

GRAND RAPIDS
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MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS. EST. 1883

Thirty-Fourth Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 7, 1917

Number 1742

The Valuable Man

THE man who is most to be wanted for positions of trust is the one who does not work for mere selfish gain, but for the love of the task.

If he does his work for love of it, and not out of consideration alone for the result, he will serve his own interests best, for he will do his work well and thereby make himself indispensable to his employer.

William Howard Taft.

Quality Guaranteed



Actual size 7 oz. Packed 2 doz. in case. Retail at 10c.

The Bel-Car-Mo Nut Butter Co., Inc
Grand Rapids, Mich.

This 10c jar is identical with Nationally Advertised Brands selling at 15c.

Our packages retailing at 15c and 25c are equally attractive.

Nice profit for dealers. Ask your jobber. See quotations in Price Current. Made in Grand Rapids.

FRANKLIN "SUGAR TALKS" TO GROCERS



"Beware of Little Losses. A Small Leak Will Sink a Great Ship"

When Benjamin Franklin made the above remark he was probably thinking of the little losses like "down weight" which are unknowingly made by merchants day after day. All such losses come out of YOUR NET PROFITS. You may not think they amount to much, but the loss of a penny here and there soon amounts to the loss of a dollar. Carelessness in such things is costly. You can avoid all loss by overweight if you sell FRANKLIN PACKAGE SUGAR in neat cartons and cotton bags. At the same time, you'll find it the EASIEST way to sell sugar.

FRANKLIN PACKAGE SUGAR IS GUARANTEED FULL WEIGHT, AND MADE FROM SUGAR CANE

Original containers hold 24, 48, 60 and 128 lbs.

THE FRANKLIN SUGAR REFINING CO., Philadelphia

Bell System



Cold and unpleasant weather is no drawback to a telephone journey.

Where distance is a factor in a business transaction or a social matter requiring prompt personal attention, use the Bell lines.

You can reach almost any point without leaving the comfort of your office or home. The agreeable way on a disagreeable day is

The Telephone Way

Michigan State Telephone Company

Let us help you with your Cheese Business

We can furnish you with
Fancy June Made New Yorks
The Tasty Kind

Fall Made Michigan
Soft and Creamy

Fall Made Wisconsin

A good line of
Imported and Domestic Cheese
at reasonable prices

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

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LINCOLN AT GETTYSBURG.

Lincoln's Gettysburg address holds an undisputed place among the treasures of the English tongue, and among the oratorical masterpieces of all time. Few oral utterances in any language can bear comparison with it for perfection of form or for moving quality. Read again and again, year after year, it awakens afresh the emotion with which it is charged, the feeling which inspired it when first uttered. In one respect at least, it is safe to say that it has no parallel in history, certainly not in the history of modern nations. Were it not a simple fact, it would seem an impossible fancy that a few brief sentences, spoken at the dedication of the site of the decisive battle of a gigantic war, should so loom up in the memory of a nation and of the world as to have a historic eminence co-ordinate with that of the battle itself.

That such an utterance should stand for all time, as a source of patriotic inspiration to generation after generation of Americans is matter for profound gratification. It expresses with a noble simplicity the ideal of the Nation; it is filled with a solemn sense of what the preservation of that Nation and its ideals means not only to ourselves and to the present time, but to all the world and to future ages. From the first word to the last this thought, this feeling, animates Lincoln's utterance. To have conveyed so lofty a conception of our country's destiny, of its part in the shaping of the destinies of the world, without the faintest trace of National vaingloriousness, is perhaps the most remarkable of all the remarkable qualities of the Gettysburg address.

When, at the outset, Lincoln, speaking of our Nation as conceived in liberty and dedicated to the proposition that all men are created equal, declared that we were "engaged in a great civil war testing whether that Nation, or any nation so conceived and so dedicated, can long endure," he was not speaking in the air. He was building no theory, launching no speculation; he was but giving perfect utterance to that which was more or less distinctly in all men's hearts and minds, on both sides of the Atlantic. The great Republic in America was still thought of as an experiment; and the democratization of Eu-

ropean institutions was but in its incipient stage. The preservation of the Union meant the vindication of democratic government; the disruption of it meant shipwreck of the American adventure. And it was out of the fulness of his heart, the completeness of his feeling of what was at stake in our country's success or failure, that the noble words of the conclusion of Lincoln's address were spoken. The war was not over. Many, many months of doubt and darkness were still before us. There were not wanting those, long after Gettysburg, who, although preferring the Union, were for letting the erring sisters depart in peace. No such near-sighted view of what was at stake was ever for a moment entertained by Lincoln. His soul was nerved by the conviction that shines through the closing words of the address. "That government of the people, by the people, for the people, shall not perish from the earth"—it was for no less than this that the sacrifices were to be made which he called on the Nation steadfastly to endure.

It is not surprising that Lincoln's words at Gettysburg have often been eagerly seized upon by advocates of this or that proposal of political or social amelioration as warrant for its merit. To say that Lincoln would be on their side if he were living is a favorite device. How effective it is in actually influencing thought or sentiment, there is no means of telling; that it has little or no legitimate value must be evident to any one who stops to think. If you have demonstrated that your proposal is a good one, you may conclude that Lincoln, being a good man and a sagacious man, would have been with you; but to assert that he would have been with you does not help in the least to effect that demonstration. Nobody knows, and there is nothing in Lincoln's acts or words to tell, whether or not he would have been for the initiative and referendum, or for endowment of motherhood, or for single tax; yet enthusiastic advocates of almost any "advanced" proposal of our day find little difficulty in persuading themselves that it is a corollary of the Gettysburg address. They read into "government of the people, by the people, for the people" as much of remote and unsuspected meaning as certain pietists of the past were able to discover in a simple Bible phrase, or as some commentators unearth in a line of Shakespeare.

What "government of the people, by the people, for the people" should be, in detail, each generation must consider afresh. The representative institutions, partly adopted, partly created, by the fathers of the Republic, may prove, in this respect or that, to fail of their rightful purpose. When that has been adequately demonstrated, a remedy must be sought and must be courageous-

ly applied. And, broadly speaking, it is right that the spirit of Lincoln's address should be invoked in support of any sincere and patriotic effort to bring the government of the country at any time into conformity with the needs of that time. But to invoke his language, in any more specific sense, for such a purpose, is clearly to pervert it. It was in no double sense, and with no mystic meaning, that he spoke those stirring words. They were born of the travail of that great war; of anxieties about foreign complications as well as the trials of the struggle at home; of the tremendous realities which for three long years had filled Lincoln's mind, by day and by night, and not of any dreams of future perfection. For these, the field of Gettysburg, four months after the battle was no place and no time. Had Lincoln lived, surely no purpose to which the best thought of the Nation might have turned would have been alien to him; but the cause of the Union—that cause for which those who had died at Gettysburg had given "the last full measure of devotion"—was the sole and sufficient inspiration of every word of the immortal address.

ENLISTED FOR THE WAR.

Fifty years of constant effort on the part of the fire insurance combine to build up a bulwark of extortionate rates, bad practices, biased legislation, unfair court decisions, unholy alliances, inadequate adjustments and infamous conspiracies may require another fifty years to undo. Abuses of long standing—firmly entrenched in the minds and lives of men who have spent their entire careers in an atmosphere of fraud, false pretense and indifference to the rights of the public—have created a condition which will require long years of patient work to abolish. The Tradesman has voluntarily enlisted for the campaign, however, and confidently expects to see its readers stand by it until the last tentacle of the octopus is unloosened. It may not come in the lifetime of the writer, who has promised himself a respite from an active business career after he has rounded out fifty years of continuous service with the merchants of Michigan, but his successor will be so carefully trained and inspired with the importance of this great work of wresting the merchants from the grasp of a monopolistic combine that there will be no let-up until the mission is accomplished and every law breaking, court defying, public-be-damned insurance company is either forced to reform its methods or be driven out of the State.

One of the easiest ways to alienate the affections of your customers is to argue with them.

WHAT MIGHT HAVE BEEN.

The time was, a good many years ago, to be sure, when the stars and stripes were frequently seen on the ocean and were a similar sight in all harbors. That is so no longer. The flags of other nations are flying on more ships than ever before and they are carrying on the ocean transportation. They carry goods to and from the United States and the American bottoms engaged in this trade are comparatively few and far between. It is urged that the decline of this country's shipping is due to restrictive legislation which prevents American owned vessels from competing with those of other countries. Shippers on both sides of the sea will use the boats where freight is cheapest. The United States will never regain its prestige in commercial ocean traffic until it can carry the goods at as low rates as other ships and under present statutes that seems a long way off. The LaFollette-Seamans bill put the last crimp in the prospects and made the cost of operation prohibitive under ordinary conditions.

Just now, if there were a lot of American owned and maintained boats in ocean traffic they could be doing a wonderfully profitable business. The German freighters are off the seas, while those of France, Italy and England are very much fewer, partly because a good many of them have been taken up for naval uses and others run the risk of being torpedoed by German submarines. The blockades are such that only the vessels of neutral nations have any very good chance at all of doing business and it looks as if they might not be always entirely out of danger. Europe must get its food supplies and a part of its munitions from the United States and ships that can carry it can command practically their own price for freight. The facilities for building ocean-going craft in this country were never better than they are to-day, except that the mills are all busy, which presumably could and would take on more work. Unfortunately, by the time a keel laid to-day could be completed the war probably would be over and the old competition renewed. Had American boats been built and ready for use two years ago they would have been exceedingly busy and the profits would have paid for the outlay and left large dividends besides. The stars and stripes is just now the best flag of all to be sailing under, but unluckily it is not on a great many ships. Of course, if the navigation laws were changed there might be a return to American sea-going prosperity, but not otherwise.

A good talker is pleased when he encounters a good listener.

MEN OF MARK.

John D. Mangum, the Marquette Merchant and Politician.

John D. Mangum was born in Jackson, Oct. 27, 1859. His antecedents were Irish on both sides. His mother was born in County Tyrone, Ireland, emigrating with her parents to Connecticut when she was 14 years of age. His father was born in Connecticut. John attended the public schools of Jackson and also spent two years in high school. While he was attending high school he carried papers for the Jackson Citizen. On his leaving school, he drove a grocery delivery wagon fifteen months for George A. Ferguson & Co. He then identified himself with a house selling wagons and carriages, remaining in the position of salesman two years. He then obtained employment with S. A. Welling, who was then engaged in the wholesale notion and men's furnishing goods business in Jackson. He acted both as stock and shipping clerk. On the removal of the house to Grand Rapids, in the spring of 1882, and the formation of the firm of Welling & Carhart, he was engaged to go on the road for the house, covering Northern and Western Michigan. Four years later he engaged to travel in part of the same territory for Brewster & Stanton, of Detroit. A little later his territory was increased to include the Upper Peninsula and the mining districts of Northern Wisconsin and Minnesota. He remained with this house five years, when he engaged to travel in the same territory for Schloss, Adler & Co., of Detroit, with whom he remained two years. He then engaged to travel for Cohen Brothers & Co., of Milwaukee, in the same territory. In 1895 he bought a clothing stock at Marquette which he conducted for ten years under the style of the Johanson Clothing & Shoe Co., utilizing the name of the former owner of the stock for business reasons. Eleven years ago he took in a partner in the person of C. F. Wittler, when the firm name was changed to the Union Clothing Co. The firm enjoyed an uninterrupted career of prosperity until two or three weeks ago, when it suffered a loss of \$30,000 by fire, with only \$11,500 insurance. The fire wiped out the surplus which the firm had been accumulating during its career.

Mr. Mangum was elected Mayor of Marquette in 1901 serving one year. In 1902 he was appointed Postmaster of Marquette by President Roosevelt. He was re-appointed by Roosevelt four years later and re-appointed a third term by President Taft in 1910. He thus served twelve full years as Postmaster with credit to himself and with satisfaction to his constituents. He is now serving his third year as Secretary of the Marquette Commercial Club, during which time he has assisted in locating two large plants in Marquette, the Piqua Handle and Manufacturing Co., employing 250 men, and the Nufer Cedar Co., of Whitehall, which employs sixty-five men making box shooks for the tin sheet trade. Mr. Mangum owned a portion of the timber land acquired by the Piqua Company and in this

connection exploited a bond issue for the Piqua Company which enabled him to render the transfer possible.

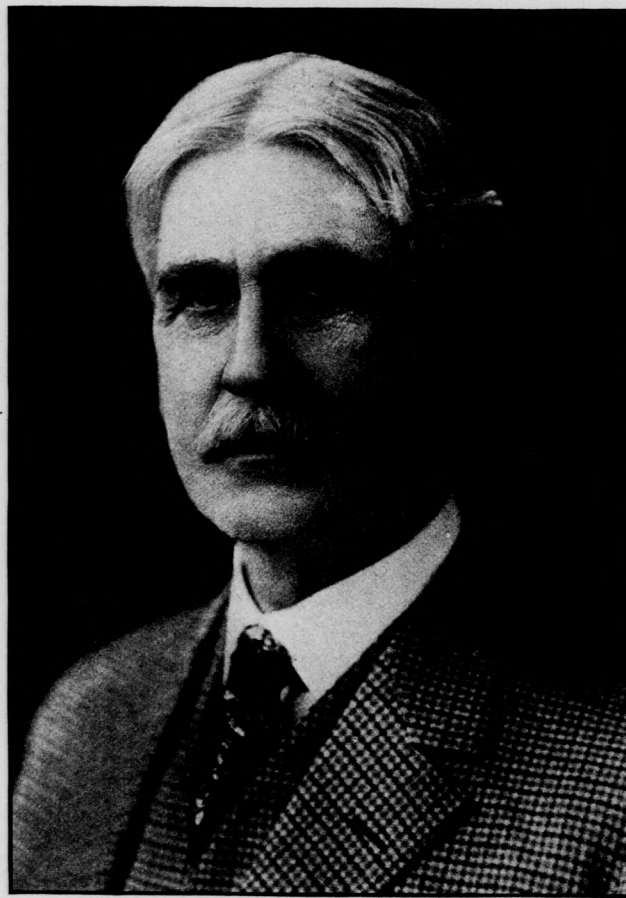
Mr. Mangum was elected Chairman of the Republican State Central Committee in the spring of 1916 and immediately started out to accomplish two results—pay up the debt left him as a legacy by his predecessor and wrest the Governorship from the democracy. He succeeded in accomplishing the first part of his work within a month, but it took several months to lay his lines so as to roll up a round majority of 100,000 for Governor Sleeper. The plans adopted and put into effect by Mr. Mangum afford an excellent example of what can be accomplished by the introduction of business methods in politics. Mr. Mangum has been a politician all his life—the highest type of a success-

ful politician. The main reason he is so successful is that he repudiates the questionable methods of old-time wire pullers, ignores the traditional pitfalls of politics and introduces business methods which appeal to business men to such an extent that he is enabled to secure the co-operation of men of large affairs in every walk of life. This was especially true of the campaign of 1916, when political lines were sharply drawn between business men on one side and theorists, pacifists and temporizers on the other. Mr. Mangum earned and will receive the thanks of the business public for directing the political campaign entrusted to his care with such unusual ability and such signal success.

Some years ago Mr. Mangum joined hands with Hon. A. T. Roberts in the publication of the Chronicle, a daily newspaper, which has acquired

a wide circulation in the Marquette district and has established a well-earned reputation for candor and reliability.

As a business man, Mr. Mangum is broad and liberal in his methods. In the days when he was a traveling salesman he cultivated the theory and practice of service, believing that in no way could he better serve the interests of his customers than by selling them only such goods as they could dispose of most readily and which would give good satisfaction to the customer. When he engaged in the clothing business on his own account, he pursued the same policy, never undertaking to supplant an article of honest value by something more flashy or flimsy, simply because it afforded him a larger margin of profit. This policy, rigidly ad-



Hon. John D. Mangum

hered to, could not fail to make success an accompaniment of his mercantile career. Mr. Mangum has long been regarded as the soul of honor, as a man whose word is as good as his bond and whose judgment is almost invariably correct. His knowledge of men, his intimate acquaintance with business methods and his farsightedness generally, place him in the front rank among business men.

Mr. Mangum was married twenty-four years ago and resides in his own home at 101 Fisher street overlooking Lake Superior. In fact, he is so near to the lake that he can throw a stone from his own door yard into Lake Superior.

There is a widespread feeling among business men that the office of State Insurance Commissioner should be held by a business man instead of a theorist or representative

of the insurance interests, as has been the case in Michigan ever since the administration of Milo D. Campbell, who was appointed Insurance Commissioner by Governor Pingree. This feeling, which is rapidly assuming large proportions, finds expression in the suggestion that Mr. Mangum be appointed Insurance Commissioner when the time of the present incumbent expires July 1. Intuitively, this thought has come to many of the leading business men of the State who have voluntarily written Governor Sleeper, requesting him to name Mr. Mangum Insurance Commissioner. The Tradesman is given to understand that Mr. Mangum will accept the position if it is tendered to him, but that he will not lift a finger in his own behalf, because he does not wish to embarrass the Governor by making an active canvass for the office; nor will he insist that the hard work he did during the campaign to roll up a round majority for the Governor be recognized and rewarded. If Mr. Mangum should be selected by Governor Sleeper, it goes without saying that he will be absolutely impartial and so administer the office as to rescue it from the taint of corporate influence and combine domination which has been much in evidence for many years.

Personally, Mr. Mangum is a prince of good nature and good fellowship. He is one of the most companionable men in the world. Quick in thought, ready in speech, able in repartee, generous in action, high minded in all things, he is the ideal gentleman: who goes through life making friends of every one with whom he comes in contact and leaving the world better for his having lived in it. He never wounded anyone by a chance remark or unkind allusion. He never knowingly or willingly wronged any man, woman or child. His life has been a life of service to his fellowmen—a career marked by good intentions, generous actions and splendid achievements. Like all fine souls, he is slightly conscious of himself and has unbounded interest in other people. His manner is reserved, but to those who know him best he is sweet as summer, a companion whose gentle genialty, sympathetic understanding, lofty ideals and ripe knowledge bind him to them in an affection such as few men inspire. This is written with personal knowledge, out of an unbroken friendship which has been cherished for nearly forty years.

A Chicago woman accuses high school principals of her city of using the same tactics in selecting their teachers as a theatrical producer uses in picking a chorus. She says the requirements are youth, beauty and figure, but brains are needed. She makes her charges after an ineffectual attempt to get a high school position for a teacher who is not beautiful, but who has passed all the examinations and requirements. The superintendent of schools retaliates by saying the young woman will be given a position in the elementary schools. There is a tempest in a teapot most of the time about Chicago's schools.

BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

Grand Rapids, Jan. 30—In the matter of Verne Z. Riley, bankrupt, Charlotte, the first meeting of creditors was held this day. It appearing that there are no assets in this estate, no trustee was appointed. This estate will, therefore, be closed at the expiration of twenty days.

In the matter of Marsh H. Sorrick, bankrupt, Grand Rapids, the first meeting of creditors was held this day. It appearing that this estate contains no assets, no trustee was appointed and the estate will, therefore, be closed at the expiration of twenty days.

Jan. 31—In the matter of Mason W. Manly, bankrupt, Grand Rapids, the final meeting of creditors has been held. The trustee's final report, showing total receipts of \$499.91, disbursements of \$3.17 and a balance on hand of \$496.74, was approved and allowed. The supplement to the final report, showing an additional item of \$2.44, and a disbursement of \$15, leaving a final balance of \$484.18, was also allowed. It appearing that there were not sufficient assets to pay the administration expenses in full, no dividend was declared for general creditors. The balance on hand was distributed among two preferred claims and administration expenses.

In the matter of J. VanKammen, bankrupt, Grand Rapids, the trustee reported the sale of the only assets of this estate, which was a 1915 Overland automobile, to L. Meng, Sparta, for \$350.

Feb. 1—In the matter of Charles A. Mosher, bankrupt, Muskegon, an order has been made for a hearing on an offer for the sale of the assets of this estate, which assets consist of a stock of jewelry appraised at \$171.22 and for which an offer of \$100 has been received. The day set for the hearing is Feb. 12.

In the matter of the Arcadia Co-operative Co., bankrupt, Arcadia, an order has been made calling the final meeting of creditors for Feb. 13, at which time the reports of the trustee under mortgage, receiver in bankruptcy, and trustee in bankruptcy will be passed upon.

In the matter of the American Automobile Supply Co., bankrupt, Grand Rapids, an order was this day made granting the petition for reclamation of certain assets filed by E. W. Simpson, President, according to a stipulation filed this day. The stipulation agreed upon certain of the assets in question being turned over to the trustee and the remainder being turned over to Mr. Simpson.

In the matter of Earl Snyder, bankrupt, Grand Rapids, a special meeting of creditors was held this day. The preferred claim of the G. R. Marble & Fireplace Co., amounting to \$75, was ordered paid. The bankrupt's exemptions were ordered paid in cash according to stipulation heretofore filed in this matter, which ordered the trustee to pay in cash the same proportionate share of \$250 as the sale price of the entire of said assets should bear to the appraised valuation thereof. A dividend of 5 per cent. was declared and ordered paid to general creditors herein.

Feb. 2—In the matter of Bethiah Williams, bankrupt, grocer, Big Rapids, a special meeting of creditors has been called for Feb. 17, for the purpose of having a hearing on the claims of Horton Williams and Clark F. Williams and the trustee's objections thereto. The claims represent two preferred claims of Horton Williams, based on work and labor performed at the request of the bankrupt, and one of which shows that certain portions of such labor was performed within three months prior to the date of adjudication in bankruptcy; and two preferred claims of Clark F. Williams based on work and labor performed under the same circumstances.

