profitable and attractive business. With marked ex-

ceptions here and there, in the past we have not given much consecutive thought to the business—not nearly as much as the merchant gives to his business or the doctor to his. It has been such an 'easy' business that untrained men could succeed in it. The change is economic. Farming is becoming more difficult; the old methods must go."

Professor Bailey might have added, "Farming is becoming so specialized that the new farmer must be a good business man." He will become one of the best business men of the day. When the first impetuous rush of fortune-making out of natural resources and public utilities has been relegated and passed by, the agriculturist will be in the governing class in this country. In the meantime he can make you. He can make your town. If you neglect him, you will not be made, which in twenty-five years from now will be much like being unmade. The local Board of Trade or Business Men's Association has only half its membership when half its members are not farmers.

Farming is the natural industry of most Michigan towns and in that you include everything allied to farming. Do you want a cold storage? It wouldn't be of any use to you if you had not farming and farmers. Having them, why not have it? Do you want more orchards? Do you want to be a market-garden shipping center? You can be if some one will apply a little business to the muck lands. Do you want to have the name of your town stamped and standardized on something really indigenous to your section? You can if you will get the farmers to combine into a fruit or vegetable packing and shipping association, sending out their products under a standard brand and trade mark.

Then why should not you merchants want to lay most stress upon farming and farmers? I might as well ask, should not the Indiana city of Gary be most concerned with steel and steel markets? It is much the same thing. Some sections talk about nothing but lamb; others nothing but coal; others peanuts; others pelts; others gold; others something else. Most Michigan merchants must give best and most consideration to the farming industry. Agriculture is the bedrock condition governing your section's growth. What you ought now to confine yourselves to is to discovering the right way to set about its development.

To tempt you with such fruits as I have laid before you would be unfair if I did not offer some means to obtain them for you. Results can be looked for in these days which never could have been hoped for in the pioneering days. Mixing patience with enthusiasm can let you hope to benefit by the change destined to come to every farming section of Michigan.

Enthusiasm is necessary for progress in any undertaking, whether it be the making of love or the building of business; but the enthusiasm which flares and flickers does about

as little good as the comet which flashes in the heavens. Enthusiasm must be bolstered with patience, so that it won't run riot and wreck your efforts. There are many big institutions only too willing to help if you do your share. The State implores you to take advantage of the knowledge it can teach and desires to add to your prosperity by improving your resources. The railroads beseech you to work in harmony with them, to join in their efforts to promote traffic in your products. Many of the large railway systems provide demonstration farms to help increase and better the cultivation of the soil. Getting into communication with the railroad might acquire you something which would help improve the business of each. Why let run to waste the assistance Lansing is paid to give? Those institutions constantly offer aids which will eventually improve your conditions financially. Why should not the school houses be opened in the evenings for agricultural instruction? Farmers who would like to go to Lansing, but cannot, would be glad to go to college of an evening at the schoolhouse. By employing specialists to explain the latest methods you would show there is nothing in the world so instructive as being shown how the other fellow does the same thing differently, but rightly. By these and many other like efforts natural industry is developed in lines along which it has not thought of looking.

Through such glasses are recognized sights not before plain to the eye. Such comparisons reveal the conventional inhospitality and selfishness of a village. To maintain the kindest personal relations between a business and its customers is regarded as one of the first essentials in the conduct of every large, thriving concern. None is too large to think of any comfort, however slight. A whole heap of thoughtfulness is typified in the convenient hitching post and the covered shed for teams. The village anticipating these comforts, and having practical welcomes everywhere, is the village which will get the trade.

Such a very simple illustration of the things a village or town must do to develop trade would be too insignificant for mention if I did not mean you to extend it in all sorts of ways. Think of the missing conveniences in the stores for women and the lacking accommodation in the village for men who come in weekly, many of them daily. They get through with their business and hurry away again as quickly as they can; but if the merchants of every town would provide a club room or common assembly place, there would be a center for promotions and understandings; a place where many problems could be mutually discussed and settled; where differences could be adjusted; where friendships could be cemented; where men could meet on common ground and, face to face, demonstrate that we are all members of a common brotherhood.

I am not even thinking of telling you all you should do. What I say

to-day has only one purpose. It is designed simply to direct your attention to basic industrial principles affecting the future of your town and its trade. I even say that insofar as you observe or neglect these principles, so will you grow or stagnate. The means you will take, the detailed efforts you will make, lie with you. Those are matters to receive the best attention of most carefully selected committees. They will sift and study and recommend and, collectively, you will see carried out that which shall be decided upon as being for the best and most good. Every thoughtful attention paid the man and woman trading in your town helps to continue the prosperity of and add to the greater growth of the place.

Such matters are entirely within your power. There is nothing hifalutin in what I am saying. You notice the suggestions are the simplest, for simplicity is the cure for problems nine times out of ten. I have only recommended putting in hitching posts and covered sheds for teams and fords and automobiles and the maintenance of a common meeting place. Sometimes a man wants to hitch his horses; sometimes a woman wants to nurse her baby and see if her hat is on straight; sometimes people want to go somewhere while it is raining; sometimes a lonesome man wants a handshake from someone who has it in his heart to say the right word in such a way as to change the entire aspect of things. When hitching posts are put in by everyone they make fine decorations scattered around in any village. They are those little services which denote that thoughtfulness for customers which is the humanizing factor in every successful town. You must infuse that pride of village and town which comes next to love of home. Everyone can help. The women have their share to perform as well as the men, the ministers as well as their congregations. If each one did the work everyone should do, you wouldn't know your town inside of two years. There would be better use made of the space in front of your stores; your streets would be curbed and cleaned up and the yards made gay with flowers; the school house would have agricultural courses and you would be in touch with Lansing helping organize agricultural classes in the district schools; the farmers for miles around would find coming to your town more profitable and pleasurable; the railroad would be assisting you in your efforts and telling of your advantages in booklets. You would find that there is a commercial value in village beauty and village utility.

I need not go on. The programme committee asked me to come here today only to point the finger of direction. With everyone doing his and her share you will have little difficulty in making your town the center of a well-advertised and much-sought-after section.

The candidate who gets the vote of the fair sex ought to receive a handsome majority.

\*Address before Grand Rapids Retail Merchants' Congress by E. A. Stowe.

# A merchant shouldn't do anything a machine can do for him



**Our complete 1916 model takes care of all transactions between clerks and customers. It makes no mistakes, never forgets, and works fast. It satisfies customers and increases profits.**

**Some of the things our complete 1916 model does:**

1. It forces accurate records of all transactions between clerks and customers.
  2. In two seconds it prints a receipt or sales-slip showing the amount paid or charged.
  3. It gives the merchant the cheapest, most direct, and most effective advertising of his store and his service.
  4. It prints a visible list showing 14 or 42 of the last transactions. This tells the merchant what is done in the store even when he is away from it.
  5. It stops practically all disputes with customers about money and accounts.
  6. It tells the merchant which is his most valuable clerk.
  7. It tells him what each department of his business is doing.
  8. It tells the total number of customers daily.
  9. It tells how many customers each clerk waits on and the amount of his sales.
  10. All these things save a merchant time; free him from work and worry; attract trade and increase profits.
- Merchants realize these things and are buying them so fast that we shall soon be far behind our orders.**

**Don't forget, NOW is the time to make money. The harvest is ripe Will you reap it with an old-time sickle or an up-to-date self-binder.**

**Our complete 1916 models are as far ahead of our old registers as the self-binder is ahead of the sickle.**

**Our registers are making money for thousands of merchants.**

**What is good for others is good for you.**

**Sold on small monthly payments or liberal discount for cash.**

**The National Cash Register Company, Dayton, Ohio**

Sign and send this coupon now

**To The National Cash Register Co.,  
Dayton, Ohio.**

Without obligating me in any way to buy, I would like to know more about your complete 1916 Model Receipt-Giving Cash Registers and "N C R Service." We have ..... salesmen in our store. We have a register ..... years old. Principal lines of merchandise carried are:

.....

Firm Name .....

Address .....

Michigan Tradesman June 7-1916.

## FERMENTED MILK.

**How to Make a Refreshing and Nutritious Beverage.**

In recent years the consumption of buttermilk and fermented milk of various kinds has increased very rapidly, popular interest in these preparations having been greatly stimulated by statements that they have a most beneficial effect upon human health. In the large cities many special preparations are sold under various names.

In Bulletin No. 319 of the Department the available knowledge on the subject of fermented milks is briefly summarized. In this publication it is pointed out that although the value of such milk to human health may have been exaggerated, it unquestionably has a beneficial effect in many cases. There is no doubt that beverages made from it are nutritious and refreshing and for this reason if for no other their use should be encouraged. On the other hand, it is pointed out that the consumption of these preparations in large quantities may introduce marked changes into the accustomed diet and that such changes should not be undertaken without the advice of a physician.

The bulletin already mentioned gives simple directions for the home preparation of fermented milk beverages. A perfect substitute for buttermilk, for example, can be obtained without making butter. Chemically, buttermilk differs but little from skimmed milk. If the latter is soured and then thoroughly agitated in order to break up the curd, it has the appearance and flavor of buttermilk that is obtained by churning cream. The milk may be left to sour of itself, but in this case other changes than those caused by the desired action of the lactic-acid-forming bacteria may take place. It is advisable, therefore, to assist and to some extent control the process of souring by what is known to butter makers as a "mother starter."

To obtain a "mother starter" at home, milk from several sources should be collected and a pint sample of each put into clean, glass jars or bottles and allowed to stand until the milk curdles. When this change has taken place an equal number of bottles should be filled with fresh milk and held in steam or boiling water for half an hour in order to sterilize them. When this fresh milk is cooled a teaspoonful from each of the bottles of the curdled milk should be added and the fresh milk allowed to curdle in its turn. This process should be repeated until a sample has been obtained which curdles in at least eight to ten hours, has a smooth curd that is free from whey and gas bubbles, and has a pleasant, acid taste.

Such a sample constitutes a satisfactory "mother starter." A teaspoonful of it should be added to a quart of skimmed milk which has been heated for at least a half hour in a double boiler and then allowed to cool to about 75 or 80 deg. F. After the addition of the mother starter the milk should be kept in a warm place until the following day, when the bottle

should be thoroughly shaken in order to break up the curd; the finished product then should be put on ice. A teaspoonful of this freshly curdled milk may be used as a "mother starter" to inoculate more milk.

Under the name kefir, kumiss, yogurt, etc., other forms of fermented milk have been introduced from Southern Russia, Turkey, the Balkans, and Asia Minor. Some of these milks also can be made at home with comparatively little trouble. Kefir originated in the Caucasus, where it is prepared in leather bottles made of goat-skin. These bottles are never emptied, but fresh milk is added as the fermented milk is taken out, and in this way the process of fermentation is continuous. In this country the best results are obtained from carrying on simultaneously in sealed bottles an alcoholic and a lactic-acid fermentation. The alcoholic fermentation, brought about by the presence of yeast, should preferably be induced in buttermilk, which can either be made at home or obtained from a dealer. It is fermented by the addition of a sugar solution which contains a half teaspoonful of sugar to six or eight ounces of boiled and cooled water and in which half a yeast cake has been placed. The solution thus prepared should be set in a warm place overnight and should be ready for use at the time the buttermilk is curdled. In addition to this solution, 1 to 1½ per cent. of sugar is added to the buttermilk. The sugar is dissolved in the buttermilk first and then the yeast culture added in the proportion of one teaspoonful to one quart of milk. The milk should then be stirred thoroughly and bottled. The bottle should be strong and tightly stoppered, as heavy gas pressure is sometimes developed. The mixture is then put into a cool place to ferment and should be used when from three to five days old.

Genuine kumiss can hardly be manufactured in this country, because it is the product of mares' milk, the mares coming of a race of exceptionally hardy horses and giving more than the ordinary amount of milk. At one time it was believed that kumiss was highly effective in the treatment of tuberculosis, but it now seems probable that it possesses no advantages over similar preparations. As a matter of fact, mares' milk is lower in nutritive value than cows' milk. The natives of the Russian plains, where this product originated, establish fermentation by the addition to the milk of some decaying matter, such as a piece of flesh, tendon, or vegetable. Most of the so-called kumiss that is sold in this country should really be called kefir, since it is generally made from cows' milk, and the difference between the two is more in the milk than in the treatment.

Both kefir and kumiss are limpid and mildly acid in character. An entirely different class of prepared fermented milk has been introduced from the Balkans and the Eastern end of the Mediterranean. These preparations are known by various names, the most familiar of which is yogurt.

**"IOWA"**

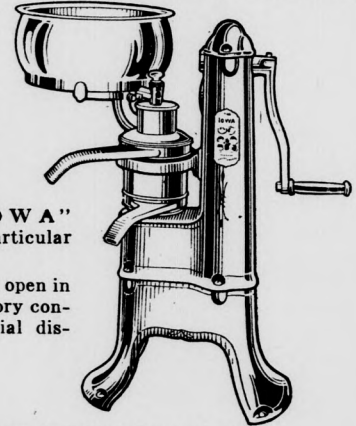
CLOSEST SKIMMING      LIGHTEST RUNNING      EASIEST CLEANED

DAIRYMEN demand convenience with efficiency. The "IOWA" is the one best Cream Separator to meet this demand. The Supply Tank is only waist high. It is pressed from a single sheet of high-grade steel—heavily tin plated—seamless—no cracks or corners—easily cleaned. The tank is so designed that it is practically impossible to spill milk when poured into the tank from a milk can.

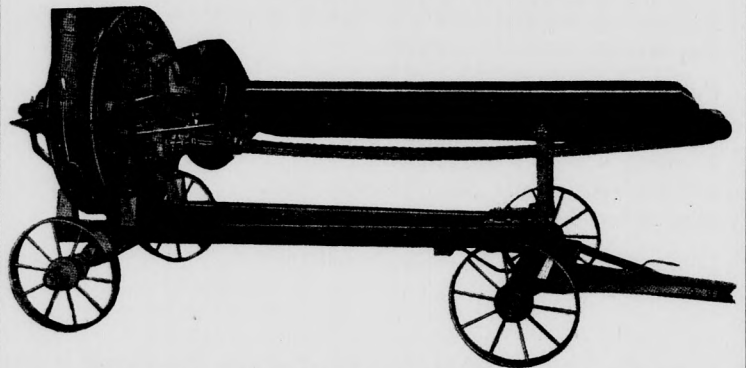
If you desire to remove the tinware after Supply Tank is filled, DON'T LIFT the heavy tank of milk off and carry it over to a table or set it on the floor—SIMPLY SWING IT ASIDE.

The efficiency of the patented "CURVED DISC" Bowl—the time-saving Sanitary Cleaner and the convenience of the Supply Tank are some of the reasons why the "IOWA" meets the demands of particular Dairymen.

If the "IOWA" agency is open in your territory, ask for territory contract and Dealer's confidential discount at once.

DEALERS  
EVERYWHERE

Grand Rapids Branch, 208-210 Ellsworth Ave.

**Associated Manufacturers Co.**  
Waterloo, Iowa, U. S. A.**"BLIZZARD"**  
Ensilage Cutters

Let your customer fill his silos next fall with a "Blizzard" before making any payment or settlement. That kind of a proposition looks good to any farmer. And it's a whole lot of satisfaction to a dealer to handle goods that he can sell on such a broad guarantee, without taking any chances.

Our salesman will help you sell the "Blizzard."  
Get our dealers' proposition.

**Clemens & Gingrich Co.**

Distributors for Central Western States

MAIN OFFICE  
1501 WEALTHY ST.

GRAND RAPIDS, MICHIGAN

This is a thick-curdled milk, decidedly acid, and with little or no alcohol. It may be made from the milk of the goat, buffalo, or cow. It is frequently reduced by evaporation to one-half of its original volume, and is then used as a food and not as a drink, being eaten with the addition of bread, dates, etc.

The most satisfactory results in the manufacture of yogurt are obtained by making buttermilk in the ordinary way and churning it with an equal quantity of milk curdled with the yogurt organism. This process yields a product which has the texture of buttermilk, but a distinctive flavor. For the manufacture of yogurt at home, a culture of the essential organism must first be obtained. Many drug stores have these in tablet form or can furnish the names of manufacturers. A half pint of milk is heated in a double boiler and held for a half hour after the water begins to boil. When it has cooled to about 100 deg. F. a considerable quantity of the yogurt culture should be added. If this is in the form of tablets, three or four should be used. The milk should then be put into a bottle or fruit jar and held overnight in a warm place, the most favorable temperature for the fermentation being at or a little below 100 deg. F. By the following morning the milk should be curdled with a thick, somewhat stringy curd which possesses a sharp, acid taste. A teaspoonful of this preparation can now be added to a quart of ordinary milk. This, in turn, is held overnight, and when it is curdled, the curd is broken up by vigorous shaking. The process may be repeated so long as the curdled milk has a smooth, acid curd which is free from undesirable flavors and particularly from the yeasty flavor characteristic of bread dough. Yogurt is sometimes diluted with cold water, either still or charged. Sugar and lemon juice or fruit sirups may also be used satisfactorily with it. If difficulty is experienced in the home manufacture of yogurt, it may be desirable to obtain fresh tablets directly from the manufacturers.

#### Will Premature Price-Cutting Prevail This Summer?

Written for the Tradesman.

Editors of shoe publications and writers on shoe trade topics and leading spirits in local retail shoe dealers' associations throughout the country, not to mention shoe manufacturers and traveling shoe salesmen, have had much to say in times past about those premature price-cutting crusades so common to the shoe trade, whereby retail shoe dealers both large and small throughout the land, lose annually hundreds of thousands of perfectly good dollars, in a ridiculous, spectacular and unbusinesslike effort "to beat the other fellow to it."

I am wondering if the summer of 1916 will witness a repetition of this traditional folly. After all that has been said and published on this evil—after the voluntary and pathetic confessions of shoe retailers galore, who have been drawn into it in the past,

to their financial hurt—it would seem that the time had at length arrived for the retail shoe people to control clearance sale seasons with a view to conserving profits which they have hitherto distributed as gratuities among their customers. If experience, which is alleged to be the best of teachers, hasn't taught them this lesson, one cannot but wonder why.

Assuredly the retail shoe merchant, or general dealer handling shoes along with other merchandise will be facing this summer an unique situation: on the one hand, a sellers' market; on the other hand, increasing consumer demands for almost everything salable in the way of hot weather footwear. Such being the case, it would seem to be the very best opportunity shoe dealers have had in recent years to stand pat on prices that will leave a neat margin of profit. If I am anywhere near right in my diagnosis of the present situation, now is the time par excellence for retail shoe dealers to get together locally and agree upon a given late date for the opening of reduced-price sales of spring and summer footwear.