Feb. 3—In the matter of Casnovia Dehydrating Corporation, bankrupt, Casnovia, a special meeting of creditors was held this day. The report of the trustee showing receipts of \$3,182.56, disbursements of \$229.74 and a balance on hand of \$2,952.82, was approved and allowed. The real estate, boiler, machinery and all equipment belonging to said estate was sold to E. J. Hubbard, Kent City for \$100, who, according to said offer, agreed to assume and pay the three secured claims against such property, said claims amounting to \$5,735.17 and interest. Certain administration expenses and a first dividend to general creditors of 12 per cent. was then declared and ordered paid.

The Peerless Manufacturing Co., Holland, filed a voluntary petition in bankruptcy. Adjudication has been made and the matter referred to Referee Corwin. The schedules of the bankrupt estate show assets of \$974.40 consisting of machinery, tools, etc., scheduled at \$585 and personal property amounting to \$389.40. Following is a list of the creditors listed by said bankrupt concern:

Preferred Creditors.	
Dick Van Leute, Holland	\$ 63.00
C. Wolderink, Holland	44.00
Mrs. D. Van Leute, Holland	13.25
Miss Rose Clark, Holland	11.25
Unsecured Creditors.	
D. W. Jellema, Holland	\$55.00

Henry Kraker, Holland	12.65
C. H. McBride, Holland	36.34
Van Dyke Hardware Co., Holland	4.04
Scott-Lugers Lumber Co., Holland	13.75
Holland Furniture Co., Holland ..	27.04
Ottawa Furniture Co., Holland	5.66
West Mich Furniture Co., Holland	42.18
Geo. Van Landegend, Holland	15.00
Citizens Telephone Co., Holland ..	6.98
H. DeFouw, Holland	21.99
Bay View Furniture Co., Holland	45.00
John Glupker, Holland	163.13
C. Cahoes, Holland	1.75
H. Shaefer, Holland	6.58
C. G. Schenck, Holland	10.85
Derk DeGraff, Holland	7.53
Ackley Brass Mfg. Co., Chicago ..	42.02
A. C. McClurg & Co., Chicago	1.45
D. Hoodeman, Muskegon	289.59
Mrs. Rozell, Grand Rapids	600.00
Peters Trimming Co., Chicago	48.67
Carson, Pirie, Scott & Co., Chicago	1.33
Cheney Bros., New York	100.00
Carborundum Co., Niagara Falls,	

New York	5.04
Marietta Paint Co., Marietta, Ohio	6.65
Paul Stekete & Sons, Grand Rapids	19.55
Sullivan Oil Co., Chicago	6.75
G. R. Wire Frame Co., Grand Rapids	27.85
L. M. Barrett Co., Chicago	18.15
Tradesman Company, Grand Rapids	43.69
Adams Elting, Chicago	1.00
Tousy Varnish Co., Chicago	41.39
John A. Harrison, Holland	6.34

In the matter of the G. R. Tailoring Co., bankrupt, Grand Rapids, the final meeting of creditors has been held. The trustee's report, showing receipts of \$1,485.54 and disbursements of \$358.36, and a balance on hand of \$1,127.18, plus item of \$1.31, making final total on hand of \$1,128.49, was approved and allowed. Certain administration expenses and a dividend of 80 per cent. on the preferred labor claims was then declared and ordered paid.

Beyond Her Reach.

It was at a concert in the village schoolhouse. The budding soprano before she began to sing apologized for her cold. Then she started:

"I'll hang my harp on a willow tree-e-ahum—on a willow tree-e-e—O—"

Her voice broke on the high note each time. Then a voice came from the back of the hall:

"Say, Liz, you'd better hang it on a lower branch."

BANKRUPTCY SALE.

In the District Court of the United States for the Western District of Michigan, Southern Division.

In the Matter of Henry Kephart, Philip Kephart and Henry Kephart & Son, a copartnership, Bankrupt, No. 1592.

To the creditors of Henry Kephart, Philip Kephart and Henry Kephart & Son, a copartnership of Berrien Springs, county of Berrien, and district aforesaid, a Bankrupt.

Notice is hereby given that in accordance with the order of this Court, I shall sell at Public Sale to the highest bidder, at the store of said bankrupts, in the village of Berrien Springs, Michigan, in said District, at 2 o'clock p. m., on Tuesday, February 13, 1917, the assets of said Bankrupt estate, which consists of a stock of drugs, druggist supplies, sundries, etc. Said assets to be appraised by appraisers appointed by this Court, and the appraisal to be filed prior to the date of sale, which appraisal may be seen at the office of Willard J. Banyon, Referee in Bankruptcy, St. Joseph, Michigan.

Said sale to be for cash and subject to the confirmation by the Court or District Judge.

WILLARD J. BANYON,
Receiver and Referee in Bankruptcy.
St. Joseph, Michigan, February 2, 1917.

Some people fail to practice what they preach, because they need the money.

YOU KNOW VERY WELL

that color counts in the sale of butter.

If the butter you have is off-color, even a little, women are suspicious of it. It's easy to have the exact color women look for, by insisting that the butter you buy be colored with

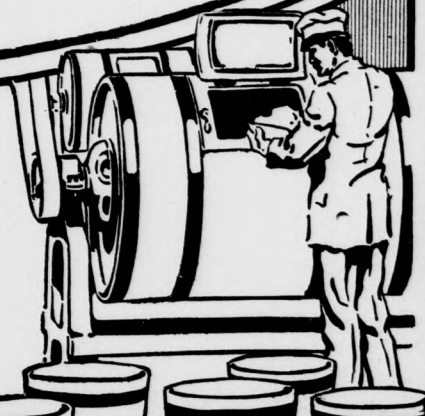
Dandelion Brand Butter Color



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

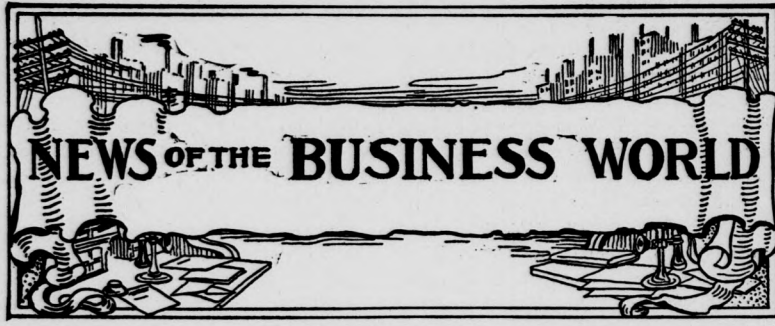
WELLS & RICHARDSON CO.
BURLINGTON, VERMONT

And 200 Mountain St., Montreal, Canada



Dandelion Brand Butter Color
The color with the Golden shade





Movements of Merchants.

Lapeer—Floyd Cunningham has engaged in the grocery business on Nepessing street.

Sturgis—The Music Master Co. has changed its name to the Wilhelm Music Master Co.

Detroit—The Gratiot Central Market Co. has increased its capital stock from \$75,000 to \$100,000.

Detroit—The Maple Road Land Co. has decreased its capital stock from \$100,000 to \$50,000.

Kalamazoo—Reipma Bros. succeed J. Reipma & Son in the grocery business at 728 Locust street.

Cheboygan—The Malenfant-Rogan Clothing Co. has increased its capital stock from \$7,500 to \$10,000.

Otsego—Mrs. T. L. McClelland is closing out her stock of general merchandise and will retire from business.

St. Louis—John L. Robinson, of Alma, has leased the Avery store building and will manufacture all kinds of soft drinks therein.

Marshall—W. F. Boyd has sold his coal and wood stock to F. M. Schooner, of Milan, who will take possession March 1.

Vicksburg—The Vicksburg Lumber Co. has taken over the stock of the Adams Lumber Co. and will consolidate it with its own.

Ovid—Roy Jarvis, of Flint, has purchased the M. O. Lewis jewelry stock and optometrical business and will take immediate possession.

Conklin—The Farmers' Co-Operative Creamery Association of Conklin has increased its capitalization from \$3,000 to \$4,500.

Kalamazoo—Glenn Deitz has opened a men's furnishing goods store at 154½ South Burdick street under the style of the Band Box.

Onsted—Charles A. Des Ermia has purchased the Harry I. Maxwell stock of general merchandise and will consolidate it with his own.

Hancock—Ojala Bros., dealers in shoes, groceries and meats, have filed a petition in bankruptcy. Assets, \$27,077.40; liabilities, \$38,193.55.

Climax—Fire damaged the Ira Barkley stock of general merchandise to the extent of about \$100 Feb. 4. The loss was covered by insurance.

Lansing—The Briggs Co., engaged in the hay, grain and building material business has increased its capital stock from \$40,000 to \$75,000.

Battle Creek—Swindell & Taylor have engaged in the wholesale grocery business on East State street, under the management of Floyd R. Monawick.

Eaton Rapids—George H. Russell has purchased the old First National Bank building and, after remodeling it, will occupy it with his stock of groceries.

Flint—Farah & Khouri, grocers, have opened a branch store at 404 Asylum street. This is the third store in the chain which they will conduct in this city.

Charlotte—T. F. Pettie and Alfred Milks, of Tustin, have formed a co-partnership and engaged in the meat business under the style of Pettie & Milks.

Greenville—H. E. Belknap has sold his interest in the Belknap Lumber Co. to his partners, who will continue the business under the same style for the present.

Galesburg—S. A. Dell has erected a brick two-story store building which he will occupy with a stock of fancy groceries, confectionery, art and fancy needle work.

Jackson—Thieves entered the C. F. M. Deibel cigar store at 509 North Hamilton avenue Feb. 1, carrying away considerable stock and the contents of the money drawer.

Farmington—The C. F. Smith Co., grocer of Detroit, has taken over the stock of H. P. Randall and will continue the business as one of the chain of stores it conducts.

Charlotte—George W. McElmurry has purchased the LaRue Kent grocery stock at Bellevue and will remove it here and consolidate it with his stock of bazaar goods.

Elk Rapids—A. P. Wilson has purchased the interest of O. W. Anderson in the grocery stock of Wilson & Anderson and will continue the business under his own name.

Jackson—Carlton M. Dodge, grocer at the corner of Francis and Addison streets, has sold his stock and store building to George Winslow, who has taken possession.

Flint—The Hurd Auto Sales Co. has been incorporated with an authorized capitalization of \$20,000, of which amount \$10,000 has been subscribed and paid in in cash.

Detroit—The Detroit Door & Sash Co. has engaged in business with an authorized capital stock of \$25,000, of which amount \$18,000 has been subscribed and \$3,000 paid in in cash.

Ludington—The A. E. Cartier Sons Co. has sold its warehouse, lumber and coal yards and such other lines as are handled in that department to George Abair, who will continue the business.

Ravenna—Mrs. Sadie Thatcher will engage in the soda fountain business in connection with the F. E. Thatcher & Son drug store. The Hazeltine & Perkins Drug Co. furnished the outfit.

Montague—W. C. Barnes has sold his stock of bazaar goods to H. R. Lattin, of Hart, who will consolidate it with his stock of general merchandise. The store fixtures and show cases were purchased by William Rencha, of Muske-

gon Heights, who will open a bazaar, confectionery and delicatessen store in the Peck building Feb. 15.

Detroit—The Consolidated Truck & Tractor Co. has been organized with an authorized capitalization of \$2,000, of which amount \$1,000 has been subscribed and \$500 paid in in cash.

Tustin—A. B. Westman, dealer in general merchandise, has closed his store, having conducted a special sale for several weeks and closed out the remainder of the stock to local merchants.

Perry—H. W. Zalsman & Co., who purchased the drug store of Don Blanchard, has added a new iceless soda fountain to the equipment, purchased of the Hazeltine & Perkins Drug Co.

Marquette—Owing to the unsettled condition of prices in the grocery and produce market, Charles Dorais has closed his meat market and grocery store and will not resume business until conditions change.

Belding—William L. Covert has sold his grocery stock and store fixtures to M. A. Chapman and Bernie Strunk, who have formed a copartnership and will continue the business under the style of Chapman & Strunk.

Kalamazoo—J. B. Chase has purchased the interest of his partner, A. R. Jackson, in the stock of the Kalamazoo Hardware Co., at 224 West Main street, and will continue the business under the same style.

Marquette—Louis Pendill has sold a half interest in his drug stock to Leonard E. Gensiver, Jr., who has been in his employ for the past seven years. The business will be continued under the style Pendill's Pharmacy.

Detroit—The William E. King Co. has organized to engage in the sale of hardware and specialties with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed and \$7,000 paid in in property.

Detroit—The Stocker-McBain Co. has engaged in the retail clothing and shoe business 1859 East Forest avenue, with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed and \$2,000 paid in in cash.

Bay City—The Iniversal Home Erecting Company of Bay City has been organized with an authorized capital stock of \$2,000, of which amount \$1,200 has been subscribed, \$350 paid in in cash and \$490 paid in in property.

Leslie—George S. Mitchell has purchased the M. P. Compton store building and stock of groceries, recently sold to A. O. Eaton, of Ovid and will remove his stock of general merchandise to the store building and consolidate it with the stock of groceries.

Kalamazoo—Fred F. Morlev, of Caledonia, has purchased the Wilson drug stock, at 737 West Main street, and will continue the business at the same location. The statement in the Tradesman of last week that he had purchased the Dunwell stock was an error.

Breckenridge—W. W. Cushing, of Cushing & Benedict, dealers in bazaar and dry goods at Alma, has formed a copartnership with W. D. McCann and

will open a similar store here under the style of Cushing, McCann & Co. Mr. Cushing will do the buying for both stores.

Marion—Jay F. Piper has purchased the interest of his partner, Joe Lowry, in the dry goods, men's furnishing goods, bazaar and china stock of Piper & Lowry and will continue the business under his own name. Joe Lowry will continue the grocery department of the store, in partnership with his brother George, who has purchased the interest of Mr. Piper. The grocery store will be conducted under the style of Lowry Bros.

Manufacturing Matters.

Detroit—The National Can Co. increased its capitalization from \$250,000 to \$500,000.

Muskegon—The Stone Products Co. has increased its capital stock from \$10,000 to \$20,000.

Detroit—The Buhl Malleable Co. has increased its capital stock from \$230,000 to \$460,000.

Detroit—The Defender Auto-Lock Co. has increased its capital stock from \$1,000 to \$2,500.

Saginaw—The Wylie & Buell Lumber Co. has decreased its capitalization from \$150,000 to \$35,000.

Muskegon—The Muskegon Paper Box Co. has increased its capitalization from \$3,000 to \$6,000.

Flint—The capital stock of the Dort Motor Car Co. has been increased from \$500,000 to \$1,500,000.

Jackson—The Modern Machine Tool Co. has increased its capital stock from \$5,000 to \$20,000.

Muskegon—The Lakey Foundry & Machine Shop has increased its capital stock from \$60,000 to \$70,000.

Cassopolis—The capital stock of the Peck Milling & Coal Co. has been increased from \$18,000 to \$54,000.

Detroit—The Otis Cement Construction Co. has increased its capitalization from \$20,000 to \$50,000.

Detroit—The Burroughs Adding Machine Co. has increased its capital stock from \$5,500,000 to \$16,500,000.

Tecumseh—The Tecumseh Butter Co. is enlarging its plant and will add an ice cream manufacturing plant.

Clinton—The Clinton Woolen Manufacturing Co. has increased its capitalization from \$100,000 to \$300,000.

Detroit—The Hensley Trolley & Manufacturing Co. has increased its capital stock from \$25,000 to \$50,000.

Calcite—The Michigan Limestone & Chemical Co. has increased its capital stock from \$4,500,000 to \$5,000,000.

Ypsilanti—The Porter Body Co. succeeds the Globe Truck Co. and will manufacture automobile bodies, trailers and auto parts.

Mt. Clemens—The Pullau Steel Co. has changed its name to the Superior Steel Spring Co. and increased its capital stock from \$75,000 to \$140,000.

Detroit—The Automatic Products Co. has increased its capitalization from \$62,500 to \$200,000. This company is engaged in the screw manufacturing business.

Otsego—C. I. Curry, for a number of years the butter maker at the plant of the Otsego Creamery Co., has purchased the plant and will continue the business under his own name.



Review of the Grand Rapids Produce Market.

Apples—Baldwins, Wolf Rivers and Tallmans, \$3.50@4; Greenings, \$3.50@3.75; Hubbardstons, \$3.75@4.25; Spys, \$5@6.

Bananas—Medium, \$1.50; Jumbo, \$1.75; Extra Jumbo, \$2; Extreme Extra Jumbo, \$2.50 up.

Beets—\$1.25 per bu.

Brussel's Sprouts—20c per qt.

Butter—Receipts are normal for the season. The quality arriving is averaging good for the season. There is nothing in the situation to indicate any special change in the price in the next few days. Local dealers hold fancy creamery at 39c and cold storage creamery at 35c. Local dealers pay 30c for No. 1 in jars and 25c for packing stock. Cabbage—7½c per 100 lbs. Carrots—\$1 per bu. Celery—20c per bunch for small; 30c for large; box (3½@4 doz.), \$1.60@1.75.

Cocoanuts—\$6 per sack containing 100 Cranberries—\$5 per bbl. for Early Black from Cape Cod; \$6 per bbl. for late Howes.

Eggs—There is a continued good consumptive demand for everything in good eggs. Receipts are about normal for the season. Storage eggs are about out of the market and the demand for fresh is therefor very active. The future depends almost entirely upon the weather. Local dealers pay 40c for fresh, holding at 42c case count and 43c candled.

Figs—Package, \$1.10 per box; layers \$1.50 per 10 lb. box.

Grape Fruit—\$3.75@4 per box for Florida.

Green Onions—Shalotts, 60c per doz. bunches.

Honey—18c per lb. for white clover and 16c for dark.

Lemons—California are selling at \$3.75 for choice and \$4 for fancy.

Lettuce—14@15c per lb. for hot house leaf; \$3 per bu. for Southern head; \$4 per crate for Iceberg from California.

Maple Sugar—17c per lb. for pure.

Maple Syrup—\$1.40 per gal. for pure.

Mushrooms—75@80c per lb.

Nuts—Almonds, 18c per lb.; filberts, 16c per lb.; pecans, 15c per lb.; walnuts, 16c for Grenoble, 15½c for Naples; 19c for California in sack lots.

Onions—Home grown \$8.50 per 100 lb. sack for red or yellow. Spanish range as follows: Small crate, \$2.50; ½ crate, \$4.25; large crate, \$8.

Oranges—California Navals, \$2.75@3.

Oysters—Standard, \$1.40 per gal.; Selects, \$1.65 per gal.; New York Counts, \$1.90 per gal. Shell oysters \$8.50 per bbl.

Peppers—Southern commands \$4 per 6 basket crate.

Pop Corn—\$2 per bu. for ear, 5½@6c per lb for shelled.

Potatoes—The market is stronger and higher than a week ago. Country buyers are paying \$2@2.10. Local dealers are selling tubers at \$2.30.

Poultry—Local dealers pay as follows, live weight: old fowls, light, 18@19c; medium, 17@18c; heavy (6 lbs.), 16@17c; springs, 18@19c; turkeys, 22@25c; geese, 18@20c; ducks, 19@20c. Dressed fowls average 3c above these quotations.

Radishes—35c per doz. bunches for small.

Ruta Bagas—Canadian command \$2.25 per 100 lb. sack.

Sweet Potatoes—Kiln dried Delaware Jerseys, \$2 per hamper.

Tangerines—\$5 per box for either 106s or 196s.

Tomatoes—\$2.50 per 10 lb. basket.

Turnips—\$3 per bil.

So?

Senior Counselor Borden is thinking some of taking over the Phoenix Hotel, at Charlotte, and operating it as a cold storage plant. Art says it would be a cinch.

William Judson has yielded to the importunities of his friends and cancelled his sailing date for Nassau on the Mexico for Feb. 21. Instead, he and Mrs. Judson will leave Feb. 19 for Jacksonville, where they will be guests at the Windsor Hotel for several days and also visit his brother, Charles P. Judson, the Big Rapids hardware dealer, at his home at South Jacksonville. They will then proceed to Bellaire, where Mr. Judson will try conclusions on the famous golf course, possibly proceeding on to Punto Gordo to try his hand at tarpon fishing.

M. Katz & Son have moved their stock to the store adjoining their present location on the north, where they will continue the business under the style of the Star Clothing House. Leo Sandler will move his clothing stock into the building they vacated and the Kinney Shoe Co. will occupy the store thus vacated by Leo Sandler.

The Field Motor Co. has been organized with an authorized capital stock of \$500,000, of which amount \$250,000 has been subscribed, \$3,272.78 paid in in cash and \$196,727.22 paid in in property.

A. E. Motley (Worden Grocer Company) has the sympathy of the fraternity in the death of his mother, which occurred at the family residence Tuesday.

The Grocery Market.

Sugar—The market continues comparatively weak, but there has been no change in refined during the week. Granulated will not be helped by the recent war developments; for prices are high, as based on the prevailing raw market, and the country realizes that a readjustment is only a question of time. Strikes at the refineries have spread to McCahans in Philadelphia, where the Pennsylvania and Franklin are also affected. The H. & E. and the New York are still involved in the labor troubles which do not seem to improve, although it is hoped that shipment will not be long delayed.