#### What Others Have Done.

Every now and then we read of the merchants of a community getting together on a matter of mutual interest and putting something over locally which is of vital importance to all. Sometimes such merchants are shoe dealers and managers of shoe departments, sometimes they are dealers in other lines.

In Louisville quite recently the local hatters, including the general stores handling hats, got together and signed an agreement whereby no straw hats were to be placed on sale before a certain date in May; and these same dealers also pledged themselves neither to advertise nor operate cut price sales until July 29th. In former years reduced-price sales of straw hats were inaugurated as early as June 10th—just about the time the average man begins to seriously consider buying a new straw hat. Of course there was no reason for such inconsiderate haste, but dealers just got nervous.

Are retail clothiers and haberdashers made of superior clay? Can they beat retail shoe dealers in putting things over? If merchants can get together on the hat proposition, why can't other dealers, who are just as resourceful and capable, get together on shoe seasons?

The answer is, they can—and, in several communities, have.

There should be a definite date for the opening of the spring season, wherein low-cuts go on sale. Upon this date all local retail shoe stores should begin to display, advertise and sell low-cuts.

And later on there should be the inauguration of the White Footwear Sale—in which the entire community would be impressed by a tremendous, concerted and aggressive White Footwear Campaign.

And, finally, a date for reduced-price footwear of summer varieties.

Cid McKay.

Don't worry if a blind man threatens to whip you on sight.

## We've Waked Up Raisins

We've put life into this department of the grocery business, with the only brand of raisins that has ever been nationally advertised.



## SUN-MAID Raisins

Thousands of dollars every month are going into advertising in full pages in *The Saturday Evening Post*, colored pages in *The Ladies' Home Journal*, and local newspapers. This is making a demand for this raisin that has never existed before for any raisin.

going to miss a lot of rich business. We have stabilized the raisin market for you by eliminating speculation. Get the full benefit of this national prestige.

### Three Varieties

Sun-Maid Raisins come in three varieties: Seeded (seeds extracted), seedless (from seedless grapes), and cluster (on stem, not seeded).

### Take Advantage of This

Make up your mind that the raisin demand is waking up, or you are

Get Them From Your Jobber

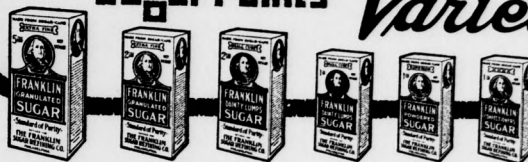
### California Associated Raisin Co.

Hearst Building  
Chicago

Membership, 8,000 Growers  
FRESNO, CALIFORNIA

113 Hudson St.  
New York

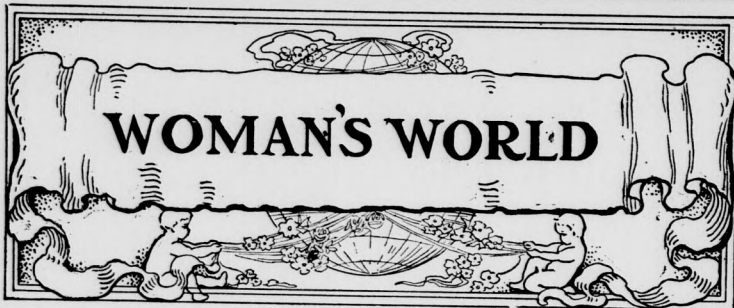
## Sugar Points "Variety" NO. 3



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

Made from Sugar Cane—Full Weight Guaranteed

THE FRANKLIN SUGAR REFINING CO.  
Philadelphia



## WOMAN'S WORLD

### Common Sense Needed in Helping a Son-in-Law.

Written for the Tradesman.

Many families are confronted by the problem of how to get a son-in-law on his feet financially. A young man, poor, at least in money, has married into the family. Whether in his circumstances marriage was advisable or otherwise, need not be discussed here. If at all able to do so, the wife's parents usually feel it incumbent upon them to do something toward giving the young man a start. Does it require some sort of sixth sense which most people do not have, to do, in this connection, just the right thing in the right way? It would seem so. Otherwise why do we see so much blundering, resulting not only in the loss of money, but what is worse, in the destruction of family love and kindly feeling?

Some two years ago Earl Bosworth and Marian Brown were married. Earl was barely 21. His people always have been poor. His father held an office which gave him a good salary for a long term of years, but they never succeeded in laying up anything. After finishing school Earl had done office work a few weeks or a few months at a time for three or four different firms, but he had not as yet secured any permanent position. So, shortly after the wedding, his father-in-law furnished the capital to set him up in a retail business.

Earl had had no experience whatever in store work, and about managing the financial part of a business knew no more than a 5-year-old child. But he had read some books on Efficiency and Advanced Methods in Merchandising, and his head was full of ideas of his own which he was eager to work out. He was confident of success and began with great enthusiasm.

But he made mistakes. He was an easy mark for every traveling salesman who would give him a smooth bit of flattery. He bought altogether too much, and scattered his purchases among too many houses. He went in on two or three expensive advertising schemes. He hired high-priced help. His operating expenses were far too heavy for his sales.

It cost a good deal to live. Earl and Marion had rented a pretty good house, and they bought better furniture than they could afford. Since many of their friends had cars, they must have one. Why be stingily economical, were they not "in business?" When the baby came there was extra expense. A little later Earl's father had to go to the hospital and remain there eight weeks. Earl paid the bills.

The little business could not stand all the drains upon it. Earl always was short of money and had to put off his creditors. As time went on, things grew worse instead of better. His wholesale houses and the bank from which he had borrowed became urgent. His father-in-law by this time had lost all faith in Earl's business ability, and would not "throw good money after bad" by paying the debts. There was nothing for the young man to do but go into bankruptcy, which he did just eighteen months from the time he began business. His liabilities considerably exceeded his assets. He had run through with all that Mr. Brown had given him and about a thousand dollars besides. The father-in-law makes no bones of it that he is sorely disappointed in Earl.

All the acquaintances of the Bosworths and the Browns can tell the reasons (in their opinions) for the failure. Some point out the errors in Earl's management, while others lay it largely to Marian—she spent money too freely. Strange to say, no one seems to blame Silas Brown; yet looking at the thing justly, was he not mainly responsible for the whole wretched affair?

Shrewd and cautious as he is ordinarily, what ever possessed him to think an inexperienced boy like Earl could start a business on money furnished him, and make it pay out? Not one in ten but would fall behind. Silas Brown would have thought of this with regard to any one not his son-in-law.

Earl has to bear the stigma of failure, and he and Marian think ruefully of the money that is gone; but would most young people, under the same circumstances, have done any better?

Mrs. Nedrow is a widow with a fortune not large but sufficient for her needs. About a year ago her only daughter married Harry Kirk, a good-looking, agreeable young fellow, but deplorably lazy. Mrs. Nedrow doesn't care to support the pair—can not afford to, so it has been her constant study to "get Harry into something."

Recently she invested several thousand dollars in some Improvement Company, on condition that they would give her son-in-law a position with good pay. Harry's job is a snap, and thus far his salary checks have been handed to him regularly. It is rumored however that his company is not on a sound financial footing, and that the crash may come at any time. Certain it is that it is well to be wary of investing in any concern that is compelled to throw in positions as a bonus to sell its stock. In all likelihood Mrs. Nedrow will

## Make Your Customers Happy

by telling them how to be independent of cooks and servants by serving

# Shredded Wheat

with milk or cream, or other fruits—a whole wheat food ready-cooked and ready-to-serve. So easy to prepare a delicious meal in a jiffy with Shredded Wheat and milk to work on, to play on—for youngsters and grown-ups. You sell the biscuit and the fruit.



This Biscuit is packed in odorless spruce wood cases, which may be easily sold for 10 or 15 cents, thereby adding to the grocer's profits.

Made only by


The Shredded Wheat Co., Niagara Falls, N. Y.

# WHITE HOUSE


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

# COFFEE

**Fragrant—Delicious**  
**Satisfactory**



BOSTON  
ROASTED



BEST  
GROCERS

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

## SUITS WHEN OTHERS DISAPPOINT

"NONE BETTER AT  
ANY PRICE"

Distributed at Wholesale by

**JUDSON GROCER CO.**  
GRAND RAPIDS, MICH.

lose most of what she put in; but even if she should not, how can she expect to get her indolent son-in-law down to business and induce him to feel responsibility, by buying for him the easiest kind of a place, with a salary twice as large as he, with his present acquirements, possibly can earn?

Poor Mrs. Franklin was even more unwisely generous than either Silas Brown or Mrs. Nedrow.

Mrs. Franklin's daughter Ruth is married to a not very successful professional man, Tom Garrick by name, now 32 or 33 years of age. They have four children. In his calling, Tom never is able to earn an income that will keep the family in comfort. However, like many another man who can not make good in his occupation, Tom always is seeing chances to coin money in outside ventures, if only he had a little capital.

Five years ago he conceived the idea of putting up a small apartment building in the town where he was located, which was then having a great boom. He thought he saw a golden opportunity that must not be neglected. If Mother Franklin would furnish a few thousand, he could get a loan of as much more on a mortgage, and The Garrick Apartments would be a reality. Of course he would pay back her money with good interest.

As it happened, almost all Mrs. Franklin had in the world was in the bank. She allowed her own better judgment to be overruled by the entreaties of her son-in-law, and disregarding the protests of good friends, she handed Tom her check for what he asked.

But the boom on which Tom had based his rosy hopes quickly collapsed. The town went dead and all demand for apartments fell away. The building yielded no income and eventually went to satisfy the mortgage. Mrs. Franklin, who is a woman of 55, is almost penniless, and blames Tom because he does not pay her back her money. Of course he is utterly unable to do this—his earnings barely furnish a living for his family. He is very sore because of his mother-in-law's upbraidings, and the bitterest feeling exists between them.

For the financial mistakes and losses of a son-in-law, there never is the same ready forgiveness that is accorded an own son for like blunders; nor the same unshaken confidence that, in spite of past failures, he will yet make good.

As has been said, perhaps a sixth sense is needed when one tries to help a son-in-law. In place of this, however, a little common sense would save much loss and many regrets. Ordinary prudence must not be disregarded because of relationship. That handing money over, when there is neither judgment nor experience to direct its use, results in no lasting benefit, has been demonstrated too often to require any further proof.

Quillo.

Many a man who is capable of giving good advice is not capable of earning his salt.


### Why So Few Americans Own Their Homes.

One of the odd obsessions of human kind is that some of the race are more intent on making big money than on making a home, that they think of home as something to come after success, and not as a success in itself. The ambitious American is usually looking not for a home for himself, as he is, but a home for what he is going to be when he makes his pile—none of your little love-in-a-cottage affairs, but a swell dwelling with spacious drawing room and library, pillared veranda before and brick garage behind, gymnasium in the attic and billiard room in the basement. He wants an establishment where his wife can entertain in fitting style, something like the Astorbilt hotel, in a great residence plant that she can run about as well as she can run an ocean liner. The young dreamer of such homes probably once squalled because his mother didn't pick the moon out of the sky and lay it in his lap. His generation is a multitude.

Some expert has figured out that less than 25 per cent. of the old men of America die under shingles to which they hold the warranty deed. And why this doleful showing in this golden land of opportunity? Because the young men of America don't think much of the kind of home mother used to make. Big money looks better to them than little homes. The young women of America don't want to make a home the way mother did it. They prefer to rent the ready-made one. Living in the rented house and chasing the Big Money but-terfly occupies the years and absorbs the earnings on and on until the young couple wake up listening to some one call them middle aged. Then the middle aged man begins to flutter about and plunge, for he sees now that there is a limit to his future earning powers. He thinks that if he gets rich he must do it before age 50. Statistics show that most men lose their property between ages 40 and 50. A man homeless and in debt at age 50 has but little left to do but pay his rent, save his wages and pay his debts. Fortunate is he if gets things cleaned up so that the widow doesn't have to use the life insurance money to fix up some of his fozzles. This is a thumb-nail biography of an American somewhere near the average.

Why do so few Americans own their homes? Because the little home, the reachable home, the livable, lovable home has not been glorified in the American mind, in American speech, in American print. We have come to live in a painted world created by our imagination, a world of wealth always a little way ahead, a world of big sensations soon to come. And while we wait the coming we buy a lot of 10-cent sensations with the dimes that could have bought the little home. Nearly every man who has died penniless has tramped in the mud a snug little home while running after pleasure or a big fortune. And he never knew that a little home, honestly paid for, is the biggest thing ever conveyed by title deed. Next to a mansion in the skies a snug cottage on earth is the high mark of human success.—Commercial West.

A man isn't necessarily polished just because you see his finish.



ZU ZU  
NATIONAL BISCUIT COMPANY  
ZU ZU  
GINGER SNAPS

Spicy, crispy, snappy. Popular as peanuts at a circus. Retail for 5 cents and the nickels come rolling in fast.

## NATIONAL BISCUIT COMPANY



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

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

Catalog—to merchants

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

**Made In Grand Rapids**

# Use Tradesman Coupons

## THE VERY RICH.

## They Seldom Smile and Rarely Ever Laugh.

I suppose that most people who are obliged to dig for a living and never manage to get more than enough to provide themselves with plain food and plain clothing at that, are disposed to envy the rich.

Most of us think that if we only had plenty of money we would have a bully time and naturally we conclude that those who do have plenty and more than they need, lead a life of continual ease and enjoyment.

And yet it has often been remarked that a very rich man seldom smiles and more rarely laughs.

Frequently he wears the worried look of a man who feels that he has something which other people want and would take away from him if they could.

Feeling that way, he becomes suspicious of everybody.

When some one approaches him in a friendly way the very rich man is apt to conclude that there is a mercenary design behind the assumed friendship and that the party is trying to pull his leg.

It must be a terrible feeling to have—that you haven't one real disinterested friend.

If I were in that fix I would buy a dog.

There is one thing a good dog can be depended on to furnish and that is genuine, disinterested friendship.

The friendship of the dog in no way depends on the wealth or social station of his master.

He is as faithful to the tramp as to the millionaire and to the blackest and most ignorant negro as to the perfumed and elegantly dressed leader of polite society.

So, if I were so rich that I could no longer depend on humankind for friendship and disinterested regard, I would buy a dog and lavish the affection of my starved soul on it and let it lavish its affections on me in turn.

I have just been reading a story of a man who for a long time was in just comfortable circumstances. He had enough to eat and wear and sufficient to supply the moderate wants of his family out of his earnings as a lawyer. He was known as a good fellow who had a host of friends. He enjoyed the companionship of his fellow men and they enjoyed his companionship and friendship.

Then there came what he supposed was a great promotion. He was elevated to the position of general manager of a great corporation. The position carried with it what most men would call a princely salary.

At first he was elated with his great good fortune.

Then he began to discover things that he had not known before.

His former friends seemed to divide themselves into two classes. Some of them began to distrust him and seemed to be afraid of him and the others wanted to work him for favors. Gradually he became distrustful of everybody and apparently most everybody became distrustful of or antagonistic to him. As the years went on his

friends became scarcer and scarcer until he was apparently shut up with in himself, encased as it were with an impenetrable armor of aloofness and cold suspicion.

He no longer met his fellow men with a hearty friendship and expression of good will. They came to look on him as a coldblooded, heartless man and his conduct justified the impression.

He bought himself a vast pile of marble and granite and mortar called a palace, which was hideous in its architecture and as old and forbidding in its exterior appearance as he himself had become, and there he lived in practical solitude. All he had was money and he was fearful all the while that somebody would take that away from him.

Perhaps the story was merely a work of imagination.

Never having been rich and with not the remotest prospect that I ever will be, I can not speak from experience concerning the trials of the rich.

There have been a good many times when like most of my fellow men I have imagined it would be a delightful experience to have all the money I could spend and I have indulged in day dreams of what I would do with the wealth if I had it.

I have pictured the palace I would build overlooking the Palisades of the Hudson. I have in my mind's eye seen the magnificent fountains playing in the yard, the well kept estate stretching away in rolling swells, rich colored with their carpet of green.

I have allowed my untrammelled fancy to bring into the picture a yacht such as I once saw riding at anchor on the broad bosom of the mighty river which sweeps past the greatest of our cities on its way from the mountains to the ocean.

And finally I woke to the fact that I was owing a note in the bank and the rent was due.

Others have had dreams as extravagant and with as little foundation in fact and I suppose they too have awakened with a sight of disappointment and feeling that they would be supremely happy if they were only rich.

Perhaps that opinion is largely a myth.

You remember the old story of the king who had sought vainly for happiness.

All his power and wealth had not brought him contentment. He was fawned upon by courtiers, he dined in marble halls and wore the ermine of royalty, but real happiness evaded his grasp and mocked at his pursuit.

He called into consultation one of his soothsayers and demanded to know what he, the king, should do to secure happiness.

"Sire," said the soothsayer, "if you would have perfect happiness, send searchers throughout all your mighty kingdom and find if possible a man who is perfectly content with his lot, who has no worries or cares and purchase from him his shirt. Put that on your majesty's royal form and it will bring to you perfect peace and happiness."

It struck the king as a good idea,



The Livingston Hotel is not the most formal place in Grand Rapids. It is in all probability one of the most comfortable to come to, whether it is to stay a night or a week, or just to eat a meal in the Cafe.

We are not impressed with our own importance. We are not impressed with the impressiveness of our establishment, so we have plenty of time to put in just seeing to it that you are comfortable, well served, and will come again.

Will you give us an opportunity to serve you the next time you want to stay in Grand Rapids overnight or entertain friends at dinner or after the theatre?

Management,

FRANK W. BRANDT.



Dancing in the Cafe evenings 9:30 to 12:00.

Earl Bronson's Orchestra.

## Boston Breakfast Blend



—Splendid Quality  
at a  
Moderate Price

**Judson Grocer Co.**  
**The Pure Foods House**  
GRAND RAPIDS, MICHIGAN



at least worth trying. So he sent his messengers into every corner of his kingdom to seek for the perfectly contented man and buy from him his undergarment at any price.

The king's messengers sought long and earnestly. They found a few very few, who seemed to be moderately well satisfied, but all of them had some grievance or some want that had never been satisfied. After months of search, however, they found an humble fisherman sitting on the bank of a sluggish stream fishing for mud cats. His countenance was so peaceful and serene that the messengers were struck by it and stopped to ask the fisherman if he was content. He was. Was there nothing he desired that he did not have? Not a thing.

They questioned him long and searchingly to discover if possible the slightest evidence of discontent and found none.

Then they said, "Here is the man we have been looking for. We will buy his shirt for his Majesty, the King."