Tea—The virtual shutting out of India and Ceylon teas from this country owing to the absence of offers from India and London, has sent prices to still higher levels and values are now reported as being purely nominal. The latest cable information received by importers of India produce is that natives in India are now refusing to accept anything but cash in exchange for their goods and the impossibility of shipping gold in the present juncture will no doubt operate for some sensational advances in the staple before many days. While interest is almost exclusively centered in the position of India and Ceylon teas owing to the fact that replacement seems quite impossible for months to come, advances are also taking place in all varieties of green teas as well as Formosas, Foochow and Congou. The export movement noted in Congous a few days ago has subsided owing to the submarine warfare. It is generally admitted in all important channels that the present crisis in teas is unparelled.

Coffee—Business is practically at a standstill in the spot coffee market, the trade being unsettled by the break with Germany and inclined to await developments. If supplies are shut off from Brazil, coffee here should do better, but most circles do not believe that even in the event of war shipments from the primary points will be materially interfered with. The action of the future market, which is lower, seemed to bear out this interpretation. Mild grades have developed no new feature. They are inclined to be heavy in default of business, stocks being large and demand light.

Canned Fruit—The market is quiet and most interests declare that last month was one of the quietest in the history of the trade. The retail demand has been usually light and as jobbers are well supplied and the stocks on the Coast are in small compass prices were well maintained all along the line. The present situation abroad is also a deterring factor in the situation.

Canned Vegetables—The past week has been a poor one for canned goods of any description, as the upset caused by the German blockade notice simply brought matters to a complete standstill. The large jobbers simply stopped buying, although their purchases had been on a very small scale before that; but they made known their intention of awaiting further developments, for, they argued, almost anything could happen which may have an effect on prices either way. At the same time they determined not to sell except to

their regular trade in a routine way and this, in a general way, brought matters to a standstill. The feeling to-day is even more strained and, although the expectation is that trade will soon adjust itself to new conditions, the prices of adjustment can hardly be said to have set in and the developments of the next few days will be eagerly awaited.

Canned Fish—The general list of canned fish is firm, but quiet with no new business of importance in evidence owing to the present international crisis. The salmon market on the Coast is strong in tone owing to the small stocks still remaining, the loss of a large cargo on its way to the United Kingdom having had considerable effect on the situation. Tuna fish is in small supply and steady and both domestic and imported sardines are quiet but firmly held.

Dried Fruits—For the time being trading has come to a standstill, buyers not being inclined to make new purchases and holders not anxious to part with their goods until there is a more settled condition to the international complications. None of the principal factors in the trade were disposed to make any statement as to which way the market would go and on the other hand buyers were just as cautious until they could see which way the wind was going to blow. If war with Germany is declared there will probably be a cessation of shipments for export via the Canal and it may be that holders on the Coast may not then be so firm in their views as regards stocks, which they have on hand. Local jobbers are not inclined to do anything at present. Prunes on the spot are somewhat easier in tone owing to accumulations as result of receipts of goods which should have arrived some time ago as well as a light demand on the part of retailers. Raisins are fairly steady as far as good quality goods are concerned and apricots and peaches are steady in tone.

Rice—The market is quiet, with the trade inclined to wait for developments in Washington. There is little enquiry from the domestic trade which is fairly well supplied for the moment from the recent arrivals but the export enquiry rules good.

Cheese—The market is firm on a basis of about 5c above a year ago. There is now a big demand for cheese for export. No change has occurred during the week, but the market seems due to make another slight advance.

Provisions—All smoked meats are steady and unchanged in price. The demand is fair. Both pure and compound lard are firm with a fair consumptive demand, with an advance on both grades of ¼@½c. Barreled pork is unchanged, with a fair consumptive demand, and the same applies to canned meats and dried beef.

Salt Fish—Mackerel shows no change for the week. The bulk of the supply is of large sizes which, although not particularly wanted, are still not weak. The entire mackerel situation is steady to firm, without change. Cod, hake and haddock are scarce and high.

The Nichols & Cox Lumber Co. has increased its capitalization from \$80,000 to \$86,000.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Feb. 5—The regular meeting of Grand Rapids Council for February, which was held Saturday night, was by far the most profitable meeting held this year. The attendance was not as large as it should have been and, in fact, is never large enough to force the officers of the Council to provide any extra chairs for those who attend, but we had a meeting that was chuck full of business and our membership was enlarged to the extent of nine members, five of these being made candidates and three by re-instatement and one by transfer. The newly made candidates were Ben Ganz Schaffer, Louis H. Eggleston, Peter DeKraker, William Morrison Robinson and Charles Beals Higgins. John Ford, William Brummeller and George Fraude were re-instated to membership and Ben Rankin was admitted by transfer card from Kalamazoo Council. We certainly welcome all these new and the old members and are glad to have them with us and we sincerely hope that we may have a class of twice the size for our annual meeting.

Claude Lawton, who has been ill for over three weeks, is reported to be slowly gaining and we hope that it will be but a short time before he will be with us again. We miss Claude as much as a member could be missed at our meetings. He is one of the most faithful members of our Executive Committee and has always been a regular attendant since his election. We all hope for a speedy recovery of this good brother.

W. R. Andress has been confined to his home for about two weeks and is unable to be about and is now reported to be feeling some better. Mr. Andress would be only too glad to have any of the boys drop in and see him at his home, 816 Wealthy.

Our good friend, Sherm Tuller, the fiddle artist and boss of our orchestra, has been laid up with a severe case of lagrippe. He is on the mend, however, and we are glad to know it, for no dancing party could be successfully staged without the aid of our handsome leader.

Saturday night, Feb. 10, is the date for our next dancing party. We expect something special on this night and from what we hear there will be the usually large attendance. This will be one of the best parties of the season, so don't miss it. Come and bring friends with you. Assure them a good time and satisfaction or their money back. Get in a little earlier than usual. The dancing will start at 8:30 sharp, so come early and get all you can for your money.

The annual meeting and election of officers of Grand Rapids Council will be held Saturday, March 3, at the Council chambers. The meeting will begin at 9 o'clock a. m. in the morning and will last all through the day, up until such time that we will need to take care of all the business which may come before the meeting. We expect quite a large class for initiation and will be honored by visits from several of our distinguished Supreme and Grand Council officers. Come early and bring an application with you for one or more new members. Let's break the record. After this meeting we will attend our annual banquet, to be held at the Pantlind Hotel at 6:30 p. m., tickets for which are on sale by the committee at \$1.50 a plate. This will be the best banquet in years. Don't miss it or you will regret it. The banquet will be informal. Wear your full dress suit or your overalls—you will be welcome in either. Good speakers, the best toastmaster in the world and a few other features which will surely make it a success. Last, but not least, a real menu that would make the Blackstone Hotel look like a Baldwin lunch room.

While you are buying watches and jewelry, don't forget that one of our best members is in the jewelry busi-

ness, Rastus Stark, who is manager of the Thompson Jewelry Co., on Monroe avenue. If you want jewelry, they've got it. Just step in and ask for Rasty and let me give you a quiet tip that his partner, John, is no slouch.

Grand Rapids Council is going to put into effect a new feature recommended by the Supreme Council—an annual memorial service for our departed brothers. The first service will be held at the Council rooms Sunday, April 8, at 3 p. m. An oration will be delivered by some noted speaker and appropriate music will be arranged for.

George A. Pierce, special representative for the O. F. Schmid Chemical Co., Jackson, will take up his residence in this city about May 1. Mr. Pierce and wife lived among us until about five years ago, when they removed to the Central City. We will be glad to welcome them back home.

Fay E. Friend, one of the boys of Grand Rapids Council, is wearing a very expansive grin nowadays. It's a boy. Mother and son are both reported to be doing fine.

Some of the many friends of John Rippenger (Wilson & Co.'s man) were quite worried when they saw John carrying a cane a few days ago. But it's all right. John is still quite well, thank you, but as he is now a grandpa, he thinks a cane quite fitting and becoming to anyone who can boast a new grandchild.

As the result of our observations and experiences, we can't believe that any ground hog in Antrim county saw his shadow on ground-hog day. Unless he started digging out of the trenches long ago, he is still buried under six to ten feet of snow.

William E. Sawyer made a trip on Saturday to Otsego to visit his furniture factory there. He reports everything lovely and business coming fine.

E. A. Crandall (Worden Grocer Company) opines that he is sure some judge of horse flesh, but admits that he did make one poor guess lately. Ed. was about to take a little pleasure exertion the other day of about six miles length and, after sizing up the horse attached to the sleigh, he was willing to make an even bet that they could make the six miles in three hours. Before Ed. had driven six blocks, he declared all bets off and, as he was in a hurry, he walked back to the hotel and waited until the following day for a train.

One of the hotels which gets patronage enough from the traveling men to warrant a few more clean towels in the washroom is the DeHaas House, at Fremont.

Gilbert E. Carter, who has been covering a territory for the Worden Grocery Company, has resigned his position. We understand he is to become a stock and bond salesman working out of this city. Peter Van Ess, who has been serving as reliever man, will succeed Mr. Carter.

Eugene Scott is some cneisty these days. There's a reason. Sounds good, too. "Grandpa Scott!"

Lost or stolen—one Homer Bradford between the closing hours of the U. C. T. meeting Saturday, Feb. 3, and 323 Henry avenue.

The mid winter social session of Absal Guild, Ancient Mystic Order Bagmen of Bagdad, promises many surprises. The day and date is Saturday, Feb. 17, and will in complexion be a box social—either steel, wooden or paper boxes will be admitted. Each male impersonator with the box he selects will get a female, some good hot coffee served under the personal direction of Chief Perkins (H & H fame) and a ticket to the dramatic production "Broken heart mended" under the supervision of Master of Ceremonies John H. Schumacher. John doesn't know this yet, but it is a fact just the same. Then on with the dance to the tuneful strains of the orchestra, a real hope-to-die orchestra under the leadership of Great Ruler Bradford—and the Great Ruler is some leader. Owing to the turbulent

condition of the waters surrounding his empire, the Turkish Ambassador will not be able to attend this social function.

At the regular meeting of Grand Rapids Council last Saturday night, the following resolution was adopted:

Resolved—That Grand Rapids Council heartily approves the action taken by President Wilson in severing diplomatic relations with Germany and that an expression of our attitude be sent to his private secretary.

Wilson Elliott writes as follows from Lake Odessa: Will you kindly contradict the report that the Hotel Burk in Lake Odessa, is closed to the

public? The House is under the management of W. Elliott until Mrs. M. Burk returns from Los Angeles, Calif., where she is gone to spend the winter. We are always open for the traveling man."

Art Borden.

Attention is directed to the sale of the Kephart drug stock, published elsewhere in this week's paper. This store was established at Berrien Springs by the father of Henry Kephart before the war and has always been a leading mercantile establishment of the place.

Ha-Ka-Rac

Our traveling representatives are now out with a full line of samples and will call on the trade some time during the season.

Our line is more full and complete than ever and we bespeak a continuance of the generous patronage which has been accorded us in the past.



Perry Glove & Mitten Co.

PERRY, MICHIGAN

We recommend the purchase of

Hackett Motor Car Company

Stock at ten dollars (\$10) per share. This stock should pay large dividends and will greatly increase in its market value

Michigan Motor Securities Co.

533-36 Michigan Trust Co. Bldg.

Grand Rapids, Michigan

Bell M 2442
Citiz. 5288

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie—Feb. 5—C. H. McIlhargie, who for the past fourteen years has been city engineer, is leaving for Detroit, where he expects to locate. His many friends regret his departure.

Morris Newmark, who for the past seven years was proprietor of one of our large clothing stores, left five weeks ago to locate in New York. His friends were pleased to see him return to the city last Thursday for a short visit.

James Douglass, the well-known implement dealer, made a trip to Detour last week and reports a very cold voyage, the thermometer being below zero most of the time. He found the Detourites enjoying the winter, however, and reports considerable activity there since the starting up of the saw-mill a few weeks ago. The fishermen are prosperous and lumber operations in the Detour vicinity are making good progress, with a promising future at the opening of navigation.

John Nevins, proprietor of the Nevins Hotel, at Trout Lake, died last week after a short illness. Mr. Nevins had lived at Trout Lake for over a quarter of a century and was one of the best known hotel men in that section of Cloverland. He had filled several public offices with credit and was an effective booster for his home town. He was always ready to promote any enterprise for the betterment of Trout Lake. He was honest in all of his business dealings and had the respect of the entire community.

C. C. Williams, for many years a prominent resident of the Soo, died last Monday at Ann Arbor, death being caused by a stroke of apoplexy. He was one of the best known men of the Soo and active in social circles and lodge work. His work in music and dramatic lines was always appreciated here. The deceased is survived by a

wife and one son. The remains arrived at the Soo last Wednesday, where interment was made under the auspices of the Masonic order.

The many friends of Dave Brown, for over forty years a prominent citizen of the Soo, were shocked to hear of his death, which occurred last Saturday at Corpus Christi, Texas. Mr. Brown was one of the best known men in Chippewa country, but for the past few years had spent much of his time at Corpus Christi, where he conducted a large farm. He is survived by a wife, four daughters and two sons. Interment will be made at Corpus Christi.

"We always waste a lot of energy in wasting time."

Earl Hagar, for the past year assistant manager in the meat department for A. H. Eddy, has resigned and accepted a position as manager of the Central Grocery Co. Mr. Hagar has made many friends since coming to the Soo who are pleased to know of his advancement, and wish him every success in his new location.

Clyde Hecox received a letter from Mike Doud which may be of interest to his many friends at Mackinac Island, where he was the well known ticket agent for the Arnold Transportation Co. for many years. He left the island to take a position with a United Fruit Co. in the passenger department of the steamboat service at New York and says that they are doing an enormous business between New York and Cuban and other Southern points. He likes his new position.

"A man always appreciates a joke on himself—when he cracks it himself."

"A great deal of what we call pleasure is largely imaginary," said Clint Collins.

"I suppose so," said Charles Haas, who was working on his automobile in his garage.

"Now wouldn't you like to take a long ride without having to worry about speed limits or spark plugs or tires or anything at all?"

"I suppose so," said Charlie.

Clint made himself a good fellow by handing Charles a street car ticket.

The formal opening of the magnificent new high school building took place last Thursday evening. A programme consisting of music and prominent speakers was arranged for the occasion. The twentieth century "last word" is exemplified in the many features which go to make structures ideally suited for its use from the mechanical viewpoint. The gymnasium is the second largest in the State, being next in size to the one at Ann Arbor. The superintendent's suite on the first floor consists of three rooms, including a private office, general office and supply room. The reading room is next to the suite office. The manual training department consists of an up-to-date machine shop. It has a large commercial room, completely furnished. The science laboratory is fully equipped and the domestic science room is one of the finest in the State. The capacity of the auditorium is 2,000. The swimming pool is one of the largest in the State. The new structure is absolutely fire proof. It is constructed of Bedford stone, brick and concrete being the materials used in the building. The corridors and stair ways are of solid concrete. The Soo has every reason to be proud of its new high school.

"Ice is about the only thing that needs a blanket wrapped around it to keep it comfortable in hot weather."

William G. Tapert.

Sidelights on Celery City and Environs.

Kalamazoo, Feb. 5—The Vicksburg Lumber Co. has purchased and taken over the entire stocks and business of the Adams Lumber Co. and is now transferring the stock from the Adams yard to its own location.

The Byers Bros. Construction Co. has been awarded the contract for building a large addition to the plant of the Fuller & Sons Manufacturing Co. The building is to be completed

July 1, the latest date being July 15. The cost will be upwards of \$100,000 for the structure, while a large amount of very high priced machinery has been ordered for the equipment. The structure will be 176 x 61 feet in dimensions, four stories and basement. It will extend north from the present plant along Pitcher street as far as Prouty. Reinforced concrete and steel will be used and it will be of the highest type of construction and strictly fireproof.

Reipma Bros., successors to Reipma & Son, have filed a certificate of co-partnership. The new firm will continue the grocery business at 728 Locust street. The members of the firm are Albert Reipma, Edw. Reipma and Bert Reipma.

Nyland & Kennedy are succeeded by D. Kennedy. Mr. Kennedy is one of our progressive grocers and has always given his close attention to the business. We predict a very successful future for him.

Friday evening at the K. of P. auditorium the Kalamazoo Council gave its annual ball. There were about 200 couples present and a very enjoyable evening was spent. The committee in charge are certainly entitled to a great deal of credit for the hard work they did to make this the most successful ball in the history of the Council.

Joseph Sherman, who has been in the grocery business on Reed street for several years, has been succeeded by Thomas Gould.

The Kellogg Grocery Co. has been succeeded by John Dankert.

S. O. Bennett and wife left Saturday for a three weeks' trip to Florida. Mr. Genslar will have charge of the store in his absence.

W. S. Cook.

If you spend all your time looking for big leaks in the business, you will probably wonder what makes the business show a continuing loss.



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

Barney says—

When I took that customer through the building the other day, he told me he had a stock of \$8,500, sold about \$35,000 worth of goods, which is turning his stock over four times, and made \$3,000 last year. Is that a good showing?

We wonder if every dealer made as good a showing as that with a general stock?

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS

MICHIGAN TRADESMAN

(Unlike any other paper.)

Each Issue Complete in Itself.

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Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

February 7, 1917.

FREEDOM OF THE SEAS.

One of the propositions laid down by President Wilson in his address to the Senate as forming one of the bases for a durable peace in Europe was that "so far as practicable every great people now struggling toward a full development of its resources and its powers should be assured a direct outlet to the great highways of the sea. * * * With a right comity of arrangement, no nation need to be shut away from free access to the open paths of the world's commerce." Where this could not be done by direct cession of territory to the landlocked peoples, he suggested the neutralization of direct right of way under general guarantee. The most striking instance in Europe of a country and people whose development of resources and commerce is held back, if not absolutely arrested, by denial of this free access to the paths of this world's commerce, is Russia. Her only Southern outlet from the Black Sea through the Bosphorus, the Sea of Marmora and the Dardanelles is absolutely in the hands of a nation and a government, notoriously unfit by reason of their own retrogression, to exercise a restraint over the commercial prosperity and destiny of the most numerous people and largest country in Europe. Not only is Turkey's control over those waterways such that she completely closes them in time of war, it is so absolute that she can impose, and does impose, either through the incompetency and corruption of her officials or at the behest of other European nations who have protected Turkey in her position on the straits, galling restraints upon Russia and Rumania in their peaceful use of them. Russia naturally looks to the release of this path to the world's commerce as one of the justified aims for which she is fighting, even though that was not one of the occasions or even causes of this war.

But if Russia's commercial development is hindered on the South by the incompetent and backward Turk, she finds her access to the open sea on the North restricted by natural difficulties and by influences hostile from purely selfish reasons to her economic independence and expansion. For nearly half the year the Baltic is closed to her commerce by ice, and the rest of the year the navigation of the narrow, difficult channel between the

Scandinavian peninsulas, always dangerous, is impossible frequently. No Kiel or other canals are open to her merchant or war fleets at any price, even in time of peace. It may be utterly wrong for the British fleet in time of war to blockade the North Sea to German commerce, but by Berlin's strange processes of reasoning it is entirely just and proper for the German fleet to close the Baltic to Russian commerce and for her ally, by reason of her position on the Dardanelles, to close those straits to Russian, other allied and neutral shipping. "Freedom of the seas," whatever the term means, is not for Russia, even in times of peace. How completely German shipping enjoyed that freedom is obvious enough when it is recalled that those palatial liners plying between Hamburg and Bremen and New York, had ports of call at Cherbourg, in France, and Southampton and Portsmouth, in England, at which they embarked and debarked practically all of their first-class passengers and most of their cargoes. But Russian liners had no such privileges at German ports or the use of the Kiel Canal, to escape the perils of the Scandinavian sound and the Northern course. As for land-borne commerce to and from Western Europe, Russia was absolutely at the mercy of the Central Powers.

Thus Turkey and the powers who have made her their ally, have exercised a dominating influence over Russia, economically, by reason of their control over her means of intercourse with the rest of the world. That efficient Germany, highly organized industrially and commercially, has exploited Russia by reason of this control to Germany's own immense profit and to the great disadvantage of her competitors, handicapped and dependent because of their geographical position, is a matter of common knowledge. Sooner or later this exploitation of a neighbor and this using of dominating geographical position to hinder or prevent competitors from invading what had become or was becoming a Golconda for German trade, would have produced dangerous disputes. Russia has long been restless at her dependence and the restraint upon her development. Her constant reaching out for that warm water port has been the warning to Europe that she would not always be denied the equality sought.

The Tradesman notes with regret that some of the newer mutual fire insurance companies are purchasing riders of the printing office in Chicago maintained by the fire insurance combine—riders full of the jokers the Tradesman has called attention to many times in the past and which serve to nullify the policies on which they are used. As mutual companies owe their existence to the revolt against the high handed methods of the board companies, it is certainly not consistent for them to play into the hands of the enemy in this manner.

Fast friends should be slow to speak ill of each other.

THE GREATEST AMERICAN.

When the teacher of a district school asked her little flock the question, "Who is the greatest American?" a small lad over in the corner of the room lifted up his voice saying, "Please ma'am, Abraham Lincoln."

The small boy was right. He had either read history to some purpose or had been properly taught by his elders at home, for truthfully must it be said that our war President, who led the American Republic through the four darkest, most critical years of its history, is the greatest American. There can be no denying that Abraham Lincoln lives to-day, will live to-morrow, on and on into endless ages as the one greatest man of American history.