"Happy peasant," said the spokesman for the messengers, "it is the desire of the King to purchase your shirt. We are authorized by His Gracious Majesty to offer you in exchange any price you may name. The King will dower you with gold and lands. You can exchange your peasant's hut for a marble palace and a retinue of servants will be placed at your command. You will no longer be known as peasant, for the King will bestow on you the title of knighthood and you will henceforth rank with the nobility. All he asks in exchange for these favors is your shirt."

"Noble gentlemen," replied the peasant, as he calmly landed another bullhead, "I would gladly comply with the request of his Gracious Majesty, my King, and would not ask in exchange either lands or gold or lordly palace or a retinue of servants or a title, for I really have no use for any of those things and would not know what to do with them if I had them, but the fact is that I have no shirt."

Perhaps after all, wealth does not contribute a great deal to happiness and contentment. With added possessions comes added responsibilities and added cares. Success engenders jealousy on the part of the less successful, starts the tongue of suspicion and often of slander and adds bitterness to the life of the one at whom the slanders are aimed.

And here comes another question which has never yet been conclusively answered: Would perfect and universal happiness be to the advantage of the world? The perfectly happy man is supposed to be the one who is entirely content with his condition; but if every one was content with his or her lot there would be an end of progress, for it must be admitted that progress in every line is born of a desire to alter present conditions. The old time farmer laboriously gathered his grain with a sickle and with even greater labor threshed it out with the flail. Some discontented spirit whose back ached from stooping to cut the grain with the sickle concluded that there ought to be a swifter

and easier way of harvesting the grain than that and out of that discontent came first the grain cradle and later the reaper. Some other discontented soul perhaps who was weary with swinging the flail set his brain to work to find an easier way to thresh the grain and out of this spirit of discontent came finally the modern threshing machine. So it was with all the modern inventions; they were born of discontent with conditions as they formerly existed. So it will be in the future. One by one the spirit of content has spurred man on to master conditions to make the forces of nature his servants and to widen the sphere of man and vastly increase his powers both for good and evil.—Old Business in Merchant's Journal.

**Big Hearts Make Big Business.**

A certain merchant once told me that when the Goddess Opportunity, on one of her daily rambles, walked right by his store, he always ran out and grabbed her by the arm and demanded:

"Where are you going to-day, Opportunity?"

If she told him she was going to Jones' hardware store and knock on his door, this merchant hurried back to his store and called up Jones and told him Opportunity was on the way to his place and to be sure to be at the front door to give the goddess the glad hand.

That merchant is rich to-day. Opportunity has knocked more than once on his door (and she's about the only knocker he has, too), and he always has a reception committee ready to welcome her. But he accredits his success almost wholly to the aid he has given others and to the friendly boosts they have extended in return.

When you do a man a good turn, you make a You-Booster of him.

The business man who loves to aid his fellows soon creates more representatives of his firm, pulling for him all over the country, than a concern ten times as big could afford to hire. It pays to lend a helping hand.

Blessed are the boosters, for they shall inherit the best part of the earth. The helping hand is the hand that clips the most coupons.

As the Rotarians say, "He profits most who serves best." But it must be real service—hearty, honest, let-me-help-you-neighbor co-operation. Hot air can't help your neighbor, and it will not make a You-Booster of him. Some men's motto seems to be "He profits most who bulls best."

You merchant men, put aside all little jealousies, throw grudges, old and new, into the discard, and face the big thundering world of trade each with hand on the shoulder of his neighbor.

Get together and stay together. The Bible says no man liveth unto himself. Yes, and no man makes much money by himself alone.

Big hearts make big business. Be quick to aid your brother merchant men of the Nation. Let's make it a by-word from Broadway to the Golden Gate and from Montreal to Palm Beach: "Those merchant fellows pull together. That's why they're winning out."

A good reputation may come in handy as a parachute to the young man who rises rapidly in the world.

# RAMONA THEATER

*Better Than Ever*

*Brighter Than Ever*

*Bigger Than Ever*

POPULAR PRICES

Twice Daily:--- Afternoon and Evening

When Mothers Once take it they never forsake it

*Malt and Hop Tonic*

For Sale at Your Druggist

**Grand Rapids BREWING CO.**

## CREATING CONFIDENCE.

**Muck-Raking Causes More Harm Than Unfit Food.\***

I long since learned that constructive work is possible only when the interests concerned work together. It is quite unnecessary to tell you that the wholesale grocers of the country from the beginning of pure food effort have been enlisted in the ranks of the constructive workers for better food and more of it.

The big thing that remains to be done by the food industries to-day is, as I see it, to wean away the public from the idea that food manufacturers are less to be trusted than other business men, that they are still looking for chances to work off poor food on an unsuspecting and uneducated public, that the present-day food supply is cheapened and devalued until it is the cause of all human ills, that the miller who makes patent flour, the rice merchant who sells any but brown rice, the broker in molasses who handles the modern syrups, the baker who makes loaves of white bread, the milkman who dispenses pasteurized milk, the warehouseman who chills and freezes perishable foods and the canner who packs in tin are all engaged in a gigantic effort to starve us and our children.

It is high time for food manufacturers, brokers, wholesalers and retailers to get together and in a determined, well thought out way tell the public whom they serve something about food which will be helpful instead of burdensome; pleasant instead of distasteful. A flood of poor food publicity now infests the daily press and the popular magazine.

Years ago there may have been occasion for howling about food adulteration and food fraud, but if there ever was need for frightening the consumer and so compelling legislation it is not now necessary. It is because I realize the necessity for constructive work that I am trying to do something from my office which will reassure the consumer, so that he can sit down to dinner without wondering whether it is better for him to die of starvation or food poisoning.

The public must be taught to trust its food, not to fear it, and the writer on food subjects who gleefully weaves his tales about food adulteration at so much a thousand words, or who points his accusing finger at the scarlet letter on the breast of the convicted manufacturer, and the narrator of the dreadful stories of rotten eggs, embalmed beef, polluted oysters, plaster of paris bread and diseased milk must be forced from his muck-racking. Such publicity is as outrageous as it is false.

The public hears only the bad 1 per cent. and never realizes that 99 per cent. of the food supply is pure, wholesome, well made and well handled. The public will get over its fear when the daily paper wakes up to the fact that fear of food does a hundred times more damage than bad food.

The grocery trade supplies through the retailer the tables of twenty-five million American families; supplies them well and at reasonable cost. Before the food manufacturer or wholesaler ships a pound of his product he may profitably ponder long over the fact that he is selling the least discriminating, least skilled buyers of any market. When a man makes bolts he knows that the purchasing agent of the firm to which he sells them will insist that they are sold at a reasonable price. But when a man sells breakfast food he goes up against the great unknown, the whim and fancy of a public that must eat to live, but that never, in school or out of it, has learned how to eat.

The canner, baker or grocer who has food to sell must remember that it is the favored and fortunate few who are either trained in school or taught by scientific or even popular journals, and that the great mass of consumers limits its reading to the daily paper.

If the buyer for the home, the mother and housekeeper, is to be taught better how to buy and what to buy, she must be taught indirectly by the daily paper, or directly by her grocer or the manufacturer. In other words, the educational material must come into the homes. It is all very well to use the electric sign to advertise tobacco, for men see the sign, but how many mothers of families get downtown where the lights blaze out the virtues of ketchup, coffee and breakfast foods?

The mother of the family buys 95 per cent. of the foods and not the father who reads the signs in the street cars or the billboards.

At the present time much of our feeding is ignorantly bad. We mistake bulk for food. The poor woman fills her husband with cabbage until he thinks he is well fed, when, as a matter of fact, he is simply well stuffed. Her neighbor spends her money for cold sliced ham when she should be buying shoulder clod or neck. Many a woman, thriftily as she thinks, condemns her family to a diet in which vegetables are the chief factor, not realizing that most vegetables are largely water, and that water in the form of fresh fruit and vegetables, is a luxury. The average family is well fed because out of the abundance that loads the table each member chooses, without knowing why, such amounts of the various fats, starches and proteins as are necessary.

What a wonderful field for constructive educational effort, you gentlemen are working in and how lightly you have cropped that field. I offer worthy praise for the wonderful improvement of the retail grocery business. I have often told my friends among the wholesale grocers of my own State that I count their representatives among the retailers better food inspectors than the men who go out from my office wearing the badge of the State Board of Health.

My opinion of the salesman who thinks his whole business is to take orders is no better than your own. I look upon the men who travel for

the wholesale grocery trade as apostles of cleanliness who are not content to sell goods, but who find frequent opportunity to discuss better equipment for walls and counters, better care of refrigerators, better ways for preventing spoilage, for protecting foodstuffs and for eliminating waste.

I would have your salesman himself know more about the food he sells than its cost f. o. b. your warehouse. I would have him well posted on the many factors which ought to influence food selling and food buying; its nutritive value; the cost per pound of the elements which make it useful as food; the reasons why it ought to find a place in the dietary of the average home. I want the plain people who are not taught nutrition in the schools, who buy food and prepare it simply because they think it is cheap, or know it is easy to cook, to get hold of real food truths, and I look to you, the distributors, to spread this knowledge through your salesmen. But while you are doing this you will not neglect the opportunity to point out to the men whose goods you handle that they, too, owe a duty to the public, and through their advertising and publicity give the consumer real food information.

Food buyers must wake up to the fact that the family fortune rests in their hands. Careful and intelligent buying means better food for less money and stretches the weekly wage. When the manufacturer, wholesaler and retailer by sane education makes the surplus possible instead of spending their energies in reducing it by fostering food fads and foolish buying, he will put the finances of the home on a safe basis and at the same time build his own business on solid rock.

The food official as you know him to-day is not a policeman hunting an opportunity to drag out sordid facts of food fraud for a horde of insatiate reporters of a sensational press. He is a teacher, an organizer, a creator whose work it is to secure more food, cleaner food, cheaper food for the great public whom he serves.

It seems to me that we officials are but on the threshold of our careers. Our appropriations may be inadequate, public sentiment may be dormant, our laws may not admit of so liberal a construction that we can do anything besides police work, but there are always opportunities awaiting the constructive official; there are always opportunities to organize industries for better things or to work with associations already formed for mutual service.

And so I am here to-day to urge you, if you are not already working in fullest accord with the food officials of your cities and states, to get in touch with them at once. I urge you to use the press more consistently than you do now. Fill the daily pages of your papers full of real pure food information. Open wide your doors, bring the public in. Make them feel that it is your business to serve them and that you know that the only way your business can succeed is when you serve them well.

I hope you agree with me that the public must be better informed about its food and that you are prepared with me to go about spreading information.

**Grocer Who Made Newspaper Space Pay.**

Duke C. Bowers, of Memphis, Tennessee, has forty-three grocery stores in that town and sells nearly half the groceries consumed there. Seventeen years ago he was piling staves in a Kentucky barrel factory at \$3 per day, and while working at that job concluded to go into business for himself. A friend loaned him \$600 and he opened up a cash grocery. His sales the first day amounted to just eight cents. Now he is rated in the millionaire class. Andrew L. Deming quotes Mr. Bowers in the St. Louis Republic as follows:

"If I had not discovered newspaper advertising, I would still be struggling for a living in that first store instead of having forty-three. It came about this way. A few months after I opened my cash grocery in Columbus, Ky., Charles N. Walker, who used to edit the paper there, showed me it would be to my advantage to take a half page advertisement every week, changing the advertisement every issue. Common sense told me there was no use running a business that would save the people money unless you told them so, so I signed a six months' contract. It pulled, so well in fact, that I used to buy 200 extra copies and mail them out over Carlisle county to see if I could get the farmers to come to Columbus to trade. Pretty soon I became the biggest advertiser that Walker had. Half pages became too small for me; I began to use pages. And business picked up accordingly. Seeing the success possible in a cash business pushed by good advertising, I sold out to go where I could get the greatest results from my efforts. Just before starting for Memphis, an uncle of mine called me out for a private talk. 'Duke,' he said, 'you're not going to Memphis sure enough, are you?' 'That is what I am going to do,' I replied. 'I'm going down there and go into the grocery business right away.' He shook his head sorrowful-like and said, 'Duke, those newspapers will get all the money you've got. Charlie Walker has been making more out of your business than you have.' 'Well, the newspapers have gotten a lot out of me, but my greatest regret is that I didn't let them have more.' 'Then you believe in advertising?' Mr. Bowers was asked.

"I am not merely a believer in advertising," was the prompt rejoinder. "I am almost a maniac on the subject. I firmly believe if I had only spent half so much for advertising as I have spent, I wouldn't be worth half so much as I am worth. Furthermore, I am convinced that if I had been foresighted enough to spend twice as much for advertising as I have spent that I would be worth twice what I am worth."

People who do things can afford to let others do the talking.

\*Address by Dr. H. E. Barnard, Food Commissioner of the State of Indiana, before the Memphis convention of the Southern Wholesale Grocers' Association.

*There is a Place in  
Every Home for This  
Pure, Rich Milk*



MILK is one of the necessities of life. You cannot get along without it.—Your customers cannot get along without it. And because it is so important you should make sure that you offer your customers the purest, the richest, the safest and most nourishing condensed milk they can buy—

*Gail Borden*  
**EAGLE**  
BRAND  
**CONDENSED**  
**MILK**  
THE ORIGINAL

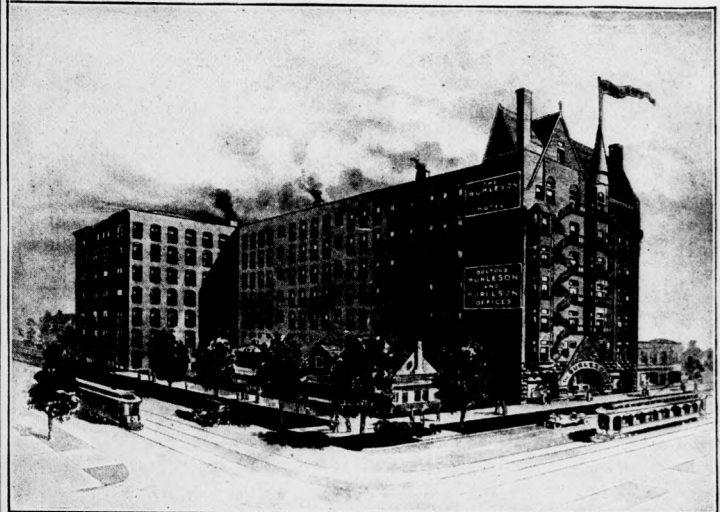
As a baby food "Eagle Brand" has held the confidence of thousands of careful mothers for over half a century. As a delicious, rich milk for cooking "Eagle Brand" is being enthusiastically used in countless homes the country over.

Gail Borden Eagle Brand Condensed Milk is the most extensively advertised condensed milk in the country. Your own customers know that the name BORDEN'S stands for all that is pure and rich in milk. They demand the best.

*Send for full information*

**BORDEN'S CONDENSED MILK COMPANY**  
108 HUDSON ST., NEW YORK CITY

## Piles Cured WITHOUT the Knife



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

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

We are not extensive advertisers as we depend almost wholly upon the gratitude of the thousands whom we have cured for our advertising. You may never see our ad again so you better write for our book today before you lose our address.

**DRS. BURLESON & BURLESON**  
RECTAL SPECIALISTS

150 East Fulton St.

GRAND RAPIDS, MICH.



**Increasing Use of Other Than Leather Materials.**

Written for the Tradesman.

There is a bit of irony in the fact that our late "pure shoe" legislation—apropos of which counsel was darkened in several state legislatures as well as in numerous newspapers by words without knowledge—was exactly timed to meet an unprecedented situation in the American shoe industry; namely, an actual shortage in the world's supply of leather, which positively demands the use of materials other than leather in the production of shoes.

Of course it was thoroughly characteristic of the temperament of the American people that they should have been for the time being greatly excited and wrought-up over what was represented to them as an outrageous and uncalled-for situation. For the public, which is quick to accept and lay to heart the wildest and most unbelievable rumors of graft, deception and exploitation, were easily led to think that they were being shamefully and wantonly imposed upon by shoe manufacturers throughout the country, in that shoes were "adulterated;" that other than leather materials were used, to a greater or less extent, in their production; and that the average man got less than he actually paid for when he bought a pair of shoes.

Strictly speaking, the all-leather shoe is, and always has been, a figment of the imagination. There ain't any such animal. An Indian moccasin might, perhaps, be made of leather throughout by sewing with thongs of leather instead of cotton-fibre thread, but who wants to wear Indian moccasins? And, moreover, it is not certain that even the best moccasins are made in that fashion. Surely if they are over-laid with more or less ornate designs in beads, as they usually are, you have material other than leather even in this simplest form of footwear.

**Why This Prejudice?**

Why this prejudice against other than leather materials anyhow? If one admits, as one must to be perfectly fair, that paper, leatherboard, and other cheap substitutes have been used to some extent in soles and heels, one must also concede that these poor substitutes appeared in cheap shoes, the selling price of which was so low that the genuine article could not be used. It is a principle of economics that the demand for cheap commodities stimulates the production of commodities that are cheap—not only in price but in quality as well. In view of the extremely nominal price asked

(and paid) for these inexpensive or cheap shoes, it is really surprising that they were as good as they were; in other words that they contained as high a percentage of wear-value as they did, price considered.

Even where such substitutes were used in the heels and insoles, I do not think it is fair to charge the shoe manufacturer with deception and fraud.

For a long, long time leather has been regarded as the ideal material for the manufacture of shoes. The notion of leather has been so deeply entrenched in our thinking, that we think of leather when we think of shoes. The one concept suggests the other. But theories and accredited ways of thinking are being rudely shattered and shaken up these latter days by the appearance of new facts and stubborn conditions.

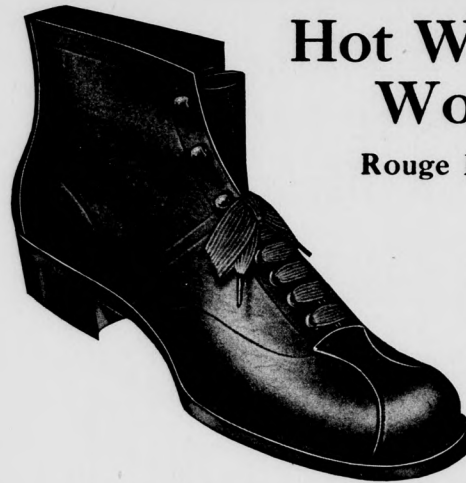
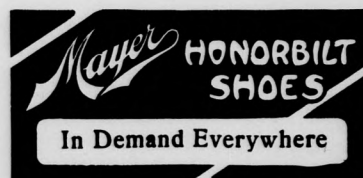
Anyhow, one thing is positive, and that is that our prejudice against other than leather materials must be overthrown or outgrown. It was unwise to start with; and in view of the fact that leather is becoming scarcer and scarcer in all the markets of the world, it will be positively silly to persist in it in the day of new conditions to which we have now come. No matter what our own personal views of preferences may be upon the subject, materials other than leather are going to be used more and more in the production of shoes.