Washington the founder, Lincoln the savior of the Republic!

There stands no man now, there has stood no man in the past who can compare in mental stature with our glorious Martyr President, who laid down his life that his country might live, who sprang from nothing to become one of the great, enduring lights of the world's history.

Washington had ancestors; so had all those men who lay claim to greatness in American history, save this one unique personage. What had Abraham Lincoln in the line of noble, even mediocre ancestry?

People there are who have striven royally and industriously to dig up a line of ancestors worthy to be the forefathers of the illustrious Lincoln. The task has been a thankless one. His line of descent comes not from the great or good men and women of past centuries. Instead, the greatness of the man dates from his own individual bursting into manhood down on the banks of the humble Sangamon in the State of Illinois.

Born in a log cabin—a floorless one at that—of parents the lowest in point of intellectual ability, a scion of the poor white trash of the South, wherein doth his greatness crop forth when we seek it among the lowly of that slave-cursed land? The boy of the wilderness had no pride of ancestry, no prospect of future greatness. Why then did he become in middle life one of the prominent men of his time, a little later the greatest humanitarian figure in the wide world?

Inherent greatness, thrust upon him by the Great God in the making. The birth and subsequent upward climb of the boy Lincoln into the limelight of the Nation and of the world was and is a miracle compared to which those we read of in the Old and New Testament are as barren of inspiration as is last year's almanac. Lincoln the cabin boy; Lincoln the flatboatman; Lincoln the rail-splitter; Lincoln the self-learned student; Lincoln the rising young lawyer of the new West, testified to an inherent greatness that came by degrees into full fruition as he attained the full stature of a man—the wisest and the best, the greatest that ever lifted the torch of liberty on high to light the way to freedom of a long oppressed race, a race held in bondage by superior beings who, according to their Bible, were justified in this sort of thing.

Having sprung from nothing, appearing on the scene from nowhere, at a most critical time in the world's history, the son of the sand-piper leaped into the political arena, armed with an eloquence of tongue which brooked no defeat. A wonderful figure of a man, carrying the new idea that a black man had a soul worth the saving, and that being true he had the same rights to life, liberty and the pursuit of happiness as had his white master!

It was a critical time in the history of the Great Republic. It was a critical time when the men of free soil proclivities, unbiased by party ties, flung down the gantlet in the wigwam at Chicago and named the new disciple of freedom who had so lately come out of the West as its standard bearer in the campaign that was to follow. Lincoln, the man, was not so great that summer day in 1860, when named by the new party of freedom its standard bearer, as later—only four years later—when he fell to die beneath the bullet of a perfidious assassin.

In his day, even up to the time of his foul taking off, this master mind of the nineteenth century, was not, as we may suppose, above the reach of slanderous tongues. During the recent campaign it has been remarked by men and newspapers that no one was ever so slandered and vilified as President Wilson. How little they know of the past! No man in all history was ever so befouled with billingsgate as was Lincoln in the very height of his usefulness.

It is not necessary to give here extracts from the vilification of that time. History vindicates great men, history has vindicated Abraham Lincoln, confounded his slanderers, placed him high on the pinnacle of true and righteous greatness. As time courses onward through the ages, the name of the Martyr President will grow brighter and brighter to the very last hour of recorded time.

In one of those masterpieces of logical argument with which Lincoln met and confounded the "Little Giant," Stephen A. Douglas, we find these words:

"The real issue in this country is the eternal struggle between those two principles—right and wrong—throughout the world. They are the two principles that have stood face to face from the beginning of time and will ever continue to struggle. The one is the common right of humanity and the other the divine right of kings. It is the same principle in whatever shape it devolps itself. It is the same spirit that says, 'You work and toil and earn bread and I'll eat it.'"

It was the masterly speeches, meaty with divine argument, that placed Lincoln before the people in the light of Liberty's champion, gave him the nomination at Chicago, the election to the presidency, his martyrdom at the close of the Civil War, and his position in history as the greatest apostle of human liberty the world ever saw.

Ever notice how you appreciate the company of people who admire you?

Attracts Business Like a Magnet

Never have you had anything in your shoe stock that would give your store the individuality, the publicity, or the big profitable business that the *Dry-Sox Shoe* will.

The *Dry-Sox* is the biggest shoe specialty ever offered for sale, and because of its handsome appearance, high grade quality and unusual construction, it immediately attracts attention and creates profitable and satisfied trade.



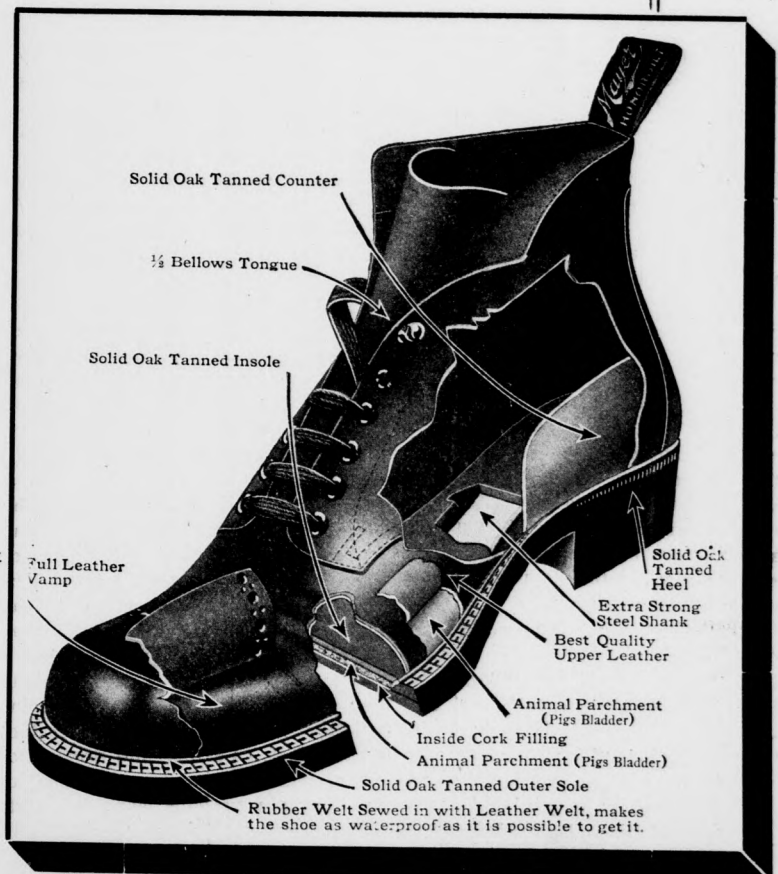
Mayer

DRY-SOX SHOES

The *Dry-Sox* Line offers you a most unusual opportunity for increased business and profits. This line not only has strong, distinctive selling features, but we place in your possession the advertising and selling helps that market the shoes for you quickly and profitably.

Just sign the attached coupon and send it in now.

**F. Mayer Boot & Shoe Co.,
Milwaukee, Wis.**



M. T.

F. Mayer Boot & Shoe Co.
Milwaukee, Wis.

Gentlemen:

Send me your Dry-Sox Catalog and Selling Plans.

Name.....

Address.....



Michigan Retail Shoe Dealers' Association
 President—Fred Murray, Charlotte.
 Secretary—Elwyn Pond, Flint.
 Treasurer—Wm. J. Kreger, Wyandotte.

Profitable Side Lines for Shoe Dealers.

Written for the Tradesman.

There are a good many interesting sides and angles to the so-called side-line or subsidiary-stock proposition. For one thing, the question, What is a side-line? isn't as easily answered now as it used to be, for retail dealers and merchants of many sorts are more and more introducing new kinds of stocks or stocks of a subsidiary nature, and gradually making these tentative accessories permanent features of their business.

This tendency to install side lines is gradually changing the whole atmosphere and complexion of stores; and yet the transformation is taking place so gradually and quietly, a good many folks are unaware of it, or at least appear to have given it little thought. Perhaps there is no class of merchants more concerned in this movement, and more actively engaged in it, than are retail shoe dealers. And there is a reason for this; but we will get around to that later on.

A writer in a recent issue of *Printers' Ink* sums up his changing, shifting, sifting stock proposition, and points the underlying cause of it, in the following statement: "Retail merchants are in a mood to consider side-line propositions. Of course, in a way, there is nothing startlingly new about this. Ever since the era of modern merchandising began, retail shops have gradually been changing their character. By putting in foreign lines, the old dry-goods store evolved into the department store as we know it to-day. By the addition of side-lines, the old-fashioned apothecary has grown to our up-to-date drug store with its many departments so entirely foreign to pharmacy. A similar evolution has taken place in other kinds of stores. This tendency of retailers to put in merchandise outside of their line has contributed much to the success of many well-known manufacturers." And not only manufacturers, but dealers as well; for of course the retail dealer isn't playing the game merely to interest the producer.

Shoe Dealers Conservative.

In the matter of taking up new side lines, retail shoe dealers have been among merchants the real conservatives. And this is perhaps due to the fact that footwear as merchandise has been looked upon as a complete, unique and unrelated proposition. And yet close students of shoe store merchandising have, for

years, been urging retail shoe merchants to make a survey of the subsidiary stock proposition and get in on it while the getting-in is good.

A shoe store is, of course, a specialty shop. Shoes are, and must continue to be, the principal stock. Occasionally there may be an exception to this general rule. The writer happens to know of one such notable exception—a case where a big, metropolitan shoe store got department-store ambitions, and at the present time is in the highly interesting stage of transition from shoe shop to department store. But the writer assumes in this article that the shoe store is satisfied to remain a shoe store, and such hints as it hopes to throw out are given for the benefit of the shoe dealer who wants to brighten up his stock and make more money by taking on side lines that are more or less logically related to his big line, and so for that reason can be carried without making his store come to be something entirely different from that which it started out to be, —namely, a shoe store.

The development of findings and, more recently, the multiplication of orthopaedic appliances, footwear accessories and footwear jewels and ornaments such as pom-poms, buckles and the like; and special forms of footwear, and hosiery to match the color of new fabric and glazed kid shoes for women,—has conspired to give impetus to the side-line development among retail shoe merchants.

Why Carry Side Lines?

Shoe dealers as a class like to play it safe. Naturally they don't want to jump until they see where they're going to light. So the query, Why side lines at all? is a pertinent one.

My own view is that there are two very substantial reasons why the retail shoe dealer ought to be interested in this matter of subsidiary stocks. In the first place they offer an opportunity for increasing legitimate profits, and that without jeopardizing his principal line. Any kind of side line that might decrease the per capita consumption of shoes, or divert business from the particular shoe store that happens to carry such lines to some other store that does not, would be bad business, and therefore unworthy of the intelligent shoe dealer's consideration. But the shoe dealer who carries side lines—few or many—continues to carry the usual stock of shoes. The only difference is the increase of other-than-footwear lines. Leather and other shoe-materials continue to wear out just as they always have worn out, under usual wear-conditions, which, like the poor, are with us all the while; but

PRESTIGE
*in your Men's Shoe Department means
 a whole lot to your business.*

Bertsch Shoes for Men

carry with them that PRESTIGE that will bring customers to your store.

If the HEAD of the house is a satisfied customer you are pretty sure to get the business of the rest of the family.

Men in every walk of life know and believe in the BERTSCH SHOE.

The STYLE and SERVICE GIVING QUALITIES of the BERTSCH SHOE have made permanent friends for the line.

You should RECOMMEND and SELL the BERTSCH SHOE to your trade because it WILL give BETTER SERVICE and BETTER SATISFACTION than any other similar line offered you today.

It will add much to the PRESTIGE of your store.

THEY WEAR LIKE IRON

HEROLD-BERTSCH SHOE CO.

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.

Quality is Paramount

The memory of quality remains after price is forgotten.

The real service built into R K L shoes not only makes more profits for you but binds your old customers closer to you and makes staunch friends of new patrons.



Rindge, Kalmbach, Logie Company

Grand Rapids, Mich.

in the meantime the shoe dealer is getting a lot of extra profits that hitherto did not come his way: namely, the profits on his side lines. Moreover, from the point of view of quick turnovers, a whole lot might be said on the score of certain classes of subsidiary stocks. Hosiery, for example. One good pair of shoes will outwear several pairs of socks or stockings. A pair of shoes has from four to six months' wear in them, but not so a pair of socks or stockings. The latter will ordinarily wear only from six weeks to two months,—and even this isn't continuous wear, for they are in the wash half the time. In those cases where they seem to wear so much longer, it is usually because of the number of different pairs worn, and the correspondingly small wear upon any single pair.

And another good reason for adding stocks other than footwear is that such additions not infrequently serve to brighten up the store, causing it to acquire a new appeal. Shoes may be made of leather or some of the newer fabrics and other-than-leather materials; and they may be built on conventional lines or embody the very latest style-features; and they may be staple shoes or special footwear creations of the very newest design—but they are all shoes. And because of the natural limitations that inhere in the tannage of leather, and the limits imposed by a common sense era in shoemaking, this class of personality commodities cannot, by any stretch of the imagination, be made to possess the charm, interest and variety which some other lines of clothing possess. And the store that is devoted to the distribution of shoes, and nothing but shoes, is necessarily limited in its appeal. But the introduction of subsidiary stocks opens up to the progressive shoe merchant new possibilities. Thus side lines serve to brighten up the stocks and, not only accentuate the charm of shoes as merchandise, but also acquire them (borrow from them, as it were) a certain value-interest that naturally inheres in the higher-priced wares.

Logical Shoe Store Subsidiaries.

Of course the question will naturally arise, How far can the shoe dealer go in this direction without incurring danger? Findings, it will readily be agreed, logically belong in the shoe store; and rubbers, over-shoes, and hosiery. And this is about as far as the average retail shoe merchant is willing to venture. But, strictly speaking, there is no valid reason why he shouldn't go farther if he so minded. Why not introduce other leather-goods commodities? Coin purses, bill-folds, card cases, suit cases, traveling bags, and leather novelties of various kinds? These lines are confessedly numerous—inasmuch so that specialty shops in the big centers have grown up and become popular under the name of "Leather Goods Stores"—but one does not need to introduce all of these lines,—and certainly not all of them at the start. As a general rule, it is perhaps best to introduce them somewhat tentatively. A study of one's local field will surely enable the retailer

to determine the kind of subsidiary lines that are most likely to go with his class of patrons. And one good guess will call for another. And so the business will develop. And he needn't bother about setting any arbitrary limits to its growth.

C. L. Garrison.

Boomlets From Bay City.

Bay City, Feb. 5—Zoepner Brothers' carriage factory, located on Salzburg avenue, was almost destroyed by fire Sunday morning. The loss, about \$10,000, was covered by insurance.

The annual poultry show of the Bay City Poultry Association, which came to a close Monday evening, is said to have been the biggest and best show in the history of the Association. The attendance was double that of a year ago and the number of birds on exhibit was greater than ever—a total of 1,003. Several of the best prizes went to local exhibitors, which speaks well for Bay City fanciers, for there were birds at the show which had won prizes at the Boston and Madison Garden shows.

Perkins Bros., manufacturers of peanut specialties, have been incorporated for \$25,000. Andrew, Harry and William Perkins, all of this city, are the stockholders.

The Board of Commerce has invited Bay Council, the Grocers and Butchers' Association and several other associations to attend the annual meeting of the Board to be held at the armory on the evening of Feb. 12. Each of these organizations is a member of the Board.

Bay City was represented at the Chicago automobile show last week by M. W. Crawford, of the Central Michigan Oakland Co., and W. R. Willett, general manager of the Chevrolet Motor Car Co., of Bay City. The new 8-cylinder valve-in-head Chevrolet motor was on exhibition and attracted considerable attention.

The Michigan State Tax Association, in session at Battle Creek Friday, accepted the invitation of the Board of Commerce to hold the next meeting in Bay City. The invitation was presented by Chief Assessor Frank A. Hewitt.

The little town of Hillman, twenty-five miles West of Alpena, was visited by fire Friday night, destroying eleven stores and residences. The town suffered a similar loss by fire two years ago, when the principal business section was destroyed.

A Kiwanis Club was organized in Bay City this week with 100 members. The membership list includes the most prominent business men of the city. H. E. Buck was elected President. According to A. S. Brown, National organizer, Kiwanis stands for co-operation, reciprocation and the advancement of the ethical side of the business and professional life of its members and the country at large and its first principles are, "Boost, don't knock," the "square deal" in business and the golden rule as a safe rule to follow. May the Club grow and prosper and its influence be felt in the business life of the city!

J. B. Moritz, Secretary-Treasurer and manager of the Bay City Brewing Co., died at his home Saturday night, Jan. 29, after an illness of several weeks. Mr. Moritz, Walter D. Young and William A. Young, three of the largest stockholders of the Brewing Co., have died within the past six months.

E. E. Rawles, commercial engineer of the American Telephone and Telegraph Co., has opened an office in the city with a corps of assistants and will make a survey of the city and vicinity for the purpose of ascertaining what the city's needs in the way of telephone service will be for the next twenty years. It is estimated it will require four months to complete the survey. W. T. Ballamy.

Rouge Rex Shoes



Let a man—a working man—see them and he will want to handle them. When he has felt the tough upper stock, noted the quality of sole and examined closely the way they are made, he will want to try them on. Then when he realizes how good they feel on his feet, he won't want to take them off.

And they're sold. The profits are yours.

Solid comfort and good service will bring him back for another pair, and his neighbor with him.

Drop us a card today—now—and we will have our salesman call with samples.

HIRTH-KRAUSE COMPANY

Hide to Shoe

Tanners and Shoe Manufacturers

Grand Rapids, Michigan

Cut this out and mail to

Michigan Shoe Dealers' Mutual Fire Insurance Co.

Home Office, Fremont, Mich.

OUR RESPONSIBILITY over \$1,400,000 ORGANIZED in 1912

Date.....1917

.....hereby make application for \$.....on stock of boots, shoes, rubbers and findings, and rubber, leather and composition goods usually kept for sale in a wholesale, retail, or jobbing shoe store, or such goods if carried in general store. \$.....on shoe store machinery, furniture and fixtures, to commence from.....
Our present board rate per thousand is.....in your Company to be 25% less, and 5% additional discount if paid in thirty days from date of policy; All while contained in the.....story..... building, situated at street No.....Lot.....Block.....City or town of.....State of Michigan.

(Sign here).....

All losses promptly adjusted by our Secretary or Special Agent.



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Dornbos Cigars

UNILATERITE MASTIC FLOOR COVERING is called the rubber floor, because it is elastic. It never cracks. Use it in stores, schools, churches, offices, creameries, anywhere where folks walk and work.

Ask for sample.

Frank L. Dykema Co. 201 Shepard Bldg. Grand Rapids, Michigan



People to Pay for Administration Mistakes.

To intelligently discuss the present business situation and prospects for the future without running counter to some one's fixed views would be impossible. Often when an impartial review is given political bias is charged. Nevertheless facts remain facts.

The wave of "preparedness," leaving aside the question of necessity, has been a most expensive one, and there is no contradiction of the statement that the administration's handling of the Mexico-Villa situation has cost the Nation upwards of \$90,000,000. Opinions as to conditions after the war are still widely divergent. Still commercial and industrial preparedness is being strenuously urged. With this little fault can be found, for in this preparedness movement conservatism and not extravagance is the dominating feature. But is there not a situation entirely aside from the war and within our own Nation which needs careful consideration and possibly heroic treatment? Burdens on business of entirely domestic manufacture threaten a serious handicap in addition to any after-the-war development through increasing costs of production to a prohibitive degree, making competition with foreign goods impossible.

The labor situation is sufficiently serious, but now comes Congress with a proposition to still further penalize business success by a proposed excise tax to make up the deficiency created by administration blunders and extravagance. Peace and prosperity are being preached. In other words, executive eyes are looking above and beyond the horizon of the United States, while underneath his nose, Congress is sharpening its knife to slice big chunks out of the legitimate income of its citizens by taxing all profits over 8 per cent. Were this tax to be made universal it would be even then objectionable, but it is proposed, as before stated in the Michigan Tradesman, to exempt personal professional services where little or no capital is involved and all business pertaining to "agricultural pursuits." In the latter lies the possibility of interpretation absolving speculators in food stuffs from bearing any portion of this burden. The labor element is now exempt from the 2 per cent. tax, although why a man classed as "labor" whose income if unmarried exceeds \$3,000 a year, or \$4,000 a year if married, should not pay an income tax does not seem clear. The only reasonable explanation is politics.

In small partnerships the proposed

tax would be particularly burdensome, as there are many cases where on small capital, through hard work, a large volume of trade has been built up. Business here would be subjected to an extra heavy tax, as practically the whole of the people beyond the flat exemption of \$5,000 would be taxed. The most surprising part of the situation is that little or no opposition, outside of a few newspaper articles, has appeared; no concerted action by business bodies, such as boards of trade and associations and chambers of commerce. It would seem that this was a matter of sufficient importance to have aroused the active interest of business men. If this portion of the proposed income tax bill is to be defeated prompt action will be necessary.

Now that the constitutionality of the Michigan "blue sky" law has been upheld, it is in full force and effect. It is interesting to note that even the Supreme Court of the United States acknowledges the law to be burdensome to business. Justice McKenna in his opinion says: "We cannot stay the hands of Government upon a consideration of the impolicy of its legislation. Every new regulation of business meets challenge, but the policy of a state and its expression in laws must vary with circumstances. The statutes burden honest business, it is true, but burden it only that under its forms, dishonest business may not be done. Expense may thereby be caused and inconvenience, but to arrest the power of the state by such considerations would make it impotent to discharge its functions. It costs something to be governed."