**Substitutes Make Good.**

And these substitutes for leather are making good.

Take rubber, for example. Even when sole leather was plentiful everywhere—insomuch so that sole leather salesmen were actually peddling high grade material and tanners were embarrassed by stock accumulations—rubber was used in overshoes, boots, and heels, not to mention tennis shoes and other special-wear footwear productions.

And rubber proved satisfactory. It served a function all its own. It met a very real need. For elasticity, shock-absorption, and water-proof merits, you've got to hand it to rubber. In these regards it is away and beyond leather, no matter how cleverly leather may be processed to take on such merits. Rubber has a place in the shoe industry that it has won



**Hot Weather Work Shoes**

Rouge Rex Quality

The Shoes the Farmer wants

The Profits that you want

- No. 480—Black Wolverine Kip, Flexible Sole, Welt, Rubber Heel .... \$2.70
- No. 421—Black Wolverine Kip, Flexible Sole, Welt..... 2.50
- No. 435—Chocolate Wolverine Kip, Flexible Sole, Welt..... 2.50
- No. 423—Chocolate Wolverine Kip, 2 chrome soles, nailed, rubber heel 2.25
- No. 437—Chocolate Wolverine Side, 2 chrome soles ..... 2.15
- No. 473—Black Wolverine Side, 2 chrome soles ..... 2.10
- No. 456—Chocolate Wolverine Kip, 2 chrome soles..... 2.15
- No. 453—Black Wolverine Kip, 2 chrome soles ..... 2.15
- No. 4111—Chocolate Veal, Oak-a-tan soles ..... 2.00
- No. 4123—Black Veal, Oak-a-tan soles ..... 2.00
- No. 4124—Smoked Veal, Oak-a-tan soles..... 2.00

These numbers in stock awaiting your order. Also a full stock of 8 inch outing shoes.

**HIRTH-KRAUSE COMPANY**  
Hide to Shoe  
Tanners and Shoe Manufacturers  
Grand Rapids, Michigan



Clean, Smooth, Snappy  
**World Beaters**

No. 97—Patent Colt with white Calf Tops, Pearl Milo Buttons, Goodyear Welt.

Misses' \$2.65  
Child's 2.35



A Specialty Line of high grade shoes.

In stock in Grand Rapids at Boston Factory Prices.

**GRAND RAPIDS SHOE & RUBBER CO.**  
The Michigan People Grand Rapids

by virtue of bona fide merit. But rubber isn't leather.

Now, in the matter of heels alone: what is the situation? Personally, I don't care for rubber heels; but I can readily see that my personal preference cuts no ice, for increasing multitudes of men all over the country do evidently care for them. They are buying them right along. They like them. There is a lot of hard-wear virtue in them—but above all they are comfortable. They absorb shocks. They provide a sort of elasticity and spring to the tread which many men prize most highly. Rubber heels have come to stay. Alert shoe dealers are introducing into communities where they have not previously been largely exploited. Manufacturers are advertising them widely throughout the country in Sunday supplements and the popular magazines. It requires neither a prophet nor the offspring of a prophet to see that rubber heels are going to be worn more and more.

And rubber soles, too. They were introduced somewhat tentatively a few years back; but apparently they have made good. For summer shoes especially sport footwear, and other special wear forms, rubber soles appear to be eminently satisfactory.

**Substitutes for Sole Leather.**

The sole of the shoe is, as we all believe and teach, the foundation of the shoe. Here is where we demand strength and solidity and substantial endurance, along with flexibility, wet-resisting qualities and genuine foot-protection. There are a whole catalogue of good and dependable qualities that a shoe sole must possess.

Up to within comparatively recent days, leather was assumed to be the only satisfactory material for shoe soles. But even that contention is now challenged. There are splendid substitutes on the market. Some of them claim to be not merely as good as the very best oak leather, but actually much better—some say just as good again. They claim solidity, hard-wear qualities, wet-resisting merits, and what not. And they frankly profess to be just what they are—leather substitutes. There is no effort to deceive anybody; and they are willing that each man shall hale from Missouri and demand his right to be shown.

And what shall we say of substitutes for upper leather? Time would fail me to tell of cloth, canvas, cravenette, satin—and quite recently it has been intimated that chiffon and other sheer materials are to be used in tops and gaiters for women's summer boots and low shoes.

Evidently we are at the beginning of a distinctly new era in the development of the shoe industry—an era in which other than leather materials are to be used more and more. Why this transition from the old and accredited material to new, latterday substitutes? For answer we may say, first of all, that style demands it—and when style speaks all the world harkens; but that isn't the whole story. Back of the changing more and more relentless than all else, is grim necessity. The plain, blunt truth is there isn't enough leather to

go around; and we've got to substitute whether we want to or not.

But in spite of this increasing use of other than leather materials the people will still continue to get two essential qualities in their footwear: namely, style and service.

Cid McKay.

**Activities in Some Michigan Cities.**  
Written for the Tradesman.

Manistee will hold its second annual home coming celebration July 2-4.

Albion will observe Flag Day June 14 with special exercises. The city will open its municipal bath house on South Hannah street soon.

The Muskegon Heights Advancement Association is working to secure a city market and a municipal creamery.

A body of citizens of Monroe in 100 automobiles plans to visit Pontiac soon and they will be entertained with a barbecue at Orchard Lake. Each year Monroe selects a nearby city which it can visit and get ideas regarding housing conditions, board of trade and civic activities.

Flint people gave fine support to the recent May festival of music held there, showing that the higher side of life has not been forgotten in this commercially successful city.

The Board of Commerce of Mt. Morris is working to develop a beautiful residential town, believing that in this way the small factories and industrial prosperity will be best attracted rather than by the usual direct appeal.

Lawton has a new factory for the making of cement silo staves.

Belding has awarded a \$36,972 job for laying brick pavement to a Grand Rapids man.

A Chamber of Commerce is being organized at Hillsdale.

The proposition to bond for sewers at Mr. Pleasant was defeated, lacking fifteen votes of the necessary two-thirds majority.

A committee of the Hastings Chamber of Commerce, after two months' investigations, recommends an iron post about eleven feet high, surmounted by a single lamp, with white alabaster globe, and posts set opposite each other, about five to the block, as the system for ornamental street lighting in Hastings.

Jackson has been tendered the Loomis homestead for use as a hospital site, as a memorial to her husband, the late Wm. A. Foote, by Mrs. Ida W. Foote.

Flint has purchased 7,000 enamel street signs at 28 cents each

Almond Griffen.

**Schwartzberg & Glaser  
Leather Co**

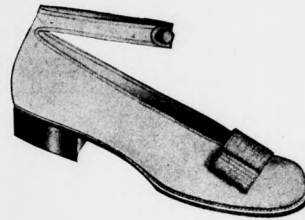
Shoemakers and Shoe Store Supplies  
Both Phones  
240 Pearl St. Grand Rapids, Mich.

**THOMAS H. LOGAN  
SHOES FOR BOYS**  
ALWAYS IN STOCK  
Grand Rapids Shoe & Rubber Co.  
"THE MICHIGAN PEOPLE"  
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.

**Tennis Bals and Oxfords**

In Stock for at once shipment



**Campfire Line**

White uppers and soles

	Bals	Oxf
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

**Champion Line**

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

**Week End Line**

Same as Campfire Line only has heel

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

**HEROLD-BERTSCH SHOE CO.**

Manufacturers Serviceable Footwear              GRAND RAPIDS, MICH.



### The Demand for Silks Continues Unabated.

As many expected, the remarkable high price of raw silk caused manufacturers to buy only such material as was absolutely necessary, resulting in reducing raw silk 10 cents a pound. A clear case of putting one over Japan.

Manufacturers are taking a lot of trouble, as well as many orders; now they frequently have to wait for the throwsters, whose plants have more than they can do.

Manufacturers are refraining from valuing their fall goods until raw silk becomes more settled and fashions assume a definite shape. Deliveries that are made late or not at all are giving trouble now. If prices continue to advance, no one can take orders at present prices; yet mills want the orders, and buyers the goods. Styles for fall are troubling manufacturers, who fear a "change of heart" regarding present garment fashions, which would upset their best-laid plans. Designers seem firmly convinced that the fall will continue the present silhouette, with Louis XV., Louis XVI., 1830 and Spanish influences.

Cautious manufacturers are not tying up their profits far into the future, as they wish to rally quickly if prices drop more or take a jump. It is unfortunate that the manufacturing end feels that if a sharp decline came that customers would repudiate contracts and leave them with high-priced fabrics to lose on.

The advanced prices asked for raw silk interferes with the return of piece-dyed silks of the tribe of satins; silk piece dyers claim that their services are not being fought over, although when fashion demands piece-dyed crepes de Chine and the Georgette, so far, no important run on prices has been made. It is said that manufacturers are absolutely forced to weigh silks in a small degree. Heavy, yarn-dyed satins are thought to have made progress.

From the retail trade came the call for narrower widths, that they might retain old prices, but manufacturers wish to continue widths of twenty-seven, thirty-six and forty inches that were adopted when the call for them became general from dressmakers, the cutting trade and retail customers, and the fashions of to-day require the wide widths as much as they ever did. The general customer is paying the advanced prices for silks cheerfully; never was silk as freely worn as to-day, but buyers like the ring of "silk at \$1 a yard," although customers will pay \$1.25. Wise buyers and manufacturers realize that

change in the midst of big selling seasons is a bad policy, and the dress-makers are to a unit against narrow widths.

Taffeta, crepes, grosgrains, failles and satins are the favored fabrics, with black gaining unusual strength, as satin is. By fall satin is expected to be even stronger than now. Gray taffeta is growing in strength, metal fancies of all kinds are very prominent in the imported costumes.

The latest idea for taffeta is a set of a short Directoire cape and hat to match; the hat is of taffeta or much trimmed with the silk, and the short cape is edged with a tiny pleated ruffle, has a turn over collar and is draped on the shoulders. We are in for the short capes—pelerines—of the 1830 period. Longer capes or wraps in light shades of faille, taffeta, gros de Londres, etc., are being carefully shown for resort and evening use.

"From bloomers to ball gowns" describes the manifold uses to which taffeta is put with its high lustre and both soft and very slightly stiffened finish. Every shade that dye can be found for may be had in this weave; its texture exactly suits the distended, flounced and frilly gown of to-day, it is, of every reasonable price, so why wonder at the universal favor shown taffeta?

For elaborate evening gowns, tulle net or mousseline and taffeta are worked up together with metal embroidery applied or metal embroidered lace, and exquisite results follow. Pastel colored taffeta fairly glows in artificial light. Silver or gold cloth skirts are made with overdresses of plain or printed taffeta. Gray taffeta with Pompadour bouquets is combined with old blue mousseline.

The dye difficulties have made dark shades quieter lately, but light colors are blooming out in full force. Gray is daily gaining strength, especially in taffeta, crepe and faille. The "summer silks" of taffeta include stripes, checks, small Mayflower blossoms and Pompadour bouquets in quite subdued colorings that make up well alone or in the frilled types of 1830 or the distended pannier styles, with skirt of plain silk, chiffon accordion pleated, mousseline embroidered, etc. The light gray, champagne, old rose and French blue shades are very smart, as above.

Failles and Ottomans are increasing in favor, both being soft in finish. Soft satins are growing in sales. Ivory white duchesse satin is for Easter and fall weddings. Silk serge and silk cashmere tailored suits have been seen. Silk serge with printed designs is being quietly tried out. New silk

### Brooms of the Hour "Prize" and "Gold Bond"

Packed in Cases  
Genuine Polished Handles

Never Approached  
Write for Particulars

Amsterdam Broom Co.  
41-49 Brookside Ave.  
AMSTERDAM, N. Y.

Largest Independent Broom Concern in the World

### TAKING INVENTORY

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

### MODERN AWNINGS—ALL STYLES



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

### FROG BRAND

RAIN COATS

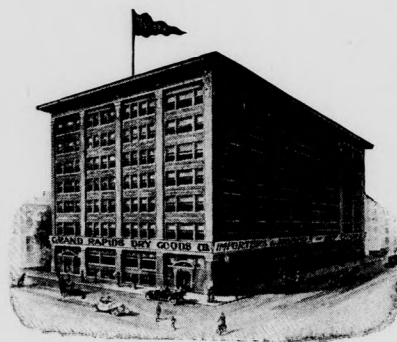
QUALITY GARMENTS FOR MEN  
THE LARGEST AND MOST VARIED LINE IN MICHIGAN  
WRITE FOR SWATCHES  
GET IN TOUCH WITH A LINE THAT JUMPS  
Grand Rapids, Shoe & Rubber Co.  
"THE MICHIGAN PEOPLE" GRAND RAPIDS



### Timely Talk

IN view of the nearness of commencement, watches are indeed a timely topic. A Watch from here affords lasting pleasure. It is right in every particular—price, appearance, durability and timekeeping qualities, to say nothing of the satisfaction of knowing that you have gotten just a little more than you paid for. The hearty interest we take in the welfare of every Watch we sell is fast making us lasting friends. Let us talk Watch to you.

**HERKNER'S**  
114 MONROE AVENUE  
GRAND RAPIDS, MICHIGAN



## 'Tis True Overall Prices Are Higher

But price is a minor matter when color and delivery is taken into consideration. We offer only the fast color kind and are delivering. Ask our salesman if interested.

### Grand Rapids Dry Goods Co.

20-22 Commerce Ave.

Exclusively Wholesale

Grand Rapids, Mich.

jersey cloth is intended only for sport, one-piece frocks and long coat, for informal resort or country wear only, in tan and gray. A touch of metal in broche designs is immensely smart on any weave.

As this is a season when every silken weave has an opportunity, foulard in polka dots, rings, single blossoms, Pompadour effects and Mayflowers, a collection of single spring blossoms, as clover, buttercups, etc., designs have been sold to several New York retailers, but have, so far, "hung fire" in selling, as the polka dots sold in blouse lengths and few dress patterns. A prominent retailer had these designs made into gowns for the garment department, but taffeta outsold them competely. In years gone by, taffeta and foulard never shared honors the same season, and will not now, although foulard is cool, durable and very attractive, as a general wear summer gown.

For a reasonable price, many shades and pleasing appearance since satins are in again, messalines are a good investment. Silk coats are expected to be largely worn when the weather permits; black, gray, champagne, navy, Copenhagen and French blues, old rose, etc., in satin, taffeta, Ottoman, faille and gros de Londres will probably all prove smart-appearing garments.

New printed taffeta shows inch to two-inch stripes in cashmere designs on neutral grounds. Broche satin in rose designs, with a free use of foliage, are on satin. Some new printed taffetas represent very simple lines of different lengths, geometrical in effect. Shantung effects are promising a very successful season in suits and one-piece dresses, made up alone and in combination of stripes and plain.

The various crepes are in constant demand, with Georgette leading, for one-material dresses and combinations. The tinsel woven crepes, in conjunction with cloth of gold or silver, have made elegant evening costumes for the finest of the season's functions in New York. A new crepe, Swansdown, is as silky and downy as one can imagine; just a bit crepey, with the silky down finish that gives it a wonderful effect made up alone or with a satin taffeta, etc. Chiffon is very freely used in combination.

Up to fourteen yards of thirty-six-inch silk is demanded by dressmakers for a pannier gown. Net gowns go to a higher number of yards, and use several bolts of ribbon, as well, and a wide ribbon sash. The Callots are using such gorgeous, heavy brocades that they stand out without any stiffening, and represent many a pretty penny.

Furriers have ordered for fall furs, ombre stripes, wrap-printed silks in medium-sized flowers, metal satins, jacquard figures few to a yard and brilliantly colored plain stripes. Plain satins are of brilliant colors. Very wide stripes have been introduced, but, like immense flowers, do not cut to good advantage. The favor extended to silk coats now, plush fur and imitation fur coats for the winter increases the demand for handsome lin-

ings. The call for printed effects for this purpose is extending, using satin, taffeta and faille of good quality. Georgette crepe is also fancied for lining silk coats for spring wear.—Dry Goods.

**Japan Beating Us on Cotton Goods.**

Japanese manufacturers have captured the American cotton goods trade in China so completely, says a Department of Commerce report that all hope of renewed American business lies in an entire change of the class of goods manufactured for Oriental export.

Ten years, the report declares, has seen American cotton goods sales dwindled in China as the Japanese business grew. Now American mills, it says, hopelessly distanced by the Japanese, either must extend their trade by selling another class of goods at the expense of England, or dismiss hopes for further Chinese business.

Increasing cost of production in England, because of the war, the report says, has created an opportunity for American mills to introduce into China lines of cotton they heretofore have not sold. Sheetings and drills, formerly sold, must be left to the Japanese and to new Chinese mills, built and building. China for many years has been the largest market for cotton goods in the world.

Tables contained in the report show that from 1902 to 1913, eleven years, the Japanese cotton goods trade in China increased nearly nine times, while the American trade dropped to one-third what it had been. Reasons for this, as given in the report, are better selling and distributing methods introduced by the Japanese, and lower prices for Japanese goods.

**Public Pays for the Premium.**

Frederick Neudorff has been re-elected for the twelfth time as President of the Retailers Association of St. Joe, and in his annual address a few days ago, expressed condemnation of the use of trading stamps. He said in part:

"In the manner of donations, trading stamps, ticket buying, etc., and all such side issues, the public must understand that it means higher price for merchandise, or failure for the merchant. There is also therein the question of equity to those who are not interested in the divers causes presented for help in the way of contributions, stamps, tickets, etc.; the cost of any and all expenditures, must come out of the price paid by the consumer—and it is manifestly unjust to require those who do not believe in, accept, or share in these mediums, to pay a proportionate share of this expense. Such has been the decision of the Supreme Court of the United States in trading stamp questions submitted to them, and is good, common equitable sense anywhere. It is one of our duties to the public to bring about legislation which will put the seal of condemnation upon such methods."

After a man has taken out an accident insurance policy his wife thinks it a waste of money if nothing happens to him.

We are manufacturers of TRIMMED AND UNTRIMMED HATS for Ladies, Misses and Children, especially adapted to the general store trade. Trial order solicited.  
**CORL, KNOTT & CO., Ltd.**  
Corner Commerce Ave. and Island St.  
Grand Rapids, Mich.

**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



**B. V. D.**

The best selling Men's Summer Underwear

Distributed by

**Paul 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

**Quality Guaranteed**



Actual size 7 oz. Packed 2 doz. in case. Retail at 10c.

This 10c jar is identical with Nationally Advertised Brands selling at 15c.

Our packages re-tailing at 15c and 25c are equally attractive.

Nice profit for dealers. Ask your jobber. See quotations in Price Current. Made in Grand Rapids.

**The Bel-Car-Mo Nut Butter Co., Inc**  
Grand Rapids, Mich.



**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.

### Securing New Customers for the Hardware Store.

Written for the Tradesman.

It is the steady customer who ensures the success of any retail business. This is particularly the case with the merchant in a comparatively small community. Transient trade, the patronage of buyers who come once and never again, would never make him rich; what gives him an assured living is the patronage of people who buy from him right along, in preference to any competing retailer.

This applies to the hardware dealer just as much as to any other merchant. His policy should be directed toward securing steady customers. Yet comparatively few merchants put forth determined, thorough-going effort in this direction.

As a rule, the hardware dealer keeps an attractive store with a well selected stock; tries to find out and to sell what the people want; makes courtesy and good service the rule with his salesforce; advertises with fair persistency through the twin mediums of newspaper space and window display; and relies upon the favorable impression his store creates to convert the casual purchasers thus attracted to it into regular customers.

All these items are necessary and important to the successful management of a retail hardware business. They represent some of the vital essentials without which no hardware business can ever be much of a success. But a great deal can also be done specifically toward securing new customers.

The average man's buying is apt to run in a rut. The retailer needs only to look at his own buying to realize this fact. He patronizes certain wholesale and jobbing firms pretty steadily, and it takes an exceptional offer on the part of a competing concern to lure him from the beaten path. It's just the same with the individual customer who patronizes the retail store.

The hardware dealer can secure new customers in three ways. He can induce patrons of competing businesses to deal regularly with him—if he hustles after them hard enough. He can get after the trade of newcomers to the community. And he can campaign for the business of Mr. and Mrs. Newlywed.

Aggressive general advertising, good goods, first class store service, all these items will help with all three classes of possible new customers. Most of all, however, the personal element is effective.

Right now is a good time to plan a campaign for securing the business of newly married couples. June is, above all things, the marrying month; although of course any scheme devised now can be carried on throughout the entire year.

Some years ago a hardware dealer analyzed the proposition this way:

"When young folks get married, they're breaking out of the old rut. They're readjusting themselves mentally to suit new conditions. Therefore, it's the psychological time to induce them to patronize me. It's up to me to get acquainted."

His first step was to work out a more or less effective system for "getting a line on" newly married couples. While he was an aggressive advertiser in a general way, he did not rest content with his general advertising. He kept in touch with ministers, watched the issuances of marriage licenses, and had his salespeople keep a look out for news of approaching weddings. In a comparatively small place it is not hard to keep pretty well informed in advance regarding such events. The newspaper announcements are, of course, helpful.

With the names of the contracting parties, the next step is to get personally acquainted with one or the other of them, if not both. To rely on the fact that the parents have always dealt with you is a mistake. The young people in my experience show a surprising tendency to rush away and deal somewhere else.

This dealer made a practice of sending a "greeting card" to the newly married couple, so timed as to reach them immediately on their return from their wedding trip. Incidentally, there was embodied in the card a cordial invitation to consult Blank's Hardware Store in reference to any household needs. Meanwhile, the newly weds were given a place on a special prospect list, and circulars and advertising literature of a timely nature sent them every month or so throughout an entire year.

The results of this campaign were very good. The merchant backed it up, however, by personal work wherever possible. New accessions to the newly wed list were discussed with the staff. If Jim knew either the bride or groom, he was deputed to tactfully interest them in the store.

If Joe knew the old folks, he was told to "work around" through them. The little book-keeper, who was a mighty good acquaintance-maker and newsgatherer, did excellent work along this line herself. Whichever member of the staff landed a new customer of this kind got a small bonus, and the merchant kept track of the tallies made by individual clerks.

Advance information regarding approaching weddings is valuable in that it helps the merchant to secure at least a share of the gift business. A good many retailers make a practice of sending a gift of their own—some small but useful article, accompanied, by a letter of congratulation.

There is another opening for systematic effort in the direction of interesting newcomers to the community. A retailer of my acquaintance has an arrangement with hackmen, draymen and taxi-drivers whereby he supplies them with free business cards, and in return is given prompt information as to the names and addresses of new residents moving into the city. Immediately some member of the staff calls upon the new resident—the merchant himself in many instances—extends a cordial welcome to the town, gets acquainted, and invites the new arrival to patronize So-and-So's hardware store. The "welcome" takes the form of friendly personal greetings rather than solicitation of patronage; and it is usually all the more appreciated and all the more effective from this very fact.

Where the retailer feels that he can't afford the time to go after new arrivals personally, and can't spare his clerks, a personal letter will prove very effective.

New households—whether newcomers to town or newly married couples—represent, of course, the soil most fruitful of business possibilities; and time and effort spent with them is likely to bring forth better results than where it is given to an endeavor to win away a regular customer from a competing merchant. To whatever class the prospect, belongs, however, one point is worth remembering; personal acquaintance is a powerful factor in securing business. A man will buy from the man he knows and likes in preference to the man he doesn't know personally. On the other hand,

however, he will buy from the man he doesn't know personally in preference to the man he does know and doesn't like. It isn't enough to get after a customer. You must make a favorable impression. This is one powerful reason where the hustling merchant should never allow himself to "knock" a competitor. That sort of thing merely antagonizes a prospect.

Incidentally, the hardware dealer will do well to keep a regular prospect list, and to have a carefully thought-out system of reaching his prospects by mail. Monthly circular letters dealing with timely lines are pretty sure sooner or later to pull the prospect into your store; and then it's up to you and your salespeople to make that favorable impression which will convert the casual patron into a steady customer.

William Edward Park.

It's difficult to convince a small boy who is furnishing the motive power for a grindstone that turn about is fair play.

100 feet good 2d hand 6 inch iron pipe.  
 120 feet good 2d hand 10 inch iron pipe.  
 Will cut to any length for posts, have cast caps and plates for same.  
 100 feet light T Rails. Two 16 foot 10 inch I Beams-  
 3000 feet 1 3-16, 1 1/2 and 1 1/2 Round Iron.  
 Van Dervoort Hardware Co. Lansing, Mich.

# REYNOLDS

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

# SHINGLES

Reduces Fire Insurance Rates

Will Not Ignite from Flying Sparks or Brands

Sold by All Lumber Dealers

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

## Foster, Stevens & Co.

### Wholesale Hardware



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

Grand Rapids, Mich.



**Secretary Bothwell's Report for Month of May.**

Cadillac, June 5—The first three days of the month were spent in the office writing letters and planning the work for the month. Our plans have been carried out with more or less success and I desire to express my thanks for the hearty assistance given by some of the State members at several places where we accomplished results, of gratifying proportions.

May 4 I met Mr. Lake, at Mancelona, where we visited the merchants in their places of business, explaining the advantages of co-operation and credit ratings from an association standpoint, with the result that we got most of the business men in the village to see as we do and will now be members of the Association, as nine of them felt it their duty to lend their assistance, not only for their own benefit but also for the benefit of the other members, believing that the work that the officers and Executive Board are trying to do, must result in good for every retail merchant of Michigan and many of them expressed surprise that any merchant should decline to become an active member after they understand the purpose of the Association. We were very successful at this town and I feel that a paid membership is a duty every retail merchant of the States owes the Association when busy men, like J. P. Holbrook, of Mancelona, and John A. Lake, of Petoskey, our President, will give unstintingly of their valuable time and energy to promote work that is of the greatest value to merchants who have not met with the degree of success that these men have.

Merchants of Michigan, why longer neglect the vital things of your own business? Stop passing out the manufacturer's and jobber's goods until you are reasonably sure of getting your pay for them. The officers and Executive Committee of the State Association are anxious to help you do a safer and more profitable business. We are sending out circulars with every letter telling of one article alone that will help you get all the orders for the goods that are now going to the mail order houses. "Ask and ye shall receive." We are here to answer questions.

May 8 I went to Owosso, but although some arrangements had been made for a meeting of the merchants before whom I was to explain the work of the Association, my train not arriving there until the meeting, which was held at 6:30 instead of 8, as is usual in most towns, was over. I did not meet them collectively, but hope to do so in the near future.

May 9 was spent at Ovid, explaining the work to the merchants as individuals, but was unsuccessful in my endeavors to get any members.

That evening was spent at St. Johns, where I explained to the merchants collectively the work being done, and it is our hope that St. Johns will fall in line and help in the work to their own gain as well as the State.

My visit with O. P. De Witt, head of the wholesale grocery firm of O. P. Witt & Son, of St. Johns, was one of pleasure as well as profit. Although not heretofore a member, he very willingly took an honorary membership, and expressed his willingness

to co-operate in every way possible in the work that is of such vital interest to every merchant.

E. N. Butterfield, although a new grocer in St. Johns, having recently moved there from Wisconsin, was interested and took a membership. Knowing of the good work done by the Wisconsin Association, he felt that, while new to Michigan, he wanted to be active in the Association.

From St. Johns I went to Vassar, calling on the merchants, where I got another live wire, O. B. Griffin who conducts an up-to-date grocery store and who is enthusiastic about the work of the Association.

At Caro the same evening it was my privilege to meet the merchants collectively and outline our plan. The preliminary work of establishing a credit rating system is being looked after by two of the live wires of the town and members of the State, A. R. Meredith and D. M. Graham, so that we hope to have a local organization some time during the summer.

From Caro I started for Clare, but at Coleman met Mr. McMorris, ex-president of the State Association, who had been invited by the business men to talk to them on how to better their community. There was a large crowd at the meeting which started with a banquet at the hotel, after which problems affecting the town were discussed by the local men, after which Mr. McMorris gave a well defined and pointed address on the value of co-operation locally in order to accomplish the most good for the town, the business men and the farmers of the community, and strongly urged the men present to affiliate with each other as friends and brothers and not as competitors in business, because of the fact that the prosperity of the community is the forerunner of the success of the individual. He closed his address with a strong appeal to all to join hands with the State Association in order to facilitate their work of advancing the interests of the business men of the beautiful State of Michigan.

I was then called on and told of the advantages of co-operation along credit lines, expressing the thought that in order to ensure success of either community or individual it is necessary that each member of a community understand to the fullest extent what his responsibilities are and how, in order to prosper, it is the duty of every man to live within his means, so that he may pay his bills promptly, making himself a useful member of the community. I also told of the work the Association has done in the eighteen years of its existence and the work it is now doing to better the conditions of its members. I explained the garnishment law, past and present; the trading stamp law, past and present; explained ways and means of keeping trade at home, instead of allowing it to go to mail order houses, which do not help any community except the one in which they live, and closed the address with a plea that they, as a local association, co-operate with the State Association in doing the work that is of value to all merchants.

At the close of several addresses made by local men, a membership

list was passed around and nearly all the men present signed as members and subscribed some money, so that the Coleman Association starts out with a bank account. They very kindly elected William McMorris, Bay City, ex-president, and J. M. Bothwell, Cadillac, Secretary of the State Association, honorary members.

The type of loyalty and enthusiasm of the business men of Coleman for their own community, if exercised in other communities, would make of them such places as a fellow would feel proud to live.

May 15 the grocers and butchers of Kalamazoo held a meeting where I was present and endeavored to outline plans for counteracting the problems that were working injury to the merchants of the city where the State convention will be held in February, 1917. After spending a day in investigating conditions, I left a committee to do research work and they were to report at next meeting of the local Association.

Kalamazoo is an ideal place for a State convention and we know that those who attend and enjoy the hospitality of the business men of this hustling city will not go home disappointed.

I spent part of a day at Three Rivers and, although I only had a couple of hours, succeeded in getting a couple of names for the State Association and hope that the influence so acquired will eventually result in a local being organized there.

May 22 was spent at Big Rapids, where we have a couple of live wires who have attended conventions in the past and who are full of the spirit of co-operation and who still are enthusiastic and anxious for a good loyal association in their midst.

The same afternoon I had the pleasure of calling on Mr. Wilson, a member of the State Association, and also got three more members at White Cloud, after which I went to Fremont, where a meeting was called to listen to what I had to say for the work the Association is doing and also explain the credit rating system. At the close of the meeting ten signed up for membership, while the next day we had fourteen more in Fremont and three at Reeman, making a total of twenty-seven for the Fremont local association. John Pikaart, of Pikaart Brothers, general merchants, generously gave of his time and energy to assist in every way possible to unite the business men in one organization, so that the energies of all might go through the one channel for the benefit of the hustling little city of Fremont and the surrounding county and although not very far from a larger city, their energies are all directed towards the bettering of their own community with that singleness of purpose that is sure to bring good and lasting results.

Our work in the office is assuming larger proportions as a result of establishing credit rating systems and while we have been somewhat delayed in securing some of the material necessary, still obstacles are only a delay at most and have no lasting effect on the work; but the assembling and classifying of thousand upon thousands of names means a lot of work

that makes time to accomplish. During the month we have sent out 313 letters of enquiry and answers; have secured twenty-two honorary members, eight individual members, one local association and did the preliminary work of establishing two credit rating systems, with nine subscribers in one and twenty-seven in the other.

The foregoing is only a short history of one month's work as accomplished by the officers and members of your Association and reveal to you in some degree what should be done if we had the co-operation and support of you, we fully believe that you are interested; then do not lay this aside until you have written to me, explaining the problems that is hurting the merchants of your town. There is a remedy and if properly applied will help to cure the difficulty.

J. M. Bothwell, Sec'y.

**New Bank at Comstock Park.**

The Comstock Park State Bank has been organized by D. H. Power, who is President of the Leelanau County Saving Bank of Suttons Bay and the First State Bank of Kingsley. The capital stock is \$20,000, distributed as follows:

- Clara B. Power, .....\$6,500
- D. H. Power, ..... 1,000
- Dwight Lydell, ..... 1,000
- T. A. Hice, ..... 1,000
- Geo. J. Lamoreaux, ..... 1,000
- Henry Hachmuth, ..... 1,000
- Daniel Booth, ..... 1,000
- Nicholas Creveling, ..... 1,000
- Van Wallin, ..... 1,000
- Friends of Mr. Power, .... 5,500

The stockholders pay \$125 for each \$100 share, so that the new institution will start in with a surplus of \$5,000. A new building will be erected at the main four corners of the village. Mr. Power will act as President. The officers have not yet been selected.

**AGRICULTURAL LIME BUILDING LIME**

Write for Prices

**A. B. Knowlson Co.**

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

**Sand Lime Brick**

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

**Brick is Everlasting**

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

**Heystek & Canfield Co.**

Grand Rapids, Mich.

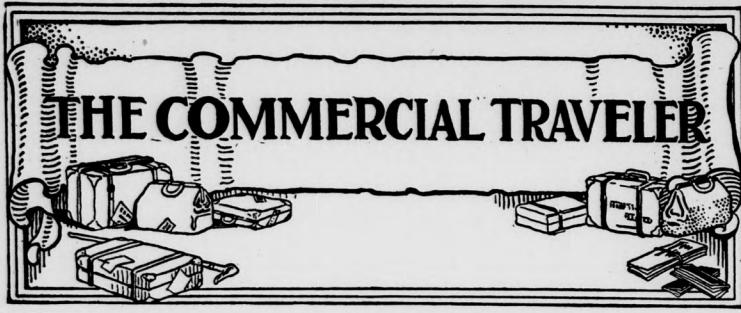
Our name has become known by dealers throughout the United States because of our vast distribution of

**WALL PAPER**

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

**Paints, Window Shades, Painters' Supplies**

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



**Grand Council of Michigan U. C. T.**  
 Grand Counselor—Fred J. Moutier, Detroit.  
 Grand Junior Counselor—John A. Hach, Jr., Coldwater.  
 Grand Past Counselor—Walter S. Lawton, Grand Rapids.  
 Grand Secretary—Maurice Heuman, Jackson.  
 Grand Treasurer—Wm. J. Devereaux, Port Huron.  
 Grand Conductor—W. T. Ballamy, Bay City.  
 Grand Page—C. C. Starkweather, Detroit.  
 Grand Sentinel—H. D. Ranney, Saginaw.  
 Next Grand Council Meeting—Bay City, June 1 and 2, 1917.

### Pickings Picked Up in the Windy City.

Chicago, June 5—One of the most spectacular, phenomenal and most unbelievable demonstrations for preparedness took place in Chicago Saturday, June 3, bringing back the enthusiasm of '76. Any one not having the pleasure of witnessing this great parade can hardly believe what is being written about it, the magnitude of it and the enthusiasm it inspired in all Chicagoans and, in fact, throughout the Middle West. This parade was not composed merely of men, but was sprinkled very heavily throughout with women marchers. To get some idea of this wonderful pageant, one had only to stand in the reviewing stand or in the window of an office building along Michigan Boulevard, for the entire day from 9 o'clock in the morning until 9 o'clock at night witnessed nothing but men and women, holding aloft an American flag, thinking every moment that the wind-up would be witnessed, when another 20,000 or 30,000 marchers would swing the corner and come in to view of the reviewing stand. It was, without doubt, a wonderful turnout and one which the country can feel mighty proud of. Old Glory sure had its day. The streets were lined with thousands upon thousands of sight-seers. Every available window and street car pole was used to display the American flag. Every store was decorated. Every hotel was decorated. Every mercantile house was decorated. One can get some idea of the feeling that this day brought forth by taking into consideration the feeling that overtakes him when some one near and dear to him has received great honor. That honor, as a rule, touched the heart, and thousands upon thousands of hearts were touched Saturday in Chicago. Just imagine yourself working along the street, mixing with the crowd for eleven hours, constantly hearing the cheers of the multitude, the patriotic songs of the marchers and looking in that space of time at over a million American flags, carried by the spectators as well as the marchers. In addition to this, the feeling was so great that the tears that were shed by the people in the streets of Chicago is a fair demonstration of what was in their minds and hearts. If this great turnout is any criterion of the way the people feel towards America, there will be no chance for other nations to step on forbidden ground. I could sit here and write for two days and still tell you something different that happened, but I hope the above will give

the readers of the Tradesman that are not fortunate enough to get hold of a Chicago paper some idea of what Chicago witnessed Saturday. This parade will surely go down in history, showing the world that this country "knows how."