No one will dispute the last sentence. The "blue sky" law was passed to prevent irresponsible promoters from victimizing uninformed persons through the sale within the State of stocks and bonds of no or doubtful value and, inasmuch as its provisions will do this, the law has the hearty approval of the banks, trust companies, investment bankers and reputable brokers. The objections raised and upon which Howe, Snow, Corrigan & Bertles, of Grand Rapids, voluntarily became defendants in a test suit, were not to these protective features of the law, but to some of the features of its administration by the Michigan Securities Commission, which tied up large amounts of capital through delays pending the hearing by and decision of the Securities Commission. These delays not only tied up the capital, but seriously interfered with and often destroyed the chance of a profitable marketing of the securities. The view of those who contested the constitutionality

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and more, are held by Trust Companies in the United States under Executorships, Trusteeships, etc—a striking example of the confidence of the people in Trust Company management and service. We are now caring for hundreds of large and small estates. Information cheerfully furnished.

Send for blank form of Will and booklet on Descent and Distribution of Property.

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Safe Deposit Boxes to rent at low cost.

Audits made of books of corporations, firms and individuals.

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

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of the law, was, not to do away with a protective investment law, but, if the present law was declared unconstitutional, to have a law enacted which, while it would still protect the investors, would also provide for a special commission available at all times to pass upon securities presented. At present the Michigan Securities Commission consists of the Commissioner of the State Banking Department, State Treasurer and Attorney General. The regular meetings of the Commission are fixed in the law for the first Friday of every month at the State Capitol. These men are busy with the duties of their respective offices, hence it is rarely a special meeting is called by the chairman. This necessarily means a long wait before a hearing and often a longer wait after it before a security can be offered for sale. In the meantime market conditions are apt to change and often entail a serious loss to those who purchased perfectly good securities with a view of reselling them in Michigan. The vast increase in business in the State necessarily entails a growing accumulation of applications for hearings which tax the time of the Commission to such an extent that either the business of their departments suffer or further vexations and costly delays are put upon those applying for approval of securities offered. This defect should be remedied by the creation of a special commission to handle this business and the law should be amended in one or two other respects which, while protecting the investor, will not cripple those through whom the investment is made. There is not a reputable corporation, firm or individual in Michigan dealing in securities who would not welcome a protective law drawn in such a manner that the seller and purchaser will both be protected.

Hampton and Booker T. Washington.

New York, Feb. 5—It has been said that General Armstrong would have been justified in founding Hampton Institute had its only result been Booker T. Washington. He made his way to Hampton as a penniless, ragged, and ignorant youth. Without friends, money, or credentials, he was allowed, after an entrance examination which consisted in sweeping well one of the class rooms, to enter as a student, and was given the opportunity to work his way through the institute and to equip himself for founding the greatest institution ever conducted by the negro race, and one of the greatest ever established by any race. Great as was Booker Washington's native genius, this he could never have done without the fundamental training in right living which he received at Hampton. Hampton not only equipped Booker Washington for the founding of Tuskegee and the eventual leadership of the negro race in America, but it trained Major Moton to take up

Washington's great task when he laid it down fourteen months ago and to carry it forward without loss of momentum. Nor should the great work which Booker Washington did, nor the great work which Major Moton is doing, lead us to overlook the splendid achievements of the thousands of Hampton graduates, who have done and are doing in every part of America work as fine and as useful, if less far-reaching and distinguished.

It is little realized to what extent real education in distinction from mere book learning is due to the leadership of Hampton and Tuskegee. The idea that education is something from within, is the development of character, is preparation for right living, has been by these two schools more powerfully impressed upon educational thought than by any or all the other institutions of the country combined. A Superintendent of Schools of Boston once said at Tuskegee: "You are doing here what we in the North are merely talking about." Many another leading educator has paid the same tribute to Hampton and Tuskegee, either in words or through emulation of their methods. Lyman Beecher Stowe.

No Brigand.

Congressman Hull of Iowa sent free seeds to a constituent in a franked envelope, on the corner of which were the usual words, "Penalty for private use, \$300." A few days later he received a letter which read:

"I don't know what to do about those garden seeds you sent me. I notice it is \$300 fine for private use. I don't want to use them for the public. I want to plant them in my private garden. I can't afford to pay \$300 for the privilege. Won't you see if you can fix it so I can use them privately? I am a law-abiding citizen and do not want to commit any crime."

A General Restitution.

"Look, mother," said little Bobby, proudly exhibiting a hatful of marbles. "I won all these from Willie Smith."

"Why, Bobby," exclaimed his mother, "don't you know it's wicked to play marbles for keeps? Go right over to Willie's house and give him back every one of his marbles."

"Yes, mother," said the boy, obediently. "And shall I take that vase you won at Mrs. Smith's whist party and give it back to her?"

The insurance companies insist on their rates being established by law, as is the case under the Anti-Discrimination law, but they refuse to be regulated by law, as should be the case. Rate establishment and regulation go together in every other line of business. Why should the insurance companies insist on being placed in a class by themselves, thus standing in a different position before the public than any other great public interest?

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J. C. BISHOP, Assistant Cashier

CLASS MUTUAL INSURANCE.**Only Relief From Exactions of Board Companies.**

As long ago as 1886 the Tradesman advocated the organization of a series of mutual fire insurance companies to be created and maintained by the merchants of Michigan to engage in the business of insuring mercantile risks only. The Tradesman was ably seconded in this undertaking by such wheel horses of early mercantile organization as Frank Hamilton, of Traverse City, the late Charles F. Bock, of Battle Creek, Norman B. Blain, of Lowell, the late Frank Wells, of Lansing, Charles T. Bridgeman, of Flint, and many others. The men who undertook to accomplish this result were forced to abandon it because of their inability to secure the enactment of a law providing for the organization of mutual companies along safe and sane lines, owing to the presence in Lansing of a corrupt lobby maintained by the insurance combine for the purpose of defeating any remedial legislation sought to be obtained by the merchants and also to secure the enactment of laws designed to give insurance companies an unfair advantage in their dealings with the public.

For thirty years the Tradesman has undertaken to get the board insurance companies to see that it is not to their best interest to ride rough shod over the merchants of Michigan in matters of legislation, rates, rules, regulations and adjustments, but it has finally been compelled to abandon its propaganda as a useless expenditure of time and effort. The insurance companies are now so firmly entrenched by unfair legislation, extortionate rates, servile local agents and criminal adjusters that reform by any ordinary means is out of the question. The only way to meet them successfully is to create and maintain competitive companies of a mutual character to carry the cream of the risks, leaving the poor risks wholly to the board companies with their high rates, arbitrary methods and unfair adjustments. Six reasons have caused the Tradesman to reach this conclusion, as follows:

1. Rates too high.
2. Expense account too great.
3. Unfair legislation obtained by corrupt methods and one-sided court decisions.
4. Wilful violation of laws.
5. Invalid policies.
6. Unsatisfactory adjustments and delayed payments.

In support of these six objections, the Tradesman begs leave to submit the following.

1. Compiled reports of the insurance companies show that the loss ratio of the board companies in Michigan average about 52 per cent. The Tradesman contends that it is not in accord with good business principles for Michigan policy holders to pay 100 per cent. each year for the privilege of getting back 52 per cent. A business man who would enter into an arrangement of this kind in the handling of anything except fire insurance would soon find himself bankrupt.

2. The cost of conducting business by the board companies is approximately 40 per cent., which is altogether too

large a ratio to pay for such service. No other business in the world can absorb so much of the total transaction and maintain itself.

3. It has always been conceded that the insurance combine has been the most corrupting influence incident to the sessions of the Legislature. Nor is the influence confined to the period the Legislature is in session. Emissaries of the insurance monopoly start in on their work of demoralization and accomplishment as soon as one session ends to prepare for the next session. The lobby is not in evidence, to be sure, but the wire workers lay their plans so cleverly and so secretly that they usually succeed in securing the election of a man for Speaker of the House who can be depended on to "stack up" the Insurance Committee of the House in such a way as to enable them to accomplish their nefarious designs. In the present session of the Legislature, for instance, Speaker Rice is the member who introduced and pushed through the so-called Anti-Discrimination (anti-competition) law at the last session of the Legislature. There has never been a time when the insurance lobby has not been on hand to push through its own one-sided measures and attempt to defeat any effort to secure legislation which would tend to make the relations between the insuring public and insurance companies more just and equitable. The methods pursued have always been identical with those of the liquor lobby and in many cases these two interests have worked together. The result is, of course, what the insurance companies aimed to accomplish—unfair and unjust laws which work a hardship to the insuring public for the benefit of outside insurance companies which have no interest in the people of Michigan except to extort from them the highest possible rates for the least possible service.

4. Not content with securing unfair advantages over the people who are forced to become their customers, the insurance companies have never lived up to the letter and spirit of restrictive laws enacted by the Legislature. They have snapped their fingers at courts and law officers and defied those who are wronged or defrauded to obtain redress. They have invariably resorted to litigation where the opponent was so poor in purse as to be unable to finance an adequate prosecution of his case. They have defied rules and precedents, starting injunction suits in distant parts of the State solely to annoy and embarrass claimants, with full knowledge that the suits had no basis in either law or equity and no standing in court. Their legal representatives are selected solely with a view to securing men who will resort to bribery, cajolery, shystering tactics, subterfuge and technicalities to secure their ends. Many court decisions unfavorable to the cause of the people have been unfairly secured because the insurance companies have ample funds, filched from their policy holders, to present their side of controversies with greater force and thoroughness than the people have been able to do.

5. As pointed out in the Tradesman last week, three-fourths of the insurance policies written by board companies on mercantile risks are invalid. No one

disputes this statement—no one can dispute it. The fault is laid at the door of the local agent and the company manager dismisses all complaints and requests for restitution and correction with the statement: "The policy holder should look at his policy and accept or



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reject it at the time it is handed to him. If he does not discover any irregularity then, it is too late to find fault or secure any change later. We stand by the reading of the policy as originally written and cannot be bothered to make revisions to satisfy the whims and caprices of overofficial critics." Insurance managers are the only men in the world who hand a customer a worthless piece of paper in exchange for the coin of the realm and then refuse to so amend the policy as to render an equivalent for the money paid when their attention is called to radical omissions and fatal defects.

6. The Tradesman has on file memoranda of a thousand unfair adjustments which the insurance companies have made in Michigan during the past thirty years. If a complete record could be obtained it would probably increase the number to 10,000—perhaps more. Every business man is cognizant of adjustments where unscrupulous shysters have taken advantage of men who were not well versed on insurance affairs. Baseless claims are made, threats are uttered, covert insinuations are thrown out, litigation is suggested—all the petty annoyances and underhanded methods peculiar to men long schooled and instructed in this work are employed. This was not often the case in the old days when adjustments were made by local or State agents, but the introduction of the adjustment bureau system has brought in a whole train of nefarious practices which stamp that method of settling claims as untrustworthy and contemptible. Even after the adjustments are finally made, it is like pulling teeth to get the money. Hatchew and Brooks, of Grattan, burned out July 5. The loss was finally adjusted Dec. 4, but no remittance has yet been received from the Arizona Fire Insurance Co. These conditions are never imposed on business men and business houses of commanding importance. They are only resorted to when the companies are dealing with retail merchants and others who are not in a position to inflict punishment for insult, abuse and unfairness. The only remedy for this abuse is the utter extinction of the adjustment bureau system, which is impossible to secure under existing conditions, because the capital stock of these companies is owned by the general managers of the insurance companies, who derive too much profit from their holdings to admit of their relinquishing same. It is possible that this abuse can be reached through the Federal courts, several constitutional attorneys have handed down opinions to the effect that these unholy alliances are contracts in restraint of trade and are thus punishable as criminal acts under the provision of the Sherman law. A movement is now on foot to secure the indictment of a number of men who are head and foremost in this conspiracy, but it will probably be some months before these men can be cited to appear in court and their cases decided on their merits. In the meantime the board companies will probably continue to retain the services of sharpers and swindlers to do their adjusting.

Having been weighed in the balance and found wanting, what course is open for the merchants of Michigan to secure

relief from the numerous abuses fostered and maintained by the board insurance companies? Many avenues are open, but the most efficient method of meeting the situation, in the opinion of the Tradesman, is the organization of class mutual insurance companies under the law enacted by the Legislature of 1915. This is not an ideal statute by any means. It was introduced in the Senate by a merchant—Burrell Tripp, of Allegan—who secured its enactment in the face of the most violent opposition from the insurance lobby. The wonder is that he did so well, considering the forces of evil he had to contend with. As the Tradesman has previously stated, there is little hope of securing anything better at the hands of the present Legislature on account of the manner in which the insurance combine has "stacked the cards." Under this law ten bankers or merchants can organize a mutual company and undertake the writing of policies. Instead of pursuing the plan of many of the mutual companies, which take risks at 75 per cent. or 50 per cent. of the rates charged by the board companies, the Tradesman recommends that, for a time at least, these companies charge the full board rate, returning a portion of the profit on the business to the policy holder at the end of each year. This arrangement will enable the companies to retain sufficient funds in the treasury to meet promptly any obligation which may be incurred and any losses which may be sustained. Before any return is made to the policy holder, a fixed sum should be set aside each year to create a surplus to be invested in bonds. Nothing will give this class of companies better standing with the trade than large and constantly growing surplus funds.

As has been repeatedly stated by the Tradesman, the best results have been secured through the organization of class companies which insure one kind of business only. The drug, hardware, shoe, grain, milling, elevator and lumber trades are fortunate in having established companies already in the field, but there is room for companies to insure dry goods risks, grocery risks, general merchants, clothing merchants, furniture dealers, meat dealers, etc. These companies should, so far as possible, be organized under the auspices of class mercantile associations, so that the securing of a policy in any company would be dependent on membership in the association. The mutual hardware insurance company located at Minneapolis works in conjunction with the Michigan Retail Hardware Association, the shoe company at Fremont works in conjunction with the Michigan Retail Shoe Dealers' Association, the grocery and general merchandise companies could work in harmony with the Retail Grocers and General Merchants' Association of Michigan, the clothing company in connection with the Michigan Retail Clothiers' Association, etc.

The reason for organizing class companies, instead of companies which will handle all lines of mercantile risks will be readily apparent. In the first place, the risks will be more widely scattered, the policy holders will be on a more friendly footing and the affiliation with a protective association will tend to improve the moral hazard as well as the

physical features of the risks carried.

One cardinal feature these proposed mutual insurance companies should avoid—the tendency to underpay their executive officers. In too many cases these men are devoting their time to this work without adequate compensation. This should not be tolerated any longer. The laborer is worthy of his hire. The saving the merchants is enabled to effect through the medium of these organizations—to say nothing of the more liberal policy he receives and the more liberal treatment he receives in the event of a loss by fire—is sufficient to justify him in paying the officers well for their services.

A lazy man is always on the wrong side of the human profit and loss account.

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newspaper headings of the last few days.

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how many millions have been lost by small investors who listened to advice to buy listed securities and knocks against new propositions, because they are called "speculative."

For every dollar won in stock market gambling a dollar plus brokers' commissions is lost.

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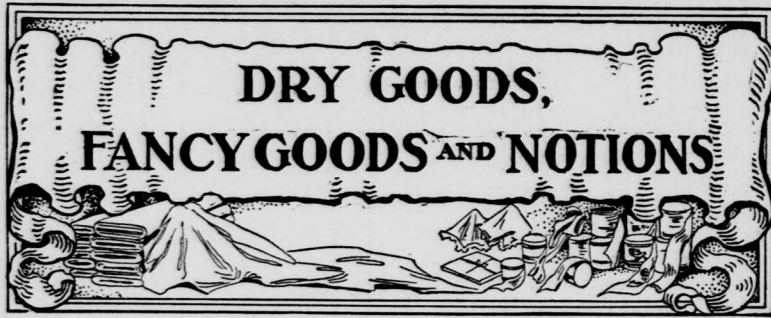
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We are organized under the laws of Michigan and our officers and directors include the best merchants, bankers and business men of Fremont.

We write mercantile risks and store buildings occupied by our policy holders at 25 per cent. less than the board rate established by the Michigan Inspection Bureau.

If you are interested in saving one-third of your expenditure for fire insurance, write us for particulars.

Wm. N. Senf, Secretary.



Status of Fancy Goods and Notions Lines.

The toy question has brought up the question of changes again as all toys are too scarce to allow of this when other customers were anxious to buy and could not get the goods. High prices prevailed with toys in spite of Japan and America working to fill the gap made by withdrawing German and Austrian toys. A majority of the New York stores refused to send toys C. O. D. before receiving a deposit. Imported dolls were almost prohibitive, yet under the circumstances the prices could not be called high. In spite of these difficulties the toy trade was immense, fully 30 per cent. larger than last year.

Some prize dog received a hundred dollar silver dish as a Christmas gift and a bird had a silver cage ordered, the price of which was \$300. Such spending indicates that when some people have money they do not appreciate its vast qualities for doing real good.

Umbrellas sold well, especially with the new "sling" handle. The wooden part of the new handle is of the usual length with a plain silver, ivory or gold tip and a third of the way down from the top of the handle there is a narrow braided leather band running around it with another such band at the bottom, both of which hold in position a strap which is sufficiently long to sling the umbrella from the forearm.

Metal toys were pushed in every possible manner; the idea is that America is going to forge ahead in this respect. It has been noticed that American goods are chiefly machine-made and very sanitary, being made under better conditions than the European toys are made. The toy makers under the Manufacturers Association include fifty-five concerns and they are all making improved goods and getting good prices. There has been some complaint of the toys from Japan not being well glued, but there is always some complaining done.

The stores did not have the usual assortment of small pieces of inexpensive jewelry. Such goods are rare and correspondingly expensive. Wrist watches and Chinese bangles to hang from a thin neckchain were about the best sellers with band bracelets and odd brooches following. Rhinestones on shell formed the hair ornaments, but as many of these as usual are not worn; pins are smarter than combs.

Jet and onyx, alone and with remarkably brilliant rhinestones or pearls are having a healthful trade because continuous and not merely

as a flash in the pan. The jet and onyx fashion started in Europe where black or black and white jewelry accorded with the black gowning worn. Brooches are round or oval when set with stones. Long, slender pins of chased gold set with one semi-precious stone are wonderfully convenient for finishing a V neck, holding veil ends, etc. These are sold in immense quantities.

The ready-to-wear garment manufacturers are to be approached by a leading firm of dress shield manufacturers who claim that no dress is really "ready-to-wear" unless it has shields in it. Retailers cannot object as this brings out shields more prominently and when worn out they must be renewed at the retail counter.

New stock, all of the novelties, new arrangement of the stock, all of the knowledge necessary to explain the article and show customers how it must be used are items that keep the notion department paying at all times. A new thing seldom sells unless shown, advertised and explained. Do not push the notions to the back end of the store; recognize notions as an important department and customers will do the same.

Popular favors are all for beaded bags which may be found at \$1 to \$75 and of all sizes, colors, silk broche and velvet. Beads are scarce, but sufficiently plentiful to show many bags. All of the stores showed windows of beaded bags and some were sufficiently ahead of times to bring out a lot of new leather belts which are predicted for the spring blouses. For day wear steel beads are smart, bronze and gilt heads mingled with a touch of coral forms a handsome model. Paisley bags and satin bags with Paisley motifs are outlined with beads or tinsel threads and theater bags, called Debutantes, are all white crystal beads. Hand embroidery is also introduced in silk, or in French fashion would be of worsted or chenille. Some of the very expensive goods show intricate designs and jewel effects as well as beads.

A gray doeskin has a motif of steel beads back and front. White kid has Chinese designs in beads and silk. Others have the entire silk or kid foundation covered with beads. Two straps of patent leather held by slides of silver is a smart belt. Belts are 1½ and 2 inches wide if new and attractively unique, but belts to sell must have something new and original in their make-up. Belts of silk only 1½ inches wide and covered with beads of Balkan colors are 1½ to 2 yards long, put twice around the waist and tie in front; bead fringe on the ends.—Dry Goods.

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

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The contract you enter into when you purchase fire insurance requires you to retain all invoices or keep a record of all purchases during the current year. Merchants who have small safes sometimes find it inconvenient to preserve all invoices intact. To meet this requirement, we have devised an Invoice Record which enables the merchant to record his purchases, as set forth in his invoices, so as to have a complete record in compact form for use in effecting a settlement in the event of a loss by fire. This Record is invaluable to the merchant, because it enables him to ascertain in a moment what he paid for and where he purchased any article in stock. Price \$2.

Tradesman Company

Grand Rapids

How Lincoln Confused the False Witness.

It is an impressive fact to remember that thousands of people every year are compelled, in the interests of justice, to be examined and cross-examined in our courts of law. They represent every type of character, and are drawn from all classes of society.

There is the flippant witness, always ready with a pert answer; the dogged witness, generally a very ignorant individual; that unfortunate person, the nervous witness, who says "yes" when he or she means "no;" the humorous witness, the bete noir of young barristers; the cunning, canting, positive, perjured witness; and many other kinds which I need not enumerate.

Most go through the ordeal of examination without suffering any material damage; on the other hand, many receive injuries of a more or less serious nature, while some leave the court with their reputation absolutely ruined. A few suffer the unhappy fate of being taken straight from the witness box and being placed in custody on account of the self-incriminating evidence which their examination has revealed. The witness box is, indeed, the scene of many dramas, comedies and pathetic incidents.