W. A. Wall, former proprietor of the Wall Pharmacy, at 1039 North Clark street, has discontinued this store and accepted the clerkship in the Morrison Hotel drug store, joining night duty. Mr. Wall is blessed with that ability of knowing how to handle a store of this kind. He is an up-to-date business man, catering to the interests of his superiors at all times, looking to the point of increasing business. Mr. Wall, no doubt, will make a success in his new position.

Wm. Finucan of Cheboygan, a few weeks ago made a business trip to Chicago in the interest of the A. Booth Packing Co., of Cheboygan. While in the city he had the misfortune of being robbed of a few dollars and his watch and chain. He now writes a friend in Chicago that Cheboygan looks pretty good to him and that Chicago is too big a town for a little town man.

All of the interurban lines running out of Chicago except one arrive and depart from the outer limits of the city. This is the means of keeping heavy interurban traffic from traveling over the streets. Anyone wishing to catch an interurban car—that is, electric—is obliged to travel to the terminal by street car or L. The one exception to this is the Aurora & Elgin interurban line. It is located on Fifth avenue, between Jackson and Van Buren streets. No doubt this seems to the writer as if it would work out pretty well in Detroit.

The hotels now in Chicago have sure put a premium on their rates, owing to the G. O. P. convention, and from reports there is not room now to take care of the delegates. This, no doubt, will be one of the liveliest conventions of this kind Chicago has ever had the pleasure of entertaining, taking into consideration that at this convention the woman's suffrage question will be brought forcibly to the attention of the delegates.

I have heard many favorable comments on last week's issue of the Tradesman, as to the amount of reading matter and good information contained therein. This speaks well for the Tradesman.

James Ashley, representing the Firestone Car Co., of Akron, Ohio has been transferred from Chicago to Denver, Colorado, and the West. Mr. Ashley is a very popular salesman, and, no doubt, will make a showing for himself in his new territory.  
 Charles W. Reattor.

### The Home on the Hill.

Did you think I'd forgotten  
 The home of my childhood,  
 The place where I'd played,  
 In the stream, in the wildwood?

The house on the hill  
 And the orchard near by,  
 'Twas like heaven to me  
 In the days gone by.

No, I have not forgotten  
 The home on the hill,  
 The barns and the buildings  
 I can see them still.

Nor the song of the wild birds  
 In the forest so near,  
 One spot on this earth  
 Which to me was so dear.

It was home, yes, 'twas home  
 In that house on the hill  
 The place of my childhood  
 How my heart it does thrill.

Where father and mother  
 For me there did labor  
 With hearts that were willing  
 Oh, Lord, such a favor.

To hew from the forest  
 For the home on the hill  
 The barns and the buildings  
 In the Autumn to fill.

With gladness and sunshine  
 We hoped for the best,  
 As we looked to the future  
 The dreams of sweet rest,  
 Harry Mayer.

Man wants but little here below—  
 if the people occupying the flat above  
 him own a piano.

### 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

## HOTEL CODY

EUROPEAN

GRAND RAPIDS, MICH.

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

## Cushman House

PETOSKEY

AMERICAN PLAN \$2.50 AND UP

Leading Hotel in Northern Michigan

W. L. McMANUS, Jr., Prop.

The best Rooms and Meals in Michigan for the money.  
 Come and see for yourself.  
 Open all the year.

## 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.

## 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

## A Hotel Bargain

Hotel DeHaas, a 35-room brick hotel. 15 other rooms 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.

## The Hotel Geib

Eaton Rapids, Mich.

L. F. GEIB, Propr.

AMERICAN PLAN

Artesian Water Steam Heat

\$2 Per Day

Sample Room in Connection

### GRAND RAPIDS

Rooms Without Bath \$1.00  
 With Bath (shower or tub) \$1.50  
 Meals 50 Cents

## Union Station



75 Steps East

Fire Proof

# Why Should a Woman Insure Her Life with The Ladies of The Modern Maccabees? (The Original Order)



Mrs. Frances E. Burns, Great Commander Ladies of The Modern Maccabees.

1st. Because it is SAFE, SURE and PERMANENT, which is evidenced by the fact that it IS the original Order, with TEN TIMES more members in MICHIGAN than ANY OTHER WOMAN'S FRATERNAL SOCIETY. It is STRONGER in its own STATE than any competitor, and its years of experience enable it to DO MORE for its members.

2nd. Because its rates, based on the N. F. C. Tables of Mortality, meet with the approval of Insurance Commissioners and eminent Actuaries.

3rd. Because it issues the best forms of Fraternal Insurance at the lowest SAFE cost.

4th. Because it pays OLD AGE BENEFITS, and its members do not have "to die to win."

5th. Because it issues Disability Benefits, which protect the member in case of total disability.

6th. Because it pays Maternity Benefits. ONLY ORDER DOING THIS.

7th. Because it has a SPECIAL DISCONTINUANCE PLAN.

8th. Because it is THE ONLY ORDER having HOSPITAL BEDS PERMANENTLY ENDOWED for its women and children.

9th. Because it is the ONLY ORDER paying out nearly a million in old age claims alone.

10th. Because it has a beautiful ritual, appealing to the aesthetic sense of its members, and its social life is helpful and kindly.

11th. Because it has THE BEST VALUATION of ANY well established woman's order.

12th. Because it is affiliated with all leading organizations, whose help is valuable, and has been honored (through its splendid officers) above any woman's order in existence.

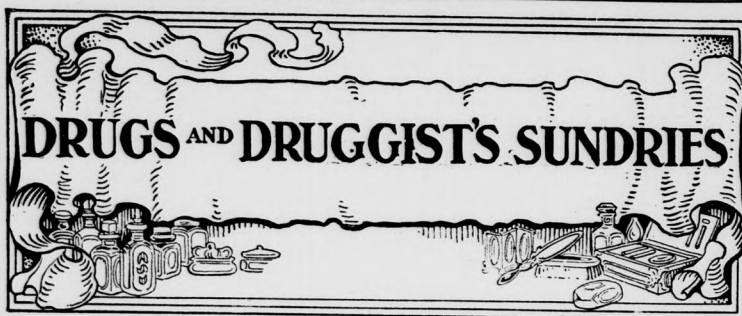
13th. Because it has on its Executive Board the most distinguished and brainy women in the country, who use the "gray matter" in their heads for "the good of the order," and give it an economical, well balanced administration.

14th. Because it offers opportunities for women who desire remunerative work to advance themselves in the world.

15th. Because it has schedules covering every possible phase of life protection, and conserves ALL its members' interests all the time.

16th. Because it can PROVE every statement it makes, and will be glad to do so if you will address its Great Hive officers: Frances E. Burns, St. Louis, Great Commander; Emma E. Bower, Port Huron, Great Record Keeper, or call at headquarters in the Porter Block, Grand Rapids.

The Ladies of The Modern Maccabees hold their Biennial Meeting June 13, 14, 15, 16—at The Coliseum. Special Features, Beautiful Ceremonies, Distinguished Speakers—including the Governor of the State. Public Installation Friday Evening, June 16, at the Pantlind, followed by Grand Ball. Everybody welcome.



#### 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.

### FEELS WELL -REPAID

#### For Joining the Michigan State Pharmaceutical Association.

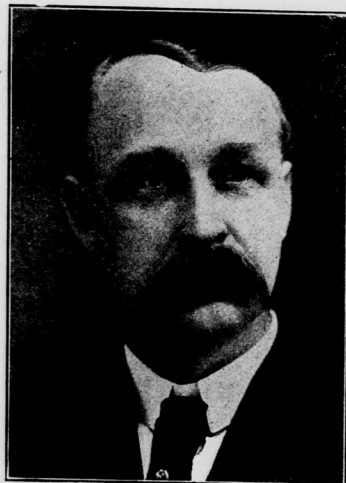
The only reason I had for joining the M. S. P. A. was because a bunch of Grand Rapids druggists were going to Detroit one year to attend the convention. They promised me a rattling good time, etc., etc., and I went, joined the Association and attended the meetings and other functions. I really had the good time that they had promised me, because Detroit is a good town for conventions, and I had never been there, and the druggists who attend their meetings are dandy fellows to get acquainted with. I felt I had my money's worth.

When I came home, however, the feeling somewhat commenced to dawn on me that after all this meeting had not done me much good. There had been too much talk and too little action, except for the bunch that was running the thing. This was in the days when we were running these conventions according to a certain code of "ethics" and when we deliberated very copiously about the "Ethical side of Pharmacy."

However, I did not drop my membership, but I studied the situation and tried to figure out what was wrong, and how I could get my money's worth for the balance of the year. I commenced to pay attention to the Association work and when the next convention came off I again attended, this time without any urging, and instead of being a spectator I took part in the deliberations, in the actions, and eventually in committee work. I did my little part to help accomplish the tasks that are a portion of the work of a pharmaceutical association, and it is with some satisfaction that I look back on my share of it. And ever since that time I have felt that I was getting more than my money's worth out of the Association. Let me mention a few of the good things I derived from it: It has been my pleasure to make many valuable friends; of incalculable value to me has been the help any one will receive from meet-

ing men engaged in the same business, and particularly the satisfaction of helping to improve the conditions of pharmacy in this State; and there were several other things to arouse one's interest. Every meeting brought its new problems and new questions and new bonds with the work and the Association. Our Association has been changed as much as our stores; we have rapped the ethics and become thoroughly practical, a practical association for practical pharmacists.

It is the old, old story again; it was what I put into it that made me able to figure out what I got out of it.



C. H. Jongejan.

I have not the space here to enumerate the many things the Pharmaceutical Association has accomplished for its members and for the pharmaceutical profession of the State. But it is a record to be proud of and it has become an honor to be a member of the Pharmaceutical Association of Michigan. However, we have not reached our goal yet; we are still a long way from it and the road is beset with obstacles; but these are not unsurmountable if we only have the support of the pharmacists of the State.

This brings to me another important point I wish to call your attention to. Should we fail to get this support, then the time will come that our past labors and success will be all for nothing, and most of us will be ground down so that we will be very anxious to get a job at something less professional and less ethical than pharmacy.

I am not unnecessarily raising the cry of wolf, but I can see the clouds gathering. The Legislature will soon convene and the usual grind of bills will be streaming from that political building in Lansing. And amongst that flood of legislative activity there will be numerous laws, regulating the pharmacy of

the State, regulating it for us, but without us and without a knowledge of our needs.

The experience of the past stands as a record that when such laws were being enacted it was the Pharmaceutical Association that has upheld your rights and fought for your benefit and the fruit of their labors you are enjoying now; for conditions would be decidedly worse but for their efforts.

Now all that we ask of you, brothers, is to get busy and join us, provide us with the weapons to fight your battles and ours. Give us the assistance of your own personality and energy and soon you will agree with me that you received plentiful returns for what you have put into the Pharmaceutical Association.

I also want to make use of this opportunity to cordially invite you to come to Detroit on June 20, 21 and 22, and help us do things and lay plans for the coming strenuous year. You will be repaid several times for your monetary outlay and for your time and I can assure you that, if you follow my example, you will see returns coming to you not only for this year, but for several years; especially if you put a little of yourself, of your experience and energy into this meeting of an Association which has become so absolutely necessary to your own welfare.

I believe it is the experience of every one who has attended these conventions that they are the most interesting meetings any druggist can attend. The pleasure of coming in contact with the other fellows and the benefit of their experience is often of untold value. Besides the entertainment committee is making other efforts to make your stay a pleasurable one; they also guarantee you full returns for your investment and time.

And, finally, brothers, allow me to urge you once more to give your mortar and pestle a rest for a few days and join us at Detroit for an interesting business meeting and an equally interesting outing.

And, by the way, we will have some speakers there who will have something of interest to tell you about our affairs, things that are worth while knowing. Let me give you a tip. Are you posted on all the wrinkles of the Harrison act? Are you acquainted with the Stephens-Ashurst bill? Have you heard of the Paige bill? Well, come over there and get a few necessary pointers in regard to these live questions about which every one of us should have the very latest information.

When we meet in Detroit, I hope to thank you for wading through this lengthy article.

C. H. Jongejan,  
President M. S. P. A.

#### Scarcity of Glass in France.

"There is hardly any glass left in France," says the Paris Temps, "and the little there there is is almost prohibitive in price. Bottles, drinking glasses, window glass, lamp globes and crystals are no longer to be had. In most of the wine rooms wine and beer is only served to those who bring their own bottles or glasses. Dealers are paying big prices to those who have bottles to sell. Mineral water manufacturers suffer considerably for want of bottle."

#### Selling Your Own Preparations.

Salesmanship is such an important factor in the consideration of the subject before us, "Your own non-secrets as compared with other lines," that I shall ask your indulgence for one or two illustrations before concluding my paper.

Like all questions, there are two sides to it, each possessing its advantages.

The ready-made line economizes time and original investment, also whatever advertising may accrue to them by being handled in other stores.

These apparent advantages are offset by a good profit to the manufacturer; your store and energy devoted to building a business for the aforesaid manufacturer, and your protection is insured only by a bond or an agreement, with damages if broken.

On the other hand, our own preparations afford an opportunity for individuality and excellence, both of which should be improved to the full.

### 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*

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



*Grand Rapids*  
BREWING CO.

For Sale by all Wholesale Druggists

est extent. By so doing we are constantly building a reputation for ourselves, instead of developing an adversary to bind us hand and foot at some subsequent period.

The perfecting of a preparation of our own is a delight to the man who loves his business. A line of such good preparations assists our business directly and indirectly.

Our initial investment is greater, but we will save from 100 to 200 per cent. on manufacturers' prices.

The store can recommend with more confidence goods which they know all about than they can goods which can be changed at the will of the manufacturer.

Have all preparations bearing your name of such high efficiency that it will be difficult to substitute against them.

Have the appearance of both the preparation and the package or container such as will appeal to a customer.

Your guarantee of satisfaction should enable you to make sales in most instances.

Have several preparations of the good sellers. We have a "Little Folks' Cough Syrup" for children, and four others, besides our emulsions; some contain both chloroform and an opiate, others have neither of the above, and we try to assist a customer to select from our line, instead of comparing our one kind versus the one advertised, in the newspaper. Our smallest bottle, which we guarantee sells for 50 cents.

The suggestion "take both" often sells our preparations as well as the advertised article and has the advantage of the customer having what he went after, and if you recommend trying yours first, and if it proves effective, tell the customer that you will be glad to return the price paid for the other (which you probably sold at the wholesale price).

We sold both toothache drops and toothache gum to so many persons that we were ashamed of ourselves, as we knew that either one would probably relieve the pain, so we prepared a toothache jelly, two drachms to sell for 25 cents, and it frequently sells against the 10 cent drops or gum.

Considerable business can be done by having one preparation where there is a limited demand, such as a canker cure for 35 cents, a gargle for the same price, a black-eye remedy, etc.

In ointments, however, we have three of our own adapted for various conditions.

It is pleasant and profitable to sell your own goods.

The Stevens bill will help the advertised goods, as druggists will not be so particular to replace them when they show a profit. F. W. Connolly.

Just because a boy lives in town, wears two kinds of sox, parts his hair in the middle, sucks a cigarette, curls his hair on his mother's curling tongs and has a daddy with spondulix to burn, that is no sign he is going to run this country in the future.

City sidewalks are used by pedestrians, but the crab has a side walk of his own.