The perjurer is probably responsible for more dramatic surprises in the courts than any other types of witness. The reasons for his false swearing are, of course, varied. Sometimes his conduct results from a desire to get a friend cleared of a criminal charge.

Undoubtedly the most despicable miscreant is the witness who goes into the box and falsely swears against a prisoner, either from motives of hate, revenge or any other cause. Probably one of the most dramatic exposures of such a witness ever known was achieved by Abraham Lincoln when he was a young man.

A young fellow named Grayson was charged with murdering another young man called Lockwood by shooting him. The evidence against Grayson was very black, the chief witness for the prosecution being a man named Sovine, who was with Lockwood at the time he was murdered. This man swore that he saw Grayson fire the fatal shot.

Now Mrs. Grayson, the mother of the prisoner, after vainly trying to get one or other of the well-known lawyers in her district to defend her son, was fortunately driven to intrust the task to the then unknown and untried Lincoln. This was his first case. Few lawyers on such an occasion have so ably and brilliantly acquitted themselves as did Abraham Lincoln in his defense of Grayson.

To the amazement of everybody in the court the young lawyer never uttered a word or cross-examined any of the witnesses at the trial until Sovine appeared in the box. His cross-examination of this man was a masterpiece, and as it is so short and dramatic it is given in full:

Lincoln—And you were with Lockwood just before and saw the shooting? Sovine—Yes.

Lincoln—And you stood very near to them? Sovine—No; almost twenty feet away.

Lincoln—May it not have been ten feet? Sovine—No; it was twenty feet away.

Lincoln—In the open field? Sovine—No; in the timber.

Lincoln—What kind of timber? Sovine—Heavy timber.

Lincoln—Leaves on it are rather thick in August? Sovine—Rather.

Lincoln—And you think this pistol is the one used? Sovine—It looks like it.

Lincoln—You could see the defendant shoot, see how the barrel hung, and all about it? Sovine—Yes.

Lincoln—How near was this to the meeting place? (A revival meeting was being held, to which Lockwood was going at the time of his death.) Sovine—Three quarters of a mile off.

Lincoln—Where were the lights? Sovine—Up by the minister's stand.

Lincoln—Three quarters of a mile away? Sovine—Yes, I answered you twice.

Lincoln—Did you not see a candle there, with Lockwood or Grayson? Sovine—No, what would we want a candle for?

Lincoln—How, then, did you see the shooting? Sovine—By moonlight (defiantly).

Lincoln—You saw this shooting at 10 at night, in beech timber, three quarters of a mile from the lights; saw the pistol barrel; saw the man fire; saw it twenty feet away; saw it all by moonlight; saw it nearly a mile from the camp lights? Sovine—Yes, I told you so before.

On getting this answer Lincoln put his hand into a side pocket and drew forth a blue covered book. By this time the people in the court had been worked up to a high pitch of excitement, and were watching the gaunt young advocate with breathless interest.

The book turned out to be a well-known almanac. Having got the permission of the court to put it in as evidence, Lincoln soon proved that on the night of the crime the moon was unseen, and in fact did not rise until 1 the next morning.

Then, with dramatic suddenness, he turned to the judge and asked that Sovine should at once be arrested and charged with the murder of Lockwood, saying that "nothing but a motive to clear himself could have induced him to swear away so falsely the life of one who never did him harm."

The wretched Sovine at once collapsed, and then and there confessed that he had killed Lockwood accidentally.

A man with one idea is sometimes worse than a man with no idea at all.

CLARK
Carriage, Wagon, Sleigh and
Automobile
HEATERS
\$1.50 to \$4.50
For Sale by
SHERWOOD HALL CO., LTD.
Grand Rapids, Mich.

Make Your Counter Space Earn More

Every Retailer knows the success of the 5 and 10 cent store is largely due to the attractive and liberal way in which their goods are displayed. Customers are surrounded on every side by a host of articles spread before them, each a temptation to buy.



Most goods sold by the Clothier, Furnisher and General Merchant are not packed for display purposes. They must be removed from the containers and arranged by the Retailer on racks or in show cases.

It is, therefore, good salesmanship for the retailer to take advantage of the convenient

SHIRLEY PRESIDENT DISPLAY CARTON

The suspenders remain in the original container. The card is attractively lithographed in colors. The display takes very little space. It may be used on the counter, in the window, or show case.

Ask your Jobber for Shirley Presidents in a Display Carton
No extra charge for this packing

President Suspender Company
SHIRLEY, MASS.

Don't waste time dusting the shirt boxes on your shelves

A Good Time To Buy Is Now



Put in a stock of

HALLMARK
SHIRTS

and your sales will do your dusting for you.

Don't miss a chance to go over the new HALLMARK lines—the best values you've ever had to retail at

\$1.00, \$1.50 and up

HALL, HARTWELL & CO. Troy, N. Y.

Note—Slidewell Collars are selling faster and faster
OUR SALESMEN ARE SHOWING SAMPLES

GRAND RAPIDS DRY GOODS CO.
20-22 Commerce Ave.

Exclusively WholesaleGrand Rapids, Michigan



Consider Your Work as Having Money Value.

Written for the Tradesman.

Little woman, doing with your two hands the work of your home, the cooking, the sweeping, the cleaning, the sewing, the mending, perhaps also the washing and ironing, don't make the mistake so often made by women situated as you are—of thinking that your time and efforts are not worth anything. You are liable to fall into this erroneous belief simply because you don't draw any salary nor receive any wages. The trained nurse, the teacher, the saleswoman, the stenographer, the dressmaker, the factory worker, the housemaid—there is not a mother's daughter of them all but regards her time as of value in cold cash. Just as truly is your time of value.

Take any part of your work and consider what it would cost to hire it done. Let us suppose that you do the family washing at home, and you have just hung on the line several dozen pieces. To send it to the laundry and have it come back rough dried would cost at least \$1.25 to \$1.50. While you will render no bill and make no collection, isn't your work as much? It is worth more, for the garments wear far better when you do them yourself, and when you take them in they will be clean and snowy and have that delightful smell that belongs only to clothes washed and dried at home.

Occasionally do a little figuring. For instance, set down what it would cost for meals and rooms for all the members of your household if they were living at some family hotel or first-class private boarding house, or else in an apartment and taking their meals at restaurants and cafes. Count the price of a place as good as your own home, where there would be light and air and a yard for the children to play in. Next include a fair estimate of the cost of all laundry work, both the washing and the ironing. Then add what a dressmaker would charge for the sewing that you do. Also what the nurse's bills would be if you called in a nurse for every case of slight illness that you care for yourself. If there is a baby or one or more small children, the wages and board of a nursemaid should be included. Now add all other outgoes that properly could be classed under the head of family living expenses in such a scheme of living as that outlined.

From the whole sum subtract your living expenses as they actually are now, keeping house as you do. Be perfectly just. If you own your home allow the right amount for rent and

the wear of furnishings. Even after doing this, unless your family is very small or the circumstances very exceptional, you will find that you are saving at least several hundred dollars a year by your labor and good management.

When you are estimating what your work is worth, don't count your time at just the wages you would pay an ordinary maid. In families where one maid is kept, does she do all the work? By no means. She simply helps with the work. If for any reason you should become unable to perform your present duties, a competent housekeeper would be needed to fill your place. Very likely she would demand the assistance of a maid. Consider your services worth at least as much as the housekeeper's would be.

Our use of language is inaccurate. We say it costs so much (naming an amount varied according to the number of the members and the scale of living) to keep a family. A man in common conversation often will speak like this: "My income is fifteen hundred dollars. It costs me twelve to live—to support my family. I lay up three hundred." Now does he mean that twelve hundred dollars alone will maintain a family in the style and comfort that his is maintained? If so, he is overlooking a most important factor. Speaking with accuracy, his twelve hundred dollars plus labors of his industrious wife working three hundred thirteen week days and part time on all Sundays, will support his family.

The worth of the services of the wife and mother in the average household is a sort of indefinite, indeterminate quantity about which little is thought or said. Let us represent it by X. Little woman, for your own personal satisfaction—yes, and for your own self-respect as well—form some kind of an estimate of what this X is worth in your own case. Mind, I don't advise you to bring in a bill or to ask your husband to pay you a salary. Most men would be bankrupt if payment for their wives' work for the last five years, or even the last year should be held to be a valid debt. Your time and labor have been your contribution to the home you two have founded, just as the money with which he has "supported" the family has been his contribution. It is only right that you should do your share. But don't forget—and don't let him forget—that doing your share has had a money value.

The woman who considers her time and work as not worth anything in particular is likely to fall into sadly mistaken habits of thought. If her

husband's means are quite limited so that she has to economize closely, she is apt to regard the woman who works for pay in any one of the better class of occupations, as her superior—as filling a more important place than her own. She may become envious of those who earn—she is at least in danger of belittling her own position and work.

Not counting her time as having any definite money value, she may be in some ways altogether too prodigal of her hours and moments, per-

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Detroit Office:
524 Penobscot Building, Detroit, Mich.

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



Registered,
U. S. Pat. Off.

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

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

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

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



"The End of Fire Waste"

COMPLETE APPROVED

Automatic Sprinkler Systems

Installed by

Phoenix Sprinkler & Heating Co.

Grand Rapids, Mich. Estimates Free Detroit, Mich.
115 Campau Ave. 909 Hammond Bldg.

DWINELL-WRIGHT CO.'S
White House
Coffee
and **Teas**



Are running in double-harness now. It seems that the coffee gave the tea the "tip" that Michigan was very much "on the map." HENCE—

Distributed at Wholesale by
JUDSON GROCER CO.
GRAND RAPIDS, MICH.

haps to the neglect of important duties. I have known good-hearted women to wear themselves out caring for sick friends and neighbors gratuitously, when their patients were able to hire a nurse and their own strength was needed at home. They would not have given money so lavishly nor where there was not actual want.

Many women seem not to know the meaning of the expression "getting results." You see pieces of fancy-work, into which, all told, weeks and even months have gone, which are neither useful nor especially beautiful, and which by the most generous estimate can not be counted worth a fraction of the time and energy it has taken to make them. Some housewives fall into foolishly slow and fussy methods of working. If such were paying a helper by the hour, they would see to it that the work moved along. While I do not think that you, dear little sister to whom I am talking, are of that kind, there are some women who become slack and shiftless in their own homes, seeming to need the oversight of an employer and the spur of pay to rouse their ambition.

Having made what you consider a fair estimate of what your work is worth at the present time, then try to increase your efficiency so that in two years your salary, if you drew a salary, should be a higher one—in five years a still higher one. In the home training of your children and in guiding their school education, in selecting and preparing proper food for your table—in these two fields alone there is opportunity for much thought and study. Your own family needs just as expert work along these lines as that which, when done for pay, commands large prices.

Can you rise to the occasion? Can you make high purpose and noble ends as great an incentive as a pay check would be? Can you work as does the true artist, who puts his best into his picture without thought of the compensation he will receive?

Take whatever comfort there is in the fact that your labors certainly are worth good money. Take comfort also from that other fact that your work, unpaid though it may be, is making directly and powerfully for the welfare and happiness of those who you hold most dear. Quillo.

Why Washington Retailers Oppose Manufacturers' Coupons.

Seattle, Feb. 5—Replying to your letter of Feb. 1, in which you ask for an attitude of our State Association in connection with the request of certain manufacturers who wish to be exempt from the effect of our anti-trading stamp law; in other words, giving the manufacturer permission to pack coupons with their own products, the coupons to be redeemed by the manufacturer himself.

At this time we wish to register with you our protest for the following reasons:

1. We believe that in prohibiting the use of trading stamps and permitting the manufacturer the right to use them would be class legislation, and there is no doubt in our minds but that every Court in the land would rule so on that question, thereby declaring our State law, or any other state law so drafted, unconstitutional.

2. Because if we, in the State of

Washington, at this time should permit of any amendment to our present anti-trading stamp law by permitting the manufacturer to pack coupons or similar device with the products to be redeemed by themselves would result in the trading stamp companies opening up a new fight upon us and without a doubt they would secure from the courts an injunction against the operation of our anti-trading stamp law until such time as the same could be threshed out through the various courts again, and, as you know, this would take anywhere from two to four years. We, the retail merchants of the State of Washington, would be greatly embarrassed and during the time that the injunction remained in force we would be subject to the evil of the trading stamp business.

No legitimate manufacturer selling to the retail trade would let his personal and selfish interests be the means of trying to undo the good that has been accomplished for the retailers.

The statement that the premium given by the manufacturer costs the consumer or retailer nothing—they say it is being charged to advertising and used as an advertisement—at first may be true. Yet if two or more firms manufacture a similar product and each give a premium, it will only be a short time until it will depend on which can give the most valuable premium, and when the cost of the premium exceeds the advertising allowance, the difference will be taken from the retailers' profits rather than raise the price to the consumer. We will thus be building up an evil that in a short time will require our combined efforts to overcome.

3. We contend that the manufacturers' argument which states that our State law cannot operate against interstate transactions is erroneous and misleading. All retail grocers and other retail merchants have the same right of giving premiums as the mail-order houses, soap clubs, tea, coffee and other peddlers within this State who are doing interstate business.

We must enact good State laws before we can hope to secure National laws.

By properly educating our retailers it will only be a matter of a short time until we will be able to overcome the peddling competition of firms like the Jewel Co.

In this connection wish to say that no mail-order house or peddler doing interstate business in this State is giving coupons with their sales and redeeming the coupons in merchandise.

There are, however, a very few concerns giving premiums to the consumer in advance without using coupons, the understanding being with the consumer that when they accept the premium they are charged a certain price for it and after they have purchased a certain amount of tea, coffee or other product from this peddling concern the charge against the consumer for the premium in advance is cancelled. Every retailer in the State of Washington has the same privilege.

We have endeavored to give you the truth of the situation and our honest and most conscientious advice for the future guidance of the retailers of the United States.

Washington Retail Grocers and Merchants' Association.

Bad Both Ways.

Charles' mother was reproving him for not being more tidy about his hair, when his uncle, who was very

bald, thinking to soothe his feelings, said:

"Charles, don't you wish you were as bald as I? Then you wouldn't have any hair to comb."

Charles heaved a long sigh of resignation.

"No, I don't," he said. "There would be that much more face to wash."

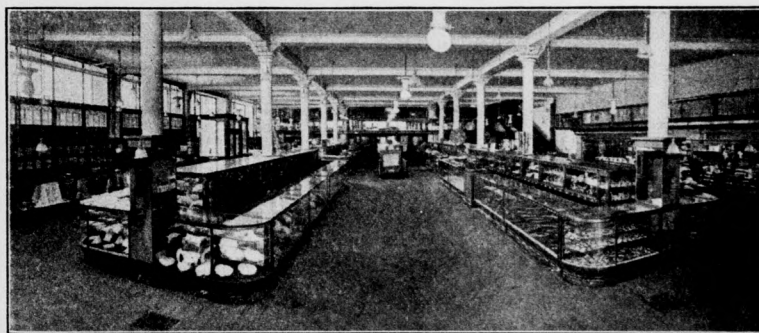
Bread is the Best Food

It is the easiest food to digest.
It is the most nourishing and, with all its good qualities, it is the most economical food.
Increase your sales of bread.

Fleischmann's Yeast

secures perfect fermentation and, therefore, makes the most wholesome, lightest and tastiest bread.

Sell Bread Made With
FLEISCHMANN'S YEAST



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.

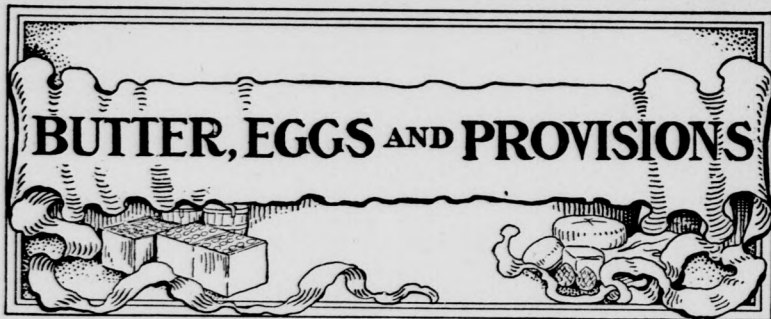
Made In Grand Rapids



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

THE FIRST AND FOREMOST BUILDERS OF COMPUTING SCALES

326 W. MADISON ST. CHICAGO
ALWAYS OPEN TERRITORY TO FIRST CLASS SALESMEN



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.

Items Picked Up on South Water Street.

Chicago, Feb. 5—S. T. Fish & Co., a local commission firm dealing in butter and eggs, but making fruits and vegetables the biggest part of its business, was indicted last week on a charge of embezzling \$2,350 from the Japanese Melon Growers' Association, of Swink, Colo. Nobody here believes that any actual embezzlement of this money took place. The matter is simply a row over a contract, and the complainants were lucky enough to get an indictment.

South Water street may shortly have a better variety of salesmen. The Salesmen's Association of Chicago was launched at a banquet at the Congress Hotel on the night of Feb. 2. The purpose of the organization, which is sponsored by the Illinois Manufacturers' Association, is to train men already in the game how to become more efficient. Representative salesmen of South Water street commission houses attended the banquet.

Eggs dealers here declare that eggs shipped into this market from Southern California may cut quite a figure in the price in the future. The experiment of shipping eggs from that section, already famous for its fruits, has been in progress on a large scale for several months past, and it is said to have proved successful. High prices in the Eastern markets are necessary for success on the part of the California shippers, as their eggs are of high quality, and cannot be profitably shipped to Eastern markets when the price is low.

At the Chicago postoffice it is reported that there has been a heavy increase in the number of calls for shipment of eggs direct from the country districts via the parcel post scheme which has been pushed by the postoffice. The postoffice has far more calls than can be answered, but it is doing its best to put applicants in touch with farmers who can actually make shipments. The great trouble at this time is that many farmers who are listed as being able to ship eggs have none to ship. In several instances the farmer has showed himself a business man second to none in the city by shipping stored eggs as fresh eggs, much to the disgust of the city buyers, who of course had their taste all set for the fresh product.

"Yon Cassius has a lean and hungry look; he thinks too much," was the

expression of Julius Caesar in speaking of the arch plotter, according to Shakespeare. "Sunny Jim" Wetz has neither a lean nor hungry look, and he thinks too little, but talks entirely too much. This, at least is the opinion of the members of the Chicago Butter and Egg Board, which last week passed a resolution condemning Mr. Wetz for the open manner in which he has talked to representatives of the daily press. Stories based on interviews with Mr. Wetz have worked untold damage to the trade at large, and have caused the public to gain an entire misconception of everything. The claim of Mr. Wetz that he had made \$1,000,000 out of the egg deal made people who are paying high prices for eggs furious, and was directly responsible, in the opinion of members of the Chicago Butter and Egg Board, for the Federal and State investigations of the high cost of living, which were recently started. Although Mr. Wetz claimed to have made \$1,000,000 out of the egg deal, when it came to filing income tax schedules he listed only \$100,000, much to the amusement of the butter and egg folk. The resolution did not mention the name of Wetz, but there can be little doubt that he is the man, since nobody else has done any talking. In the future all requests for interviews by members of the daily press are to be referred to the publicity committee of the Board, of which J. B. Mitchell, of J. H. White & Co., is chairman.

At the last meeting of the Chicago Butter and Egg Board, a number of changes were made in the egg rules. The changes, which become effective May 1, include that the fee system of charging for the inspection of eggs be abolished and that egg inspections be made by two inspectors employed by the week at a minimum salary of \$30 and by a chief inspector, and that these inspectors be recommended by the egg committee and be under their direction; that in recognition of Mr. Palmer's long and faithful service he be offered the post of chief inspector at a salary of \$50 a week; that the egg committee may appoint twenty deputy inspectors to assist in the work of making inspections when necessary, and that the firms furnishing the deputy inspectors, be paid \$3 for each car inspected on track and \$2.50 for each inspection made in warehouses.



If you want to buy or sell potatoes, wire or write
MILLER MICHIGAN POTATO CO.
 Wholesale Produce Buyers and Shippers
POTATOES

Correspondence solicited

Wm. Alden Smith Bldg.

Grand Rapids, Michigan



Coleman
 (Brand)
 Terpeneless
LEMON
 and
 Pure High Grade
VANILLA
 EXTRACTS

Made only by
FOOTE & JENKS
 Jackson, Mich.

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

We Are in the Market Daily to Buy **BEANS**

White Beans, Red Kidney Beans, Brown Swedish Beans
 Also CLOVER SEED

Write or call

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

H. WEIDEN & SONS
 Dealers in
Hides, Pelts, Tallow, Furs and Wool
 108 Michigan, N. W. Grand Rapids, Michigan

Watson-Higgins
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Merchant Millers

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Owned by Merchants

Products Sold Only
 by Merchants

Brands Recommended
 by Merchants

Rea & Witzig

PRODUCE
COMMISSION
MERCHANTS

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

Established 1873

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

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

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

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

The Vinkemulder Company

Jobbers and Shippers of
 Everything in

Fruits and Produce

Grand Rapids, Mich.

WELL WORTH HEARING.

Detailed Description of Kalamazoo Convention Programme.