WHOLESALE DRUG PRICE CURRENT

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

<b>Acids</b>	Boric (Powd.) .. 20@ 25	Boric (Xtal) .. 17@ 25	Carbonic .. 1 16@1 20	Citric .. 87@ 90	Muriatic .. 5 1/4@ 8	Nitric .. 11 1/4@ 15	Oxalic .. 88@ 95	Sulphuric .. 5 1/2@ 8	Tartaric .. 87@ 90																																																																							
<b>Ammonia</b>	Water, 26 deg. .. 8 @ 12	Water, 18 deg. .. 5 1/2@ 9	Water, 14 deg. .. 4 1/2@ 8	Carbonate .. 13 @ 16	Chloride .. 10 @ 25																																																																											
<b>Balsams</b>	Copaiba .. 1 00@1 40	Fir (Canada) .. 1 25@1 50	Fir (Oregon) .. 40@ 50	Peru .. 5 50@5 75	Tolu .. 75@1 00																																																																											
<b>Berries</b>	Cubeb .. 70 @ 75	Fish .. 15 @ 20	Juniper .. 8 @ 15	Prickley Ash .. @ 30																																																																												
<b>Barks</b>	Cassia (ordinary) .. 25@ 30	Cassia (Saigon) .. 90@1 00	Elm (powd. 35c) .. 30@ 35	Sassafras (pow. 35c) .. @ 30	Soap Cut (powd.) .. 23@ 25																																																																											
<b>Extracts</b>	Licorice .. 38@ 40	Licorice powdered .. 50@ 55																																																																														
<b>Flowers</b>	Arnica .. 1 00@1 10	Chamomile (Ger.) .. 95@1 10	Chamomile (Rom) .. 55@ 60																																																																													
<b>Gums</b>	Acacia, 1st .. 60@ 65	Acacia, 2nd .. 50@ 55	Acacia, 3rd .. 45@ 50	Acacia, Sorts .. 35@ 40	Acacia, powdered .. 40@ 50	Aloes (Barb. Pow) .. 30@ 40	Aloes (Cape Pow) .. 20@ 25	Aloes (Soc. Pow.) .. 40@ 50	Asafoetida .. 1 00@1 10																																																																							
<b>Asafoetida, Powd.</b>	Pure .. 1 15@1 25	U. S. P. Powd. .. 1 30@1 50																																																																														
<b>Leaves</b>	Buchu .. 1 75@1 85	Buchu, powdered .. 1 85@2 00	Sage, bulk .. 67@ 70	Sage, 1/8s loose .. 72@ 78	Sage, powdered .. 35@ 60	Senna, Alex .. 55@ 60	Senna, Tinn. .. 42@ 50	Senna, Tinn. pow. .. 50@ 55	Uva Ursi .. 18@ 20																																																																							
<b>Oils</b>	Almonds, Bitter, true .. 15 00@15 25	Almonds, Bitter, artificial .. 7 00@7 25	Almonds, Sweet, true .. 1 25@1 50	Almonds, Sweet, imitation .. 65@ 75	Amber, crude .. 1 50@1 75	Amber, rectified .. 2 50@2 75	Anise .. 2 00@2 25	Cajeput .. 5 00@5 20	Bergamont .. 1 35@1 60	Cassia .. 2 25@2 50	Castor .. 2 25@2 50	Cedar Leaf .. 90@1 00	Citronella .. 85@1 20	Cloves .. 2 00@2 25	Cocoa .. 20@ 25	Cod Liver .. 6 40@6 50	Cotton Seed .. 1 15@1 25	Croton .. 2 00@2 25	Cupbebs .. 4 25@4 50	Eigeron .. 1 75@2 00	Eucalyptus .. 1 00@1 25	Hemlock, pure .. @ 1 00	Juniper Berries .. 7 50@7 75	Juniper Wood .. 1 25@1 50	Lard, extra .. 35@1 05	Lard, No. 1 .. 85@ 95	Lavender Flowers .. @ 6 00	Lavender, Gar'n .. 1 25@1 40	Lemon .. 2 00@2 25	Linseed, boiled, bbl. .. @ 71	Linseed, bld. less .. 76@ 81	Linseed, raw, bbl. .. @ 80	Linseed, raw, less .. 75@ 80																																															
<b>Mustard, true, oz.</b>	Mustard, artifil. oz. .. @ 21 75	Neatsfoot .. 85@ 95	Olive, pure .. 2 50@3 50	Olive, Malaga, yellow .. 1 60@1 75	Olive, Malaga, green .. 1 60@1 75	Orange, Sweet .. 4 00@4 20	Origanum, pure .. @ 2 50	Origanum, com'l .. @ 75	Pennyroyal .. 2 25@2 50	Peppermint .. 3 00@3 25	Rose, pure .. 12 00@14 00	Rosemary Flows .. 1 50@1 75	Sassafras, true .. 9 50@9 75	Sassafras, artifil .. 1 25@1 45	Sassafras, true .. 2 75@3 00	Sperm .. 95@1 05	Tansy .. 4 00@4 25	Tar, USP .. 30@ 40	Turpentine, bbls. .. @ 46	Turpentine, less .. 51@ 56	Wintergreen, tr. .. 5 50@5 75	Wintergreen, sweet .. 4 00@4 25	Wintergreen, art .. 3 50@3 75	Wormseed .. 3 50@4 00	Wormwood .. 4 00@4 25																																																							
<b>Potassium</b>	Bicarbonate .. 1 80@2 00	Bichromate .. 85@ 90	Bromide .. 5 00@5 20	Carbonate .. 1 60@1 75	Chlorate, xtal and powdered .. 85@ 90	Chlorate, gran'r .. 90@ 95	Cyanide .. 45@ 55	Iodide .. 5 10@5 20	Permanganate .. 2 40@2 50	Prussiate, yellow .. 2 00@2 25	Prussiate, red .. 6 50@7 00	Sulphate .. @ 1 10																																																																				
<b>Roots</b>	Alkanet .. 90@1 00	Blood, powdered .. 20@ 25	Calamus .. 75@3 00	Elecampane, pwd. .. 15@ 20	Gentian, pwd. .. 45@ 50	Ginger, African, powdered .. 20@ 25	Ginger, Jamaica, powdered .. 30@ 35	Goldenseal pow. .. 6 50@7 00	Ipecac, powd. .. 4 00@4 25	Licorice, powd. .. 30@ 35	Licorice, powd. .. 25@ 35	Orris, powdered .. 30@ 35	Poke, powdered .. 20@ 25	Rhubarb .. 75@1 00	Rhubarb, pwd. .. 75@1 25	Rosinweed, pwd. .. 25@ 30	Sarsaparilla, Hond. ground .. 55@ 60	Sarsaparilla Mexican, ground .. 25@ 30	Squills, powdered .. 40@ 60	Squills, powdered .. 13@ 20	Tumeric, powd. .. 70@ 75	Valerian, powd. .. 70@ 75																																																										
<b>Seeds</b>	Anise .. 20@ 25	Anise, powdered .. @ 25	Bird, Is .. @ 10	Caraway .. 8@ 12	Cardamon .. 25@ 30	Celery (powd. 50) .. 38@ 45	Coriander .. 10@ 18	Dill .. 20@ 25	Fennel .. @ 1 00	Flax .. 5 1/4@ 10	Flax, ground .. 5 1/4@ 10	Foenugreek, pow. .. 8@ 10	Hemp .. 8@ 12	Lobelia .. 40@ 50	Mustard, yellow .. 22@ 30	Mustard, black .. 19@ 25	Mustard, powd. .. 22@ 30	Poppy .. @ 1 25	Quince .. 1 00@1 25	Rape .. 10@ 15	Sabadilla .. 40@ 50	Sabadilla, powd. .. @ 40	Sunflower .. 10@ 15	Worm American .. @ 25	Worm Levant .. 1 50@1 75																																																							
<b>Tinctures</b>	Aconite .. @ 75	Aloes .. @ 65	Arnica .. @ 75	Asafoetida .. @ 1 65	Belladonna .. @ 1 65	Benzoin .. @ 1 00	Benzoin Compo'd .. @ 1 00	Buchu .. @ 1 50	Cantharadies .. @ 1 80	Capsicum .. @ 90	Cardamon .. @ 1 50	Cardamon, Comp. .. @ 2 00	Catechu .. @ 60	Cinchona .. @ 1 05	Colchicum .. @ 75	Cubeb .. @ 1 20	Digitalis .. @ 80	Gentian .. @ 75	Ginger .. @ 95	Gualac .. @ 1 05	Gualac, Ammon. .. @ 80	Iodine .. @ 2 00	Iodine, Colorless .. @ 2 00																																																									
<b>Paints</b>	Lead, red dry .. 10 @ 10 1/2	Lead, white dry .. 10 @ 10 1/2	Lead, white oil .. 10 @ 10 1/2	Ochre, yellow bbl. 1 .. @ 1 1/4	Ochre, yellow less 2 .. @ 5	Putty .. 2 1/2@ 4	Red Venet'n bbl. 1 1/2 .. @ 5	Red Venet'n less 1 1/2 .. @ 5	Vermillion, Amer. 2 1/2 .. @ 30	Whiting, bbl. .. @ 1 1/4	Whiting .. 2 @ 5	L. H. P. Prep'd. 1 60@1 70																																																																				
<b>Insecticides</b>	Arsenic .. 9@ 15	Blue Vitriol, bbl. .. @ 20	Blue Vitriol, less 22@ 28	Bordeaux Mix Pst 8@ 10	Heliother, White powdered .. 55@ 60	Insect Powder .. 30@ 50	Lead Arsenate .. 9@ 16	Lime and Sulphur Solution, gal. .. 15@ 25	Paris Green .. 37 1/2@ 43																																																																							
<b>Miscellaneous</b>	Acetanilid .. 2 00@2 25	Alum .. 12@ 15	Alum, powdered and ground .. 14@ 17	Bismuth, Subnitrate .. 4 10@4 15	Borax xtal or powdered .. 10@ 15	Cantharades po 2 00@10 00	Calomel .. 2 30@2 35	Capsicum .. 30@ 35	Carmine .. 6 50@7 00	Cassia Buds .. @ 40	Cloves .. 30@ 35	Chalk Prepared .. 9@ 8 1/2	Chalk Precipitated .. 10@ 10	Chloroform .. 65@ 75	Canoral Hydrate 2 00@2 25	Cocaine .. 5 40@5 60	Cocoa Butter .. 60@ 70	Coras, list, less 70%	Copperas, bbls. .. @ 2	Copperas, less .. 2 1/2@ 7	Copperas, powd. .. 2 10@2 15	Corrosive Subm 2 10@2 15	Cream Tartar .. 50@ 60	Cuttlebone .. 45@ 50	Dextrine .. 7@ 10	Dover's Powder .. @ 2 50	Emery, all Nos. .. 6@ 10	Epsom Salts, powdered .. 5@ 8	Epsom Salts, bbls. .. @ 4	Epsom Salts, less .. 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%	Glassware, less 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 .. 64@ 78	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 05	Rochelle Salts .. 42@ 48	Saccharine .. 19 00@19 20	Salt Peter .. 45@ 50	Seidlitz 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 1/4@ 5	Spirits Camphor .. @ 75	Sulphur roll .. 2 1/2@ 5	Sulphur Subl. 3 1-10@ 5	Tamarinds .. 15@ 20	Tartar Emetic .. @ 80	Turpentine Ven. 2 25@2 50	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

Codfish

DECLINED

Cheese Flour

Index to Markets

By Columns

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

Table listing various grocery items and their prices, organized by column (1, 2).

Table listing various grocery items and their prices, organized by column (1, 2).

Table listing various grocery items and their prices, including sections for CHEWING GUM, CHOCOLATE, CLOTHES LINE, COCOA, and COCONUT.

Table listing various grocery items and their prices, including sections for McLaughlin's XXXX, CONFECTIONERY, and Mixed Candy.

Table listing various grocery items and their prices, including sections for Other Package Goods, Bulk Goods, and Cans and boxes.

**Review of the Grand Rapids Produce Market.**

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

Asparagus—85c 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—The market is steady and unchanged with a good consumptive demand. The make is increasing as the season advances, but so is the demand, and the price does not seem very likely to decline in the near future, although the make will doubtless show a still further increase. The quality of the present receipts of butter is the best of the year. 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—\$2.50 per 100 lb. crate from Virginia.

Cantaloupes — California command \$5.50 for 54s and \$6 for 45s.

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—The market is steady and unchanged with a good consumptive demand. There is a slight falling off in the production, but the weather has been favorable to good quality, and the market is steady on the present basis. Local dealers are paying 21c, case 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 \$4.25 per box.

Green Onions—Silver Skins (black seeds), 18c per doz. bunches; Evergreen, 12c per dozen bunches.

Green Peas—\$2.25 per bu. hamper.

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

Lemons—California, \$4.25 per box for choice and \$4.75 for fancy; Messinas, \$3.75 per box.

Lettuce—8c per lb. for leaf; \$1 per bu. for garden; \$2 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, 16½c 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, \$4.50.

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

Pineapple—\$2.50 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—Old stock is scarce. Local dealers pay \$1 and hold at \$1.10. New stock from the South fetches \$1.75 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. Ozark; \$2.75 for Missouri Aromas; \$1.75 per 16 qt. case of Benton Harbor. The crop is large all over the country.

Sweet Potatoes—\$1.50 per hamper for kiln dried Jerseys.

Tomatoes—\$4.75 for 6 basket crate, Florida stock.

Turnips—60c per doz. bunches for new

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

Water Melons—90c apiece for Florida.

Wax Beans—\$1.75 per box for Southern Illinois stock; \$2.50 per hamper.

It was probably fortunate that Sir Ernest Shackleton's expedition for the crossing of the Antarctic Continent from the South American side broke down at the same time as did the expedition from Australia which was to meet him on his emergence. Without fresh supplies and other assistance after his 400 mile journey across a totally unknown plateau, he might easily have perished. The whole affair is a warning of the risks faced by any attempt at exploration which depends upon a nice co-ordination of effort between two bodies setting out at points widely distant, with no means for communication. Yet a quick journey across the whole of the south polar regions could be accomplished in no other way, and it would have eclipsed in some ways any feat yet achieved in either the Arctic or Antarctic. The most picturesque aspect of the attempt will remain Shackleton's journey back from the South Shetland Islands to the Falkland Islands in a twenty-two-foot boat—a journey probably covering 1,000 miles and lasting six weeks. To match it we should have to go back to the De Long expedition of the early eighties, when of three small boats setting out on a similar trip but one came safely in.

Sweden, Norway and Denmark are profiting by the war. Their inhabitants are growing rich through trade. Farmers are receiving high prices for their products, railways and steamship lines are doing a big business at increased rates and the abundance of money has caused a tremendous building boom. Christiana, once a small town, leads in millionaires who made their fortunes suddenly in stock investments. Some of the new millionaires are without education and do not know how to spend their fortunes wisely. Farmers and shipbuilders of Denmark have made the most money among the Danish class. The farmers sell their butter to Germany for \$2 per pound and eggs for \$3 per dozen, and are buying the latest German agricultural machinery.

**Late News From Michigan Banks.**

Detroit—The new branch of the Wayne County and Home Savings Bank, in the David Whitney building, the fifteenth established by the big financial institution, was successfully opened during the past week. It promises to become one of the Bank's best business builders. The branch is under the management of Scott Carpenter, who was with the Michigan Savings Bank before its consolidation with the Wayne-Home, and for several years has acted as paying teller at the main office.

Lansing—Robert Spier, Cashier of the Capital National Bank, suggests more caution in buying stocks. As a bit of advice to Lansing citizens, Cashier Spier contends every investor in any stock should possess himself of some of the facts regarding the concern in which stock is taken. To assist patrons of the Bank of which Mr. Spier is Cashier, the Bank management has set aside a room in the building for library purposes. Here patrons and the investing public are supplied with literature, periodicals and forecasts of business and financial concerns. Information relative to assets, liabilities, earnings, prospects, etc., is given where possible. Many of the periodicals contain this. "Too many persons," says Mr. Spier, "plunge into stock buying. They fail to acquaint themselves with real stock values and stock values depend upon a concern's assets, its business, its earnings and sometimes management. Instead of making a real business investment, founded upon business sense and logic, investors plunge wildly and without reason. Then they hope and wish for the stock to go up."

Mason—The Farmers' Bank has completed thirty years of successful business.

Mancelona—The Antrim County State Savings Bank has moved into temporary quarters in the Wellman office, while the old bank building is being rebuilt. The plans for the new Bank office include directors and customers rooms in the rear of the present office. The new fixtures will be of the newest designs finished in mahogany and marble.

Albion—The Albion State Bank has secured the store directly north from it on Superior street and will tear out the partition between, practically doubling the space now used by the institution. A new double front will be installed and various interior changes made, to accommodate an increasing business. The new home of the Commercial and Savings Bank, being erected on the site of the old stone mill, recently razed, is gradually assuming form and will be the handsomest business building in the city.

Lansing—The American Savings Bank has transferred its business and equipment from its location at Michigan and Washington avenue, to the old quarters of the American Express Co., in the rear of the Prudden block on West Michigan avenue. The quarters occupied are but temporary, as the contractors are rushing the remodeling and alterations of the Washington avenue Bank proper. When the contract is completed the American Savings Bank will have the whole lower front of the

Prudden block on Washington avenue and the quarters will be handsomely equipped.

**Effect of Substitutes.**

The effect of corn substitutes on the regular corn trade is a most important factor and is to become more so. For many years corn values have been sustained during periods of light receipts from the country by a heavy industrial demand. This is changing. Kaffir corn, milo maize and feterieta, all of which are in the kaffir family, are cutting an important figure.

Distillers are learning its use, and all but one of them at Peoria are using kaffir corn with best results, securing a larger yield of spirits than from Indian corn. Chicken-feed makers use kaffir extensively, which cuts into the consumption of other corn; it also is being used extensively by cattle feeders in the Southwest.

As a fat-maker kaffir corn is most important, but it is understood to fall short of making as heavy and solid beef as Indian corn. It is a factor that must be reckoned with in the corn trade from now on.

**Brooklyn Grocers in Jail.**

Fifteen grocers and delicatessen dealers of Brooklyn who were found guilty of violating the Sunday closing law by Magistrate Dodd a few days ago, were given the alternative of paying \$5 fines or spending a day in jail, and, as it was late in the afternoon, concluded they would finish the day behind bars. Twenty-five other storekeepers who were found guilty of the same offense paid the fine and went home. Ten butchers paid \$5 each for the same violation before Magistrate Geismar in Butler Street Court.

The convictions were secured by William Howard, Jr., representing the United Retail Grocers' Association and the Master Butchers' Association.

**Variety Is the Spice of Business.**

Hillsdale, June 5—Twenty-seven times has D. B. Kinyon ventured into the realm of business, he declared to-day, on the anniversary of his first essay in 1871, when he ran a cider mill. He has lived here for forty-three years of his total of 63. Five times he was located in the livery business, nine different times he was a grocer, while meat, hardware, feed, coal, blacksmithing, hotel, junk and farming all vied in vain to tempt Mr. Kinyon to settle down to their lures.

"There has been no monotonous grind at any single thing in my life" said Kinyon. "I try them all, sometimes many times, but variety is the spice of business." Mr. Kinyon is well off, proving a rolling stone sometimes gathers moss.

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

Buffalo, June 5—Creamery butter, extras, 29c; first, 27@28c; common, 25@26c; dairy, common to choice, 22@25c; poor to common, all kinds, 20@22c.

Cheese—No. 1 new, 15@15½c; fair, 14@14½c.

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

Poultry (live)—Fowls, 19@20c; broilers, 33@35c; old cox, 13@14c.

Beans—Medium, \$4.25@4.50; pea, \$4.25; Red Kidney, \$4.75@5; White Kidney, \$5@5.25; Marrow, \$5.

Potatoes—\$1.20@1.30 per bu.

Rea & Witzig.

SPECIAL PRICE CURRENT

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

Table with 2 columns: Item Name and Price. Includes categories like Churns, Clothes Pins, Egg Crates and Fillers, Faucets, Soap Sticks, Pails, Toothpicks, Traps, Tubs, Washboards, Window Cleaners, Wood Bowls, Wrapping Paper, and Yeast Cake.

Table with 2 columns: Item Name and Price. Includes categories like Churns, Clothes Pins, Egg Crates and Fillers, Faucets, Soap Sticks, Pails, Toothpicks, Traps, Tubs, Washboards, Window Cleaners, Wood Bowls, Wrapping Paper, and Yeast Cake.

TELFER'S COFFEE

MADE IN DETROIT USA. Jamo, 1 lb. tin \$1. 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 19. Quality, 20 16. W. J. G. Tea 37. Cherry Blossom Tea 37. Telfer's Ceylon 40.

AXLE GREASE



1 lb. boxes, per gross \$ 70. 3 lb. boxes, per gross 23 10.

BAKING POWDER

10c, 4 doz. in case ... 85. 15c, 4 doz. in case ... 1 25. 25c, 4 doz. in case ... 2 00. 50c, 2 doz. plain top ... 4 00. 80c, 1 doz. plain top 6 50. 10 lb. 1/2 dz., 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.

Royal. 10c size ... 90. 1/4 lb cans 1 35. 6 oz cans 1 90. 1/2 lb cans 2 50. 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.

16

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

WASHING POWDERS.

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

SOAP

Lantz 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.

17

Cotton Oil, 100 cakes 6 00. Cream Borax, 100 cks 3 90. Circus, 100 cakes 5c sz 3 75. Climax, 100 oval cakes 3 45. 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 40. Queen Anne, 100 cks. 3 40. Queen White, 100 cks. 3 90. Railroad, 120 cakes ... 2 40. Saratoga, 120 cakes ... 2 40. White Fleece, 50 cks. 2 50. White Fleece, 100 cks. 3 25. White Fleece, 200 cks. 2 50. Proctor & Gamble Co. Lenox ... 3 20. Ivory, 6 oz. .... 4 00. Ivory, 10 oz. .... 6 75. Star ... 3 35.

Swift & Company. Swift's Pride ... 2 85. White Laundry ... 3 50. Wool, 6 oz. bars ... 3 85. Wool, 10 oz. bars ... 6 50. Tradesman Company. Black Hawk, one box 2 50. Black Hawk, five bxs 2 40. Black Hawk, ten bxs 2 25.

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

Soap Compounds

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

MORTON'S SALT. NEVER CAKES OR HARDENS. FREE RUNNING. IT POURS. Morton's Salt. Per case, 24 2 lbs. .... 1 70. Five case lots ... 1 60.

Queen Anne. 60 5c packages ... 2 40. 24 packages ... 3 75. Oak Leaf. 24 packages ... 3 75. 100 5c packages ... 3 75.

SEND FOR SAMPLES. The Only Five Cent Cleanser. Guaranteed to Equal the Best 10c Kinds. 80 Cans.....\$2.90 Per Case. SHOWS A PROFIT OF 40%. Handled by All Jobbers.

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

FOOTE & JENKS' Killarney (REGISTERED) Ginger Ale. 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.



# 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—Ginseng garden 5-16 of an acre full of 4 to 6 year old plants, house, eight lots, thirty apple trees bearing. Fine location; will sell cheap. Dalberg Bros., Reed City, Michigan. 174

To Rent—Modern store building in Concordia, railway center, paved streets; best trading point in State. Elevator installed should tenant need three floors. C. W. McDonald, Concordia, Kansas. 175

Rexall Store For Sale—Fine soda, cigar, stationery and sundry lines carried. Eastman agency. Good fixtures. \$6,000 gets it for a quick sale. Established trade. Full prices. Two railways, situated in Michigan fruit belt, population 5,000. Address No. 176, care Tradesman. 176

For Sale—One Otis passenger elevator with complete Otis equipment; 2,750 lbs. capacity; motor for direct current circuit of 220 volts. Platform safeties and all overhead sheaves and beams, steel guides and counter weight for a car travel of 52 feet. Car can be used for passenger or freight. Paul Steketee & Sons, Grand Rapids. 177

We own a grocery in a good location at Madison Square, rent \$2. Also a grocery on a good corner on Bridge street, rent \$25. Will sell either stock for part cash and give time on the balance if necessary. If you want a good business come and see us. Holt Bros., 221-222 Widdicombe Bldg., Grand Rapids. 187

I travel in a good part of the State of Michigan and know of two splendid stocks of general merchandise for sale, \$4,000 or \$5,000 cash will handle either deal. These are real opportunities. For details write to Dry Goods Man, care Michigan Tradesman. 184

Wanted—One lever paper press 16 x 20. Must be cheap for cash. Address W. P. Myers, Linden, Michigan. 185

We have a good corner location in this city for a drug store, rent \$25. It will pay you to investigate. Holt Bros., 221-222 Widdicombe Bldg., Grand Rapids. 186

Collect Your Own Bills—Without expense of agencies. Write for samples absolutely legal collecting letter forms free for trial on debtor. John T. Dainton, Publisher, 3 Leland St., Detroit, Michigan. 188

For Sale—Stock consisting of dry goods, shoes, furnishings, china and enamelware, wall paper and bazaar goods. Yearly sales about \$10,000. Doing business for 13 years. Can reduce stock to \$2,000. Located forty miles from Detroit on two railroads and D. V. R. Good reasons for selling. A chance of a lifetime for the right men. Act at once. Apply No. 189, care Michigan Tradesman. 189

Only bakery and ice cream parlor in town of 1,500. Good bargain. Selling on account of sickness. Address Box 843, Kalkaska, Michigan. 190

Meat Market For Sale—Best location in the city. Reason for selling, other business takes attention. Cherry Street Market, 719 Cherry St., Phone 1210, Grand Rapids. 178

Meat Market—For sale or rent. Sickness of owner. Address J. F. Struble, Mt. Pleasant, Michigan. 179

For Sale—Clean stock groceries, dry goods and shoes in Central Michigan. Have other business and wish to dispose of this quick. Good opportunity for hustler. Inventory about \$3,000. Cheap for cash or would take good property. Would sell dry goods or shoes separately. Address No. 181, care Tradesman. 181

For zinc mines or lands in Missouri and Arkansas, write W. J. Robinson, Box 717, Joplin, Missouri. 182

For Sale—Bakery and restaurant. Doing good business. Postoffice Box 213, Bangor, Michigan. 183

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

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

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

\$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—An iron and brass foundry. Good location. Doing a large business. Would take about \$15,000 to handle. Must be sold on account of sickness of the owner. 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

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, Holdrege, Nebraska. 137

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. No 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., Swetland Bldg., Cleveland, Ohio. 167

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—New Buster Kist pop corn machine, \$200 cash f. o. b. Sault Ste. Marie, Michigan. Conway & Hall, Drug-gists, Sault Ste. Marie, Michigan. 142

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

For Sale—4-station Lamson Barr cash system. Will sell for \$10 per station if taken at once. Address Allen Bros., Ionia, Michigan. 147

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

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

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—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

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

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, Vhag 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. 934

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. Krusienka, 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.

Experienced window-dresser and card-writer now employed in Washington, D. C., will be open for a position July 1. Salary \$25 per week to start. Address No. 180, care Tradesman. 180

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. 165

# M. Piowaty & Sons

36-40 Ottawa Ave., N. W.

GRAND RAPIDS, MICHIGAN

Invite YOU to inspect the largest establishment in the city devoted exclusively to the handling of Fruits and Vegetables.

Come in, we will be glad to see you.

**ENLIGHTENED SELFISHNESS.**

(Continued from page one)

yourself. I mention them in the order of their importance.

There are five kinds of customers, as follows:

1. The looker.
2. The pricer.
3. The fidgety buyer.
4. The uncertain buyer.
5. The bluffer.

In New York and the big cities the cost of doing business in the big stores is from 24 to 30½ per cent.

In smaller cities to 500,000, 22 to 26½ per cent.

Cities from 10,000 to 50,000, 24 per cent.

Cities from 3,000 to 12,000 17½ to 22½—average 20 per cent.

These figures are official.

Rural stores of the East, 10 to 20 per cent.—average 17½ per cent.

The rural store has the advantage apparently.

A store of my acquaintance posts the following rules:

1. We insist that you have what you want and keep only what satisfies you.
2. Our people must be civil, tell the truth and do every reasonable thing to satisfy you.

3. We buy the best for the purpose and sell it to people who want it more than they want the money we charge for it.

The three great factors in success are interest, enthusiasm and sympathy.

In picking clerks observe the following rules:

- We pick students.
- We grow forty petal roses from ten.
- We grow homes from nine miles to twenty miles.

We train dogs.

We pick men for an orchestra.

We pick men for our athletic teams.

We can pick men for our stores.

The United Cigar Stores Company makes paramount the following rules:

1. No transaction is complete until the customer is satisfied.
2. Customer first, because on him our very existence depends.
3. Employee next, because on him depends whether or not customer stays.
4. Stockholders last, because if the other two are looked after, he is automatically taken care of.

The real development of a business comes from within. Your business is you, the outsider can help, the experience meeting can help, these short courses can help, Boards of Trades can help, but in the last analysis neither your people, your town, your fellow merchants, your wholesaler or manufacturer, nor the laws of your country, can make you a success. They can only help you to the degree of success to which your own will, vision and mental equipment entitle you.

A new spirit is entering business, farming, religion, politics, the scientific spirit you manifest here to-night, because that spirit urges you to action.

You want to find out the new things and the true things—above all, the true things.

Mr. Lewis used the notes above given simply as texts from which to preach wholesome sermons on merchandising methods. He told wholesome truths in a wholesome manner, holding the in-

competent merchant and clerk up to ridicule in such a way that everyone recognized the species—some present may even have recognized themselves.

As to the correctness of his conclusions and the accuracy of his analysis there can be dissent. As a diagnostician he is a master hand; but when it comes to prescribing for mercantile ailments—to pointing the way to the betterment of existing conditions so as to produce better merchants, better clerks and better customers, Mr. Lewis is not there with the goods. His statements are accurate, because based on fact rather than observation, his illustrations are apt and his stories are pat, but his talks fail in one essential particular—he conveys no message to the merchant which he can take home with him and make use of in his business. Mr. Lewis is forceful in showing the merchant wherein he is weak and inefficient and his talks cannot fail to arouse in the mind of every hearer a desire to improve existing conditions. The unfortunate part of his propaganda is that he does not give the merchant his own ideas as to HOW existing abuses can be corrected and antiquated methods supplanted by those thoroughly up-to-date.

**Discrimination Between Cash and Credit Customers.**

Covert, June 5—Realizing the changing conditions of business, and that the cash customers get no better price than the credit customers, and that there has been no inducement given for cash or for prompt payment of accounts, therefore we make the following announcement.

Beginning July 1, 1916, we will sell goods at both store and mill at Covert, store at Packard and on the grocery wagon on the following terms:

If cash is paid when goods are bought, a discount of 3 per cent. will be allowed.

If accounts are paid any time during the same month in which they are purchased, a discount of 2 per cent. will be allowed.

If accounts are paid during the first 15 days of the month following purchase, a discount of 1 per cent. will be allowed.

If accounts are paid during the last half of the month following purchase, no discount will be allowed and no interest charged.

If accounts are not paid by the end of the first month following purchase then 7 per cent. interest will be charged from the beginning of the month following purchase.

If accounts are not paid by the end of the third month following purchase, the customer is entitled to no further credit until bill is paid.

Bankable notes will be taken in payment of accounts.

By this method the sooner the customer pays for his goods the less the goods cost him; the longer the account runs, the more it takes to pay it.

By the old way the one who paid the most for his goods was the cash customer and the one who paid the least for his goods (outside of the one who never paid) was the longest credit customer.

By this new method things are just reversed (outside of the one who never pays)—the cash customer pays the least and the slowest paying credit customer pays the most.

J. R. Spellman & Co.

Holly—The Holly Foundry Co. has been incorporated with an authorized capitalization of \$9,000, all of which has been subscribed, \$3,000 paid in cash and \$6,000 paid in in property.

Wakefield—The Wakefield Bakery

has engaged in business with an authorized capitalization of \$5,000, of which amount \$4,000 has been subscribed and paid in in property.

**BUSINESS CHANCES.**

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

For Sale or Exchange For Farm—Hardware, implement and harness stock in live town, Bay county. Good business for live man. Good reasons for selling. Address No. 192, care Tradesman. 192

For Sale—A complete baking outfit. Hubbard portable oven, pans, trough, coke and gas stove. Nice shop. Can be moved. Must sell this week. Address W. Maxwell, Kalamazoo, Mich. 193

For Rent—A good up-to-date meat market and all modern fixtures at reasonable rent for both. In one of the best locations in Owosso, Michigan. Address Owosso Grocery Co., Owosso, Mich. 196

For Sale—Old established hardware, furniture and implement store in town

of 600, Southern Michigan. Cheap rent, clean stock. Best chance in State. Good reasons for selling. \$2,000 will handle it. Apply at once. Box D, care Tradesman. 194

For Sale—Clean stock general merchandise in fine country town. Established over thirty years. Money making location. Good reasons. W. F. Beauty, New Lothrop, Michigan. 191  
Oklahoma Oil Field. Lots \$10 each. May make your fortune. Map and description free. Address Frank P. Cleveland, 1100 Adams Express Bldg., Chicago. 195

OFFICE OF

**American Public Utilities Company**  
GRAND RAPIDS, MICHIGAN

The American Public Utilities Company has declared the regular quarterly dividend of one and one-half per cent. on the preferred stock of the Company, payable July 1, 1916, to stockholders of record at the close of business June 20, 1916. Transfer books will be reopened June 21, 1916.

KELSEY, BREWER & COMPANY,  
Operators

June 7, 1916.

**Attention, Hotel and Restaurant Men**

FOR SALE—Six foot, hand carved solid oak side board for dining room. Cost \$300 new. Bargain at \$35.  
Coffee Ranch.  
12 Monroe Ave. Grand Rapids, Michigan

**MAIL ORDER COMPETITION**

What has it already done and what will it ultimately do to the

**RETAIL MERCHANT**

who does not know how to face the situation squarely and

"FIGHT FIRE WITH FIRE"

OUR SERVICE will enable YOU to do this economically and conveniently. A card of inquiry and we will submit in detail our plans to you.

GRAND RAPIDS TYPEWRITING CO.

333 Michigan Trust Bldg.

Grand Rapids, Michigan

# The Stiles Sectional Garage

IF for any reason you do not want to erect a permanent garage, why not consider the purchase of a Stiles Sectional Garage? When you move, you can take it with you, just like a piece of furniture.

A man can take it down in a couple of hours and load it on a light delivery wagon; put it up again in a few hours—no nails; just bolt it together.

The Stiles Sectional Garage is especially adapted for resorters, who can dismantle it and store it in the cottage during the winter.

The price is \$85; you couldn't build as durable and as good looking a garage for twice as much money.

Catalogue on request.

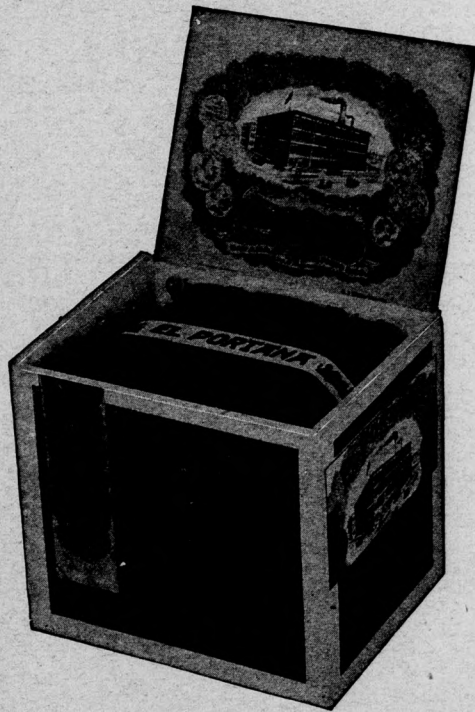
**Stiles Brothers Company**

Manufacturers of Portable Cottages

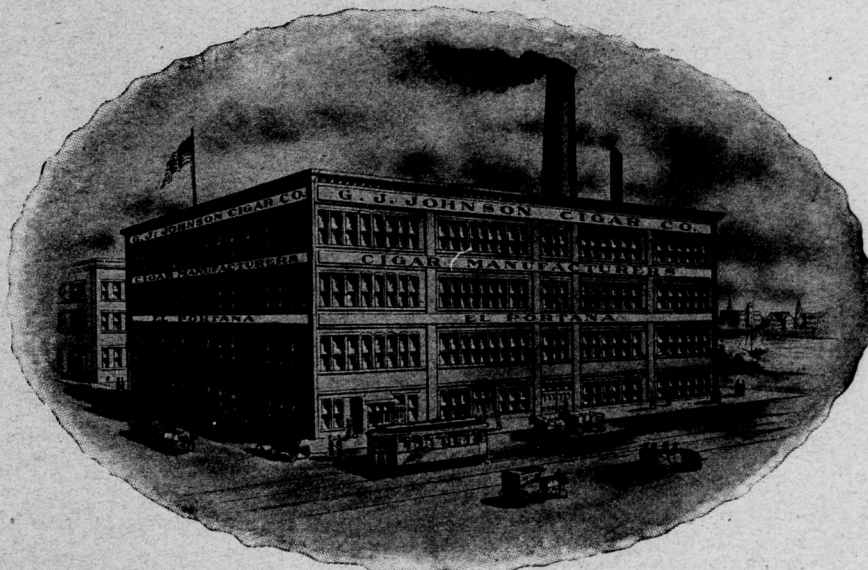
302 Buckley Street

Grand Rapids, Mich.

# EL PORTANA 5c CIGAR



“In a  
Class by  
Itself”



Manufactured  
Under  
Sanitary  
Conditions

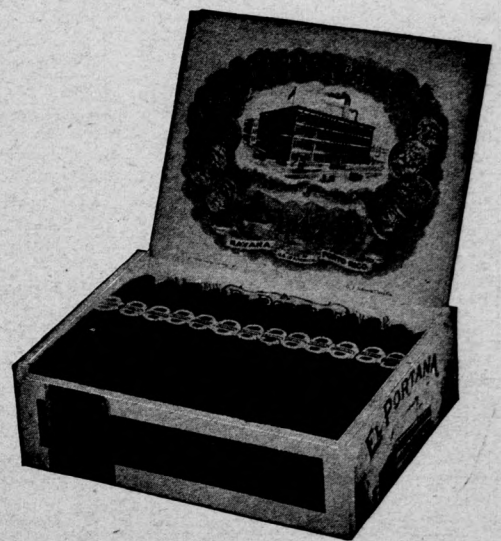


Made in  
Eight Sizes

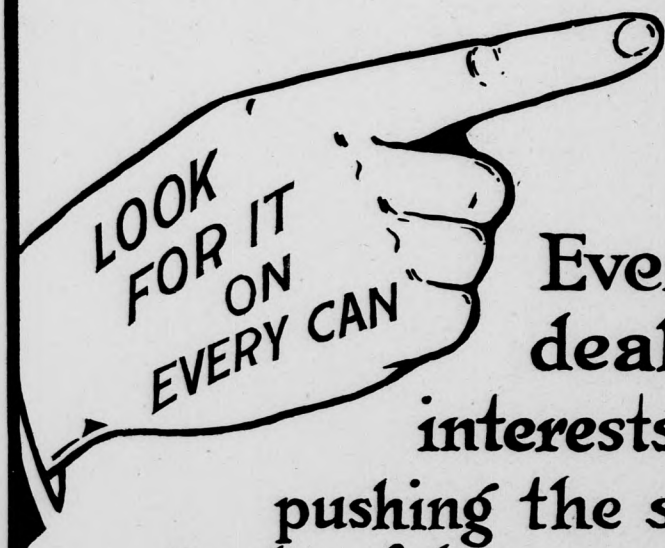
G. J. Johnson  
Cigar Co.

Makers

Grand Rapids, Mich.



# This Protects You



Every wide awake dealer guards the interests of his trade by pushing the sale of standard goods of known quality and such as are free from all suspicion of adulteration.

## KC BAKING POWDER

*represents the highest standard of quality, satisfaction to your customers and a good profit to yourself.*

*It represents full value—a high grade guaranteed baking powder at a fair price*

*The dealer who recommends KC deserves the confidence of his trade—and gets it.*

**JAQUES MFG CO.**  
**CHICAGO.**