Petoskey, Feb. 5—In order that your readers may understand the programme that appears in our trade papers of last week more thoroughly, I wish to state that we have endeavored to give everybody something this year and the selections which will appear are given by the most efficient people in that particular line it was possible to secure. They are men who possess the confidence of their neighborhood, have a high commercial rating and whose business qualifications cannot be questioned; hence the average retailer should get a great deal of good from hearing them.

On Feb. 20 the State officers and the Kalamazoo officers will meet all the delegates as they come to register. This is in order that every person should become well acquainted with the officers and each other and thus produce a feeling that comes from acquaintanceship only. All of our State officers and the members of the committees should be present that forenoon and become somewhat familiar with the work they are expected to do. During the afternoon the report of the President and Secretary should be heard by everyone, as they will contain some valuable information and suggestions that should be heard by everyone taking an active part in our convention. The visit to the State Asylum and the paper mill of that day will be the only features of entertainment until the close of the programme on the last day, as we shall endeavor to make this a convention noted for its work.

Careful Buying, by W. J. Cusick, of Detroit, will interest every live merchant. His long training as a successful retailer and wholesaler will enable him to give us some valuable suggestions, and we all need good advice in successful buying. This paper, as well as the others given by retailers, will be followed by short discussions, during which we hope to gain other valuable information from our members.

W. M. Milham will handle the subject of Credits and will give us many valuable points along the line of extending credits and the best methods of collecting them. Mr. Milham is employed by the merchants of Kalamazoo and he conducts one of the most active, up-to-date credit departments I have ever visited, employing four or five girls continuously in his office.

The Problems of a Small Town Merchant by E. W. Jones, of Cass City, should prove of interest to us all. That Mr. Jones has been successful along this line cannot be questioned, from the phenomenal growth of his business. The fact that he is universally liked proves that he has handled things successfully.

Making a Meat-Market Pay, by John Affeldt, Jr., of Lansing, will certainly interest the meat dealers, and I believe it is the first paper ever put on our programme for the benefit of those who handle meats, although our butchers have always attended the conventions. All departments of the meat business will be discussed in this paper, from the time that stock leaves the farmer's hands until it is inside the door of the purchaser. I have visited Mr. Affeldt's market and watched him in the performance of his duties, and no better qualified man could be found in the State for this paper than Mr. Affeldt.

O. B. Tomme will speak to us on some of the vital problems of building up the community in which we live.

The Question Box, which has proved so popular in past years will be in the hands of G. J. Christensen, of Saginaw, who because of his success as a merchant and ability as a speaker and the fact that he has always been to our conventions, will need no introduction to our members. All un-

solved questions that you would like to ask concerning business should be mailed to him at once.

Overhead Expenses, by Geo. P. Wiggington, of Kalamazoo, and Overhead Expenses vs. Profits, by J. M. Bothwell, of Cadillac, could not be handled by two more capable men. These are problems which affect us all, for upon them more than any other item hangs the financial success of our business.

Making Fancy Groceries Pay will be handled by L. John Witters member of the firm of Daane & Witters, of Grand Rapids. This firm, the high quality of their merchandise, their success and the high principles for which they stand are well known throughout Western Michigan, and no person could be better qualified to speak upon this subject than Mr. Witters.

The Relation of the Wholesaler to the Retailer will be handled by M. R. Carrier, of Lansing, President of the State Wholesalers. If time permits, this paper will be followed by a few remarks from other jobbers. Our members appreciate the support given this organization by Michigan jobbers, and are always pleased to have as many of them with us as possible and hope this year will be no exception.

The Problem of Insurance by E. A. Stowe, editor of the Michigan Tradesman, will interest us all. Mr. Stowe has always been a life long champion for the rights of retail merchants and his recent successes in the insurance line entitle him to handle this problem. None of us understand our insurance policies as we should. Mayor J. M. Balch, the second speaker on this subject, is also well posted.

The High Cost of Living, by Sol Westerfeld, of Chicago, will furnish some surprises to us all. Mr. Westerfeld is First Vice-President of our National Association and he is called from coast to coast by various organizations to give talks before different organizations on this and other problems. I met Mr. Westerfeld first in Washington, during the hearing on the Stevens bill, two years ago, and the ability with which he handled his subject enables me to promise you something good.

Hon. Fred L. Woodworth, our new Pure Food Commissioner, will speak upon subjects germane to his department. Mr. Woodworth is a man of marked ability and I predict that this Department under him will prove a valuable asset to the progressive, conscientious grocer.

The banquet will be an elaborate affair and preparations will be made to take care of the ladies. The Twentieth Century Business Man will be handled by Lee M. Hutchins, of Grand Rapids. Mr. Hutchins is a forceful speaker and one who enthralls his hearers with a high and noble purpose in life. No live merchant can afford to miss this address.

A Greater Michigan will be handled by John C. Ketchum, Master of our State Grange. Mr. Ketchum is one of the liberal, broad minded men of our State who can see two sides of the question, and his talk on this subject will prove of vital interest to every retailer; the fact, the many millions of trade now leaving our State, which carries its profit and future usefulness into other states, should teach us that the great organizations of our State should get together for the development of Michigan. His suggestions along this line should prove a long step forward.

This will be followed by a theater party after which we will be permitted to go to our hotels. I believe the above programme will well be worth the time of every live merchant and your presence there will do much to encourage us in our work for years to come. The retailer of to-day owes a great deal in legislative and other ways and I predict the usefulness of our organization has just begun; therefore let me urge

every retailer who possibly can to attend our convention and to assist in making this the greatest and most successful convention we have ever held.

John A. Lake, Pres.

Anyway, the pen has the sword beaten to a frazzle for long-distance fighting.



They Like It

That is one very good and sufficient reason for

MAPLEINE

You can order it of your jobber or

Louis Hilfer Co.
1503 Peoples Life Bldg.
Chicago, Ill.

CRESCENT MFG. CO.
Seattle, Wash.

ELI CROSS
Grower of Flowers
And Potted Plants
WHOLESALE AND RETAIL
150 Monroe Ave. Grand Rapids

Packing Stock Butter Wanted

Always in the market

Write us for prices

Will mail you a price card weekly on application

H. N. RANDALL,
Tekonsha and 382 East Main St.,
Battle Creek, Mich.

The Park-American Hotel

KALAMAZOO

Will reserve rooms for

Grocers' Convention, February 19 to 24

European Plan \$1 Up

With Private Bath \$1.50 Up

ERNEST McLEAN, Manager



A Sanitary Store Brings New Customers

To please old customers and win new ones is the secret of success.

An attractive up-to-date store equipped with McCray refrigerators and display cases draws trade and makes money. It's false economy to "get along" with a poor refrigerator. The McCray not only keeps perishable goods fresh and salable but displays them attractively and prevents loss from spoilage.

MCCRAY SANITARY REFRIGERATORS

are used in thousands of the finest Grocery Stores and Meat Markets and every McCray is guaranteed. You will make more money, do more business and please your customers better if you equip your store with McCray sanitary refrigerators and display cases.

Write for Catalog and "Easy Payment Plan"

No. 70 for Grocers and Delicatessens No. 62 for Meat Markets and General Storage
No. 92 for Residences No. 51 for Hotels and Restaurants

MCCRAY REFRIGERATOR CO.

744 Lake Street **Kendallville, Indiana**
Detroit Salesroom 239 Michigan Ave.
Agencies in All Principal Cities



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.

Your Profits Are Made on the Goods You Sell.

Written for the Tradesman.

Stocktaking in the average hardware store will bring to light a great many relics. Every shelf has its proportion of "stickers"—goods that for some reason or another fail to move rapidly.

In some instances the hardware dealer's buying is at fault, in others his selling is to blame, in still others the trouble is chiefly with the goods. Too large a quantity may be bought at a time, for the sake of a special price. Or, the goods may not be suited to the requirements of customers. Or, the dealer, having stocked them, may leave them to sell themselves. Then there are seasonable goods which are being carried over from spring to spring or from summer to summer, and for which there is no immediate demand.

The remedies are, first, greater care in buying; and second, closer attention to selling.

Stocktaking time or immediately after is a good time to study the lessons of the slow selling lines. Your store has made a satisfactory profit by and large, as Old Gorgon Graham used to put it. Here, however, is a shelf full of goods which is practically unchanged from the 1915 stocktaking. These goods have not earned you a cent of profit. That means that other, quick-turning goods have earned double profit in order to make up the deficiency here and maintain the general level of profit.

Agricultural experts are continually recommending farmers to weed out the "star boarders" from their herds, and to use trap nests in order to detect with a view to extermination the hens that don't lay. By these efficient means the profits of dairy farming and poultry raising can be immensely increased. So, too, in Wisconsin, Prof. R. A. Moore is continually urging the use of selected, highly educated corn for seed purposes, to ensure larger crops for the same expenditure of acreage and labor.

It is by the identical process of "weeding out the star boarders" that the hardware dealer will secure the maximum of profit on the minimum of invested capital.

"But we can't throw out these lines. We've got to carry the goods in order to meet public demand." I have heard that objection urged in many lines of trade. Dealers will say that

such and such an article doesn't pay, but that they must stock it because every store has it and people look for it.

That, however, doesn't justify you in tying up a lot of capital which—as the indisputable records of the inventory tell you—people don't ask for. Nor does it justify you in buying a gross of some slow selling line when a dozen or a half dozen would meet all the calls of an entire year.

What is needed by the merchant is the very thing that the agricultural experts recommend to the farmer—a definite, clear cut, reliable system of testing. This need not involve a whole host of blank forms and an army of clerical help to keep the "system" posted. That sort of thing won't do in the average hardware store. It involves too much overhead. The testing system for the hardware stock must be something simple, easy to operate, inexpensive, and productive of actual results.

The idea is well illustrated by the "age limit" system of marking goods which I have seen in good use in a number of stores, hardware and otherwise.

Suppose, for instance, a new line is stocked to-day (February 7). The price tag in addition to the usual cost and selling marks is marked with the figures "38." This signifies that the goods were stocked on the 38th day of the year. Each day of the year has its number, from "1" to "365." As least one merchant has adopted the further distinguishing expedient of using different colored pencils for successive years—black for one, red for another, blue for a third. At the same time, however, the system exists, not for itself alone, but to prevent stock lingering on into a second or third year when it should go out in the first year.

A system of this sort has much to commend it. First, there is its simplicity. Any member of the staff can tell at a moment's notice almost how long an article has been in stock.

Such a system eliminates guesswork, which is the bane of any business. Merchants are often, and wisely, urged to keep a close watch on the stock, to see that goods are kept moving. Yet it is difficult for the average merchant to say, off hand, how long an article has been in stock. He may think: "Those razors are going pretty well. We only got them in a month ago," when as a matter of fact the time is nearer three months. Even the best memory is deceptive.

The age limit system saves the merchant's memory for more vital matters.

With this system, when stock taking is held the "age mark" is noted down with the stock entry on the book. Compare the entries in any department with the entries for the same department the previous year, and you can tell not merely how much of last year's stock you have now, but how much you have sold in the interval. The system is useful in gauging the time it takes to sell out any particular line. For this purpose it is not necessary to consult the inventory. The "age mark" on the tag

Ready for Instant Shipment at Chicago Prices.
 Pipe and Fittings—Bar Iron—Horse Shoes—
 Toe Calks—Welding Compound—Bob Wood-
 work. Kalamazoo Buggy Gears \$3.95.
 Light, Medium and Heavy Delivery Bobs.
VANDERVOORT HARDWARE CO.
 LANSING, MICH

TAKING INVENTORY

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

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

Johnson Paint Company
 "Quality" Paint Manufacturers
 The Prompt Shippers
 Get Our Dealers Proposition
BIG RAPIDS, MICHIGAN

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

AGRICULTURAL LIME BUILDING LIME

Write for Prices

A. B. Knowlson Co.

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

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

Meet Us at Detroit

We Are in Booth No. 98

We will care for your wraps and parcels.

We will be represented by

H. W. SPINDLER, President

T. L. GILLETT, Sec'y and Treasurer

W. A. McINTYRE, Eastern Michigan Representative

Michigan Hardware Co.
GRAND RAPIDS

Foster, Stevens & Co.

Wholesale Hardware



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

Grand Rapids, Mich.

will tell you when the goods were stocked, and, consequently, how long it has taken to reduce the shipment to its present proportions.

Next to knowing what goods sell, it is worth while to know what goods sell most rapidly, and the rate at which any line sells. This information is a valuable guide in re-ordering, for the merchant who shrewdly desires to meet the normal demand with the least tie-up of his capital.

On the other hand, the "age limit" is also a reminder that some goods have been in stock too long, and should be pushed. Care in buying is vital, but pushfulness in selling will make up for a lot of incautious buying. Too cautious buying may, in fact, prove a detriment to the business.

The merchant who lays down the rule: "I will not buy anything that I can't feel absolutely positive of selling" is of course playing safe. Yet I have seen too many cases of "bad buys" turned into profit-makers by means of aggressive salesmanship, to recommend this ultra-cautious rule. In fact, a proportion of slow sellers on the shelves are slow sellers solely through lack of the necessary pushfulness. The busy merchant hasn't time to give these particular goods the attention they need. They are not played up prominently inside the store, are given no window display, have not been advertised in the newspapers or shown to customers.

The merchant, working for a quick and profitable turnover of all his stock, must remember that the trick is only half done when he buys the essentially salable goods in essentially salable quantities. He must also capitalize and utilize his most valuable asset, his gift of selling. Normally he can sell eight of a certain article in a week. If, by dint of an extra bit of pushfulness on the part of his staff, he can sell ten or twelve of the same article in the same time, he is to that extent quickening his turnover.

The first step in merchandising is to get the right goods. The next step is to put concentrated selling power behind them.

This means utilizing the selling power of the goods themselves by displaying them to good advantage; utilizing the selling power of show cards and price tickets; utilizing the selling power of printers' ink; and utilizing the selling power of the National advertising given them. It means also introducing the goods to customers instead of waiting for customers to ask for them; and using convincing selling arguments behind the counter instead of mere general talk. Pushing seasonable goods in season and pushing extra hard to get them cleared out before the season ends is another feature worth impressing on the sales staff. Such aggressive methods at the selling end, coupled with shrewd buying, will ensure practically every item of stock becoming a profit maker for the store.

Victor Lauriston.

Show us a man who acts smart and we will show you one who is in a position to make a fool of himself.

News and Gossip From Sagacious Saginaw.

Saginaw, Feb. 5.—Saginaw Council has offered a reward of \$200 for the arrest and conviction of the person or persons who assaulted one of its members, Albert G. Bero, last week. Mr. Bero was returning to his home from the P. M. station when he was slugged and robbed. The assailants relieved him of about \$20 in cash and \$400 in checks. He was struck on the head with a heavy bolt, which rendered him unconscious. He was taken to a local hospital, where he is believed to be slowly dying. The police have stationed an officer at his bedside in the hope of getting a clue from his occasional talks, but so far they have secured no information.

Mr. Fuller, of the M. W. Tanner Co., is telling a good one about the customer who wanted to see a coat "like the one in the window that is all lined with genuine vermin."

Miller, of Detroit, who conducts the band box jewelry stores, has nothing on Marshall, of Saginaw, when it comes to doing a big business in a small space. Marshall has occupied about a ten foot corner in the Walk Over shoe store, but his window and bargains have done the work and he is now taking over the whole East side of the same building. This will give him what is considered the best show window in Saginaw.

Starting with the manufacture of a ford radius rod support, Earl Lynn Rulison has steadily grown and branched out in a year's time until his original space in the Brewer arcade was found too small to accommodate him. Millions of these rods were sold by the Rulison and other companies. Others became interested and last September he and his associates incorporated under the style of the Saginaw Co-Operative Auto Supply and Enameling Co. At present the company is temporarily located at 1317 Genessee, during the construction of its new plant at 300 West Genessee, which will consist of an auto supply store 40 x 150 foot and a 50 x 70 foot enameling plant in the rear. The company will do a wholesale and retail business in auto accessories and conduct a garage and enameling works. It expects to open in its new plant about April 1. With Earl Rulison as general manager, the trade will be well taken care of and success to the company is certain.

It is rumored that Ernest S. Bazy's Cash Market will move from its present location on Jefferson to the old Hayden stand on North Washington. This should prove an excellent location for a market.

Ferris Bros. have changed their plans in regards to their location for a new ready-to-wear store. Instead of the Bancroft building, they will occupy a modern store between Jefferson and Warren, on Genessee.

Don't mistake the man coming down street for the "Tattooed Wonder." He is only wearing one of those new shirts displayed by a local haberdasher last week. When it comes to a riot of color, those shirts have Annette Kellerman's peacocks backed off the map.

J. B. Laughlin.

Our Specialty: "Royal Oak"

FOR SHOEMAKERS
Bends, Blocks and Strips
Shoe Store Supplies
Wool Soles, Socks, Insoles, Etc.
THE BOSS LEATHER CO.
744 Wealthy St. Grand Rapids, Michigan

Swinehart Tires

Are Mileage Stretchers. Tough, Resilient, Easy Riding.
They give more mileage than most tires because tire tenacity is built into every part of every "SWINEHART."
We carry them both in Solid and Pneumatic tires.

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

USED AUTOS

—My Specialty. Largest Stock—
Runabouts \$65—\$350 Touring Cars \$150 and up
What have you to trade? Easy terms.
Dwight's Used Auto Ex. 230 Ionia, N.W.

Use Half as Much
Champion Motor Oil

as of other Oil
GRAND RAPIDS OIL CO.

EVEREADY
FLASHLIGHTS

are made in 75 styles, among which your customers are bound to find some that just meet their needs. Vest pocket lights, tubular pocket lights, house lamps, hand search-lights, fountain pen lights, guest candles and flashlight clocks are just a few of the many kinds.

The EVEREADY Line is a real profit maker.

LET US TELL YOU MORE ABOUT IT

C. J. LITSCHER ELECTRIC COMPANY

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



Our Salesmen are now on the road showing our 1917 line of

Winter Goods

Square Blankets, Stable Blankets
Robes and Auto Shawls

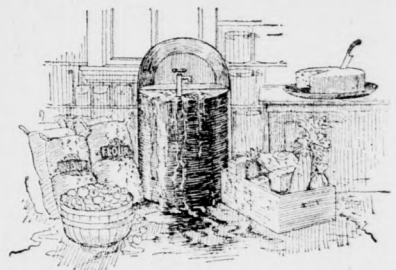
Winter Clothing

Mackinaw Coats, Sweater Coats,
Hockey Caps, Flannel Shirts,
Gloves, Mittens, Half Hose
and Lumberman's Socks
Blanket-Lined and
Sheep-Lined Coats

Our representative in your territory will advise you as to the date he will call.

Brown & Sehler Co.
Home of Sunbeam Goods

Cor. So. Ionia and Cherry
Diagonally across from Union Depot
Grand Rapids Michigan



You Can't Afford this—

The old-style tank with its jigger pump reduces your profits by leakage, makes your store "oily" and "smelly" and causes a disgruntled customer every time you deliver any groceries that taste of coaloil. If you are still using this method of handling kerosene you could easily pay for a



Self-Measuring Outfit

with what it's costing you to do without it.

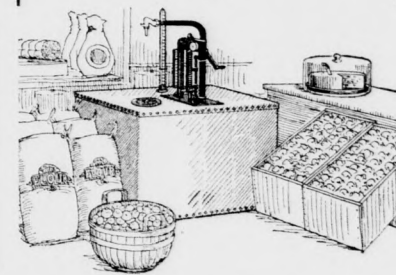
The Bowser Outfit cuts off the flow of oil as soon as you stop pumping; it does not drip; it positively prevents evaporation; you save the oil and the foods; there is no oily smell; no dirty, oil-soaked floors; no odor—you get all your profit. The Bowser Outfit does away with the nasty oily measure and funnel—no necessity for washing your hands after every sale. You hang the customer's can on a clean nozzle and pump any pre-determined quantity.

We make outfits for floor use (as shown below) or you can have the tank installed in the basement and place the pump any place you want it upstairs.

There's money in handling kerosene if you handle it right—and the right way to handle it is with a Bowser Outfit.

S. F. BOWSER & COMPANY

Incorporated
FORT WAYNE, INDIANA
Sales Offices in all Centers and Representatives
Everywhere



SPECIAL MACHINERY

We have excellent facilities for building special machinery to blue prints and specifications. Engineering advice and assistance in perfecting details is a part of the service we render if needed. Confidential handling of designs for patent or involving trade secrets.

Experimental machines that have become the foundation of some of Grand Rapids' greatest industries were built in our shops. We cordially invite correspondence or conference regarding special work or quantity production.

Adolph Leitelt Iron Works

213 Erie Street

Grand Rapids, Michigan



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, Feb. 5—Chicago for the past week has had some of the coldest weather, according to the weather man's report, that has visited the city in years—12 below zero. The cold wave was attended with a great deal of suffering by the poor people.

The night of Feb. 1 introduced itself into Chicago by one of the most serious gas explosions that has ever happened in the city. A twenty-three family apartment house on the North Side was completely wrecked and the suffering by the tenants was something untold. Firemen and others are still trying to dig through the solid mass of ice, brick and mortar to get out those who lost their life in this explosion. The number of lives lost, it is thought, is about forty. This does not include those injured and taken to the hospital. The night was so cold, the water from the firemen's lines made a solid mountain of ice. The city has started an investigation to find out whose fault it was. Up to date the gas company seems to be getting the worst of it, owing to the fact that one of their mains was reported as leaking the day of the explosion.

One of Chicago's popular young druggists is W. G. Roth, 5439 West Madison street. Mr. Roth moved into this section when others had tried to make a success out of this location. In the last two years he has become so popular with the younger set that to-day he enjoys one of the most prosperous drug businesses on West Madison street. This goes to show what a young man can do if he centers his mind on success.

Chicago army aviators have received orders to move their equipment of sixteen aeroplanes and a number of motor trucks, motorcycles and machinery to Memphis, Tenn. The reason of this is so that they can continue practicing during the cold months.

Chicago's great automobile show closed at Saturday night, Feb. 3, having achieved a glorious success. One of the most attractive cars of the show was the Studebaker gold car. In fact, the entire show was very much appreciated by the Chicago public.

The next convention at the Coliseum is that of the Cement Workers. The doors will open Wednesday, Feb. 7. This show in the past has brought to Chicago a great number of building contractors.

Next week also will see Chicago entertaining the style show, where milady will have an opportunity to figure on next summer's wear.

After the noon issue of the Chicago

papers Saturday, all stores selling small American flags, it is reported, were completely sold out, owing to the rush of loyal Americans to wear the colors, both in their hats and on their coats, and from the looks of the streets it was just one solid mass of American flags.

Every hotel in Chicago has been obliged for the past week or two to get in touch with private rooming houses throughout the city to take care of the overflow in the hotels.

In one of the parlors of the Congress Hotel the past week there has been on display a couple of the high priced American cars. Anyone wishing to look these beautiful cars over was obliged to pay an admittance fee of \$1 and it is said that the parlor was crowded the entire week. This shows that prosperity makes business.

The Childs Company of New York has added a fourth establishment in this city to its chain of restaurants by leasing the property at 106 to 112 South Wabash avenue. The land includes 47 x 85 feet, east front, 53 feet south of Monroe street, improved with a seven-story stone front building which will be wrecked May 1. The new building will be seven stories high and will be of the slow-burning construction. The lease is for a term of fifteen years and provides for an annual net rental of \$15,000 for the first five years, \$17,000 for the next five and \$19,000 for the last five years, and in addition 6 per cent, upon the cost of the new building, which is estimated to be about \$100,000.

Now altogether, every loyal American, let us back up our President, regardless of our own thoughts, and show him that although we do not all favor his policy, we all favor him when it comes to protecting this wonderful country of ours.
 Charles W. Reattoir.

Sorry to Part Company With Mr. Cook.

Battle Creek, Feb. 5—In view of the fact that I have taken on added territory recently and that I am very busy on convention matters of various kinds, I fear I shall have to withdraw my name from among the contributors to the Tradesman for the time being, I have tried to submit something newsy each time and have endeavored to construct the same in a manner somewhat in keeping with your ideas of journalism and needless to say I have more than enjoyed it. I shall try and find someone to carry on the correspondence from here soon and thereby keep the irons hot. However, should there by anything at any time of a special nature I could do, I would be more than glad to be of service to you. It is mighty like leaving a good friend to leave the columns of the Tradesman. I wish you a right prosperous year.
 Otto L. Cook.

A Family of Animals.

"Every one in our family is some kind of animals," said Jimmie to the amazed preacher.

"Why, you shouldn't say that!" the good man exclaimed.

"Well," said Jimmie, "mother's a dear, the baby is mother's little lamb, I'm the kid and dad's the goat."

CUSHMAN HOTEL
 Petoskey, Michigan
LEADS ALL THE REST
 W. L. McMANUS, JR., Proprietor
 One Day Laundry Service
 Send your linen by parcel post

The Hotel Geib
 Eaton Rapids, Mich.
 L. F. GEIB, Propr.

AMERICAN PLAN

Artesian Water Steam Heat
\$2 Per Day
 Sample Room in Connection

LIVINGSTON
HOLEL AND CAFE

Cor. Fulton and Division

It's a good place to stay and a good place to eat. You have service when you want it.

If you will try us out once we'll make things so comfortable for you that you'll come again soon.

HOTEL MUSKEGON
 GEO. W. WOODCOCK, Prop.
EUROPEAN PLAN
 Rates—\$1.00 without bath
 \$1.50 and \$2.00 with bath
 Opposite Union Depot and Goodrich Dock
MUSKEGON, MICHIGAN

Beach's Restaurant
 Frank M. Beach, Prop.
 41 No. Ionia Ave.

Twenty-two years in the restaurant business at 61 Pearl street.

Good Food—Good Service
 Right Prices

BARRY HOTEL
 HASTINGS, MICH.

Hot and cold running water in all rooms. Shower and tub baths. Parlor sample rooms. Club breakfasts and luncheon. A la carte supper. Oysters and short order lunch in connection. Finest bowling alleys and billiards. Free auto bus to and from all trains. Try it and you will come again.

GEORGE E. AMES, Prop.

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

New Hotel Mertens
 GRAND RAPIDS

ROOMS
 WITHOUT BATH \$1.00
 WITH BATH (shower or tub) \$1.50
 MEALS 50 CENTS

Union Station
 75 Steps East
 Fire Proof



Putnam's Menthol Cough Drops

Packed 40 five cent packages in carton
 Price \$1.15

Each carton contains a certificate, ten of which entitle the dealer to

ONE FULL SIZE CARTON FREE

when returned to us or your jobber properly endorsed

PUTNAM FACTORY, National Candy Co. MAKERS
 GRAND RAPIDS, MICH.

Insurance Laws To be Completely Revamped.

Lansing, Feb. 6—Matters of great importance to the insurance world will be brought to light this week in Lansing when the report of Attorney-General Groesbeck on the codification of the State insurance laws will be sent to the Legislature, asking Michigan to establish a State rating bureau.

For months Major Samuel D. Pepper, of the Attorney-General's department, has been working on the insurance laws, codifying them and making such simplifications as possible. The Legislature of 1915 authorized the work and Major Pepper was assigned to it. The result is said to be one of the most thorough insurance laws in the country. The actual codification meant many hours of study and hard work, and what with obeying the call of the President for Mexican border duty, Major Pepper has been one busy man.

Many features of great interest to the insurance people and to the public at large are to be contained in the draft which Major Pepper will offer. He has followed in the footsteps of the Insurance Commissioner and goes the anti-discrimination law of 1915 one better by authorizing, in his bill, the establishment of a rating division in the department of insurance.

This comes so close to State supervision of all insurance rates that it really amounts to the same thing. All fire insurance rates in the State are to be investigated by the division, and if they are not right the Insurance Commissioner can change them, either by an absolute refusal to let them remain in force or by suspension of them until such time as they shall be properly rectified.

In short, the proposed bill is to re-enact the anti-discrimination law, but instead of placing the power to stop discrimination in the hands of a committee consisting of the Insurance Commissioner, the Banking

Commissioner and the Attorney-General, as the law now stands, the whole matter would rest with the Insurance Commissioner.

All foreign insurance companies are to be placed on an equal footing with domestic companies and laws for one are to apply to the other.

Agents, too, will have to renew their licenses annually, while co-operative assessment companies are hereafter to be restricted to the health and accident business entirely. They now can sell life insurance.

A standard fire insurance policy, which was drawn up and approved by the National Association of Insurance Commissioners is incorporated in the bill, and it is expected that it will be adopted. It varies but little, it is understood, from the policies now in force in Michigan, and whatever changes there are from the present form are more favorable to the assured than to the company taking the risk.

The great bulk of Major Pepper's work has been the simplification of the laws and the reduction of them to less than one-half the sections in which they now stand on the statute books. They have always been cumbersome and amendment after amendment has been passed at succeeding Legislatures, but there has been no previous attempt to get them in such shape that the average man could understand them.

The report from the Attorney-General has been anxiously awaited by the insurance people and by some of the members of the Legislature who are interested in the insurance laws and who have already made preparations to introduce bills to change them to suit their own way of thinking. The most important feature of the report concerns the anti-discriminatory law, and the announcement that it is not only to be held up, but the State be placed into the rating business itself, will no doubt cause something of a sensation.

The powers of the Insurance Commissioner, too, in almost all lines, is to be greatly increased by the bill of Major Pepper. It is said that if the bill is passed as it is drawn, Michigan insurance laws will be the strictest in the country.

The simplification of the vast amount of literature on insurance contained in Michigan statutes may be better appreciated by the publication of the following data:

When Major Pepper began work, there were 460 sections in the various laws. His first simplification reduced these to 240 sections, including the new provisions. Then the Major got out his "English Simplified" and blue penciled further until he had eliminated exactly 100 typewritten pages without changing the purport of a single section of the new law.

No Prospect of Tax on Tea and Coffee.

Custer, Feb. 1—When a man wants dependable information he generally seeks fields that are capable of giving same. I therefore am writing for a little data concerning the prospect of a tax on teas and coffees. Brother Stowe, what information can you give me and at the same time what advice concerning the contracting for supplies of that kind ahead under the present outlook?

Shall appreciate the information very much indeed.

A. C. Hansen.

Grand Rapids, Feb. 5—Your letter reached me just as I was investigating the subject on my own account.

I have corresponded with about twenty men who are in a position to judge of the probability of a tax on tea and coffee and they all agree that such a method of raising revenue is a very remote possibility.

I recall the circumstances under which a tax of 10 cents a pound was placed on tea at the beginning of the Spanish war in 1898 and how quickly it was re-

moved because of public clamor. The present administration has done so many unpopular things that I hardly think it will undertake to advocate a tea and coffee tax, now when it is so much easier to raise money by issuing bonds.

Of course, when the war ends cheap coffees will advance, because of the enormous demand from Europe. Germany and Austria have had no coffee for months and England has permitted no accumulation of supplies in Holland, Denmark, Norway and Sweden. I look for a 25 and 50 per cent. advance soon after the peace pact is signed. How soon that will be you know as well as any one. It all depends on how much longer the Kaiser can delude his people into the idea that he is conducting a war of defense, instead of a war of conquest.

E. A. Stowe.

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, Feb. 7—Creamery butter, extras, 40@41c; first 37@38c; common, 34@36c; dairy, common to choice 28@33c; poor to common, all kinds, 25@28c.

Beans—Medium, \$7.00, pea, \$7.00, Red Kidney, \$7.25@7.50; White Kidney, \$7.25@7.50; Marrow, \$7.50@7.75.

Cheese—No. 1 new, 21½@22½c; choice, 21c; old 22@24c.

Eggs—Choice, new laid, 45@48c; fancy hennery, 50@52c; storage candled, 41@42c.

Poultry (live)—Fowls, 19@23c, springs, 19@22c; old cox, 14@15c; ducks, 20@22c; geese, 17@18c; turks, 25@28c.

Dressed Poultry—Turks, per lb., 25@32c; ducks, 20@24c; geese, 16@19c; chicks, 20@26c; fowl, 20@24c.

Potatoes—\$2.25@2.35 per bu.

Rea & Witzig.

It has just about gotten so that a mother is regarded as old fashioned if she doesn't have to warm up a three-months-old baby's supper on the gas range.

Link Your Store with Jap Rose Advertising



Customers will ask for JAP ROSE SOAP when they see it displayed in this New Wall Rack.

Placed on an upright between shelves DIRECTLY BEHIND THE SALES COUNTER, it suggests the purchase of Jap Rose Soap to every customer.

It means additional storage space—handy to reach, not in the way, and on display where goods cannot be stolen.

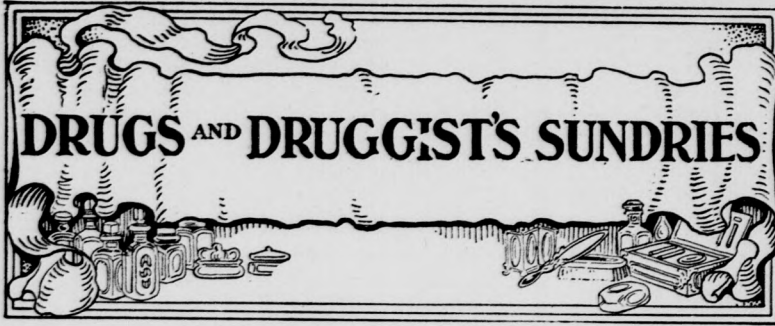
Attractive—holding just 12 cakes of the extensively advertised, cartooned JAP ROSE SOAP.

IT WILL INCREASE YOUR SALES

Write for particulars

James S. Kirk & Company, Chicago, U.S.A.

Manufacturers of AMERICAN FAMILY SOAP



Michigan Board of Pharmacy.
 President—E. T. Boden, Bay City.
 Secretary—Charles S. Koon, Muskegon.
 Treasurer—George F. Snyder, Grand Rapids.
 Other Members—Leonard A. Seltzer, Detroit; Ellis E. Faulkner, Delton.
 Next Examination Session—Press Hall, Grand Rapids, March 20, 21 and 22.

Michigan State Pharmaceutical Association.
 President—C. H. Jongejan, Grand Rapids.
 Secretary—F. J. Wheaton, Jackson.
 Treasurer—John G. Steketee, Grand Rapids.
 Next Annual Meeting—Grand Rapids, June 19, 20 and 21, 1917.

Michigan Pharmaceutical Travelers' Association.
 President—Fred L. Raymond, Grand Rapids.
 Secretary and Treasurer—Walter S. Lawton, Grand Rapids.

Danger of the Little Non-Refillable Label.

"The Harrison Law, a Federal Law, was enacted to regulate the sale of Narcotic drugs; under the supervision of the Commissioners of Internal Revenue; and the Secretary of the Treasury."

Its origin and sole purpose is to prohibit the sale and nuisance of narcotic drugs; opium, cocoa leaves, their salts, derivatives and preparations thereof, to and by others, than those provided by in the law.

The law requires that all physicians' prescriptions, containing narcotics should be filled out according to a certain form. The person's name and address for whom the prescription is to be filled, must appear on the face of the prescription, as also must the prescriber's name and address. His register number and date of the day on which the prescription was written.

Now as soon as this law became effective, most druggists, at the suggestion of their printers, began, and labeled all prescriptions containing narcotics, with little stickers as:

This Prescription Cannot be Refilled Without an Order from Your Physician.

Notice.
 This Prescription Cannot be Returned, Refilled or Copied.

This Prescription Cannot be Refilled. Consult Your Doctor.

Under the present law This prescription cannot be refilled.

Prescription Cannot be Refilled.

This Prescription Cannot be Refilled. Act of Congress, December 17th, 1914.

thus indicating that the prescription contained a narcotic.

This procedure to the mind of the

writer is dangerous for two reasons. First, there are a class of people who are extremely particular about the kind of medicine they are taking themselves or giving to others. It occurred in a certain store that a patient actually gave up their physician, upon learning that the doctor had prescribed a narcotic for them.

Now as you say, O, well, we do meet with such cranks every once in a while and there is no need for us to worry. You are quite right, but how, if that person has been a good customer of yours and when you tried to protect the physician and explain that it must have been necessary, or the doctor would not have prescribed the drug. The customer gets his back up, and ceases to deal with you. They put the physician in with a class of unscrupulous doctors who make practice by mis-use of such drugs; and name you as his accomplice. Take it from me, just such cranks as these can and will do a lot of harm, if not prevented by avoiding letting them know that the medicine cannot be refilled. They may not need the medicine renewed, so why tell them anything about it at all. If the customer requests a copy or the original returned of a narcotic prescription, then of course you will have to tell them about the law. If they do not want the prescription filled unless you give them what they want, well hand the prescription back to them, and let them decide whether or not they want it filled. They always know more than you do anyway, at least they would have you think so.

There are a class of people who really do think. I should say those who really use their Gray Matter, but they do not go far before their Weed chain is loosened and lost and they then skid. Their argument is—Well, if that prescription which was written for me cannot be refilled owing to the disastrous effect of some of the ingredients, then I had better not take it. Why would you want to put such a narrow-minded person to such distress as to have them call in the doctor again or perhaps another, who would not give them dope?

Brother pharmacists: We are a band of thinkers. Did you ever stop long enough to think of it? If not, do so. We are the thinkers of the world, yes we are. Consider how many questions and in what a great wide variety are asked and answered by yourself during the course of a day. Really it is annoying. You answer intelligently, it is an advertisement for you to do so—that being the case, reason it out and see if you do not think that the little stickers are detrimental.

As has already been stated, the law was originated to prohibit the nuisance of narcotic drugs. That is, they were to be kept away from a class of people known as fiends. You all agree that this is true, then why label prescriptions containing narcotics? With that familiar label for the unsuspected fiend to lay his or her hands onto. If you will bear with me a while longer, I will warrant an overheard conversation.

A few days ago a Mr. A entered our store, he had been served and was about to leave when he halted and said:

"I just witnessed a peculiar circumstance. I was over in Beas' Garage talking to the manager about a new clutch I am marketing, when we were interrupted by a messenger from

Ceas' Drug Store. He delivered the package which proved to be a box of capsules for my friend—Mr. D. He opened the box of capsules and was about to take one when he said, 'Gee, but aren't these capsules large?' 'Yes!' said I. 'I don't think I have ever seen such large capsules in all my life.'

"Just at that moment, while we were commenting on the prescription, one of the mechanics from the adjoining shop, came into the office to make some enquiry about a sprocket of some kind. He joined in the conversation about the prescription also. I noticed that he read the label carefully and took notice of a little sticker on the bottom of the box. It was one of those little stickers you druggists put on a prescription when you

Saving \$\$\$\$

Every merchant who secures any needed store equipment from us is assured in the beginning of that important part of any transaction. We are better able than ever to serve you. Send for prices and cuts of what you need in "new" or "used" store or office fixtures.

Special bargains in fire proof safes, refrigerators, jewelry cases and clothing cabinets.

Grand Rapids Store Fixture Company
 7 Ionia Avenue, N. W.

1917

The year 1916 is now a thing of the past and all that has occurred during that period of time becomes history.

In the midst of the best business conditions that this country has known in many years, we step over the line into the year 1917 and face what we believe to be another year of good business.

There never was a time when general conditions were possessed of so many startling occurrences and such a great number of commercial, financial and political questions, but the position of the American people at the present time in all these undertakings is so strong that we can expect good results as we try to look down through the ensuing year.

We are expanding our business in several lines and shall call upon the trade with a larger and stronger force than ever before and at the beginning of the year especially ask our customers to reserve their orders for druggists' sundries, stationery, sporting goods, etc., until one of our sundry men or specialty men have an opportunity of calling upon them.

We shall make the filling of orders complete and prompt service the slogan of the year.

Hazeltine & Perkins Drug Co.

Wholesale Druggists

Grand Rapids, Michigan

can't renew it. You know what I mean, don't you?"

'Yes,' answered the clerk, 'some druggists do use such labels.'

"Well, the next thing the mechanic asked Mr. D. if he might have one of the capsules, saying, laughingly, that he would show him how to take one of them. Believe me, he did show him, too. After Mr. D. complied with the request, he, the mechanic, broke one into halves, placing one of the halves into his mouth. He chewed it slowly, and swallowed it. He then did the same to the other half. When he had finished, he said something, I don't just recall what it was, but it was entirely foreign of prescriptions; showing that it was the narcotic he was after, and not a demonstration of the art of taking medicine. Now what do you think of such? Don't it beat any thing you have ever heard of? 'Yes, I must say it does.'" Then with a good-morning, Mr. A left the store.

If it was for the prohibition of the unlawful sale and use of narcotics that the law was brought about, are we, professional men who have to do a goodly share of the thinking for the world at large, going to place such drugs at the disposal of stray drug-fiends? By putting labels on the narcotic prescriptions indicative of the fact, thus making it easy for the very ones for whom we are subjected to the nuisance of the rulings of the various phrases of the Harrison Act to obtain the much-craved-for and Hellish Drugs. Geo. A. Stall.

Activities in Michigan Cities.

Written for the Tradesman.

Flint has taken advanced steps in providing for a municipal stadium, to seat 25,000 people, the first stadium to be owned by any city in America. It will be located at Third avenue and Prospect street. Space will be ample for all athletic sports and pageants.

Homer now has a Commercial Club with nearly 100 members.

The contract has been awarded for building Charlotte's new postoffice of granite and limestone.

Secretary Sisson, of the Hillsdale Chamber of Commerce, has resigned and W. J. Moore will probably succeed him.

Grand Haven is working to secure better mail service to Grand Rapids and Eastern points. At present mail matter goes by way of Holland and is six hours on the way.

Lowell will hold a special election Feb. 19 to vote on bonding for \$40,000 to rebuild the light and power plant and waterworks.

Constantine has bought a combination chemical engine and motor truck for fire fighting purposes.

Almond Griffen.

Money may make the mare go, but it takes more than that to start a stubborn mule.

Heystek & Canfield Co.
Wholesale

Wall Paper Paints
Window Shades Factory Supplies

GRAND RAPIDS, MICH.

Smashed to Flinders

That is what happens to all the globules of Butter Fat in PIPER'S DELICIOUS ICE CREAM.

The minute particles of fat in ordinary ice cream are exceedingly troublesome individuals. They often form about the paddles of the ice cream freezer as chunks of butter. Then they have an absurd tendency to rise to the top during shipment, especially when ice cream is poorly packed. This leaves at the bottom an insipid mixture of skim milk, sugar and water crystals.

So PIPER breaks their backs. Into our big new homogenizer go those little butter fat globules, and a pressure of 2000 pounds to the square inch literally smashes them to smithereens.

Cream so treated becomes the same all through. It cannot rise to the top of a mixture; it cannot be skimmed or separated; it cannot longer be churned into butter. That is why PIPER'S is always so beautifully even all through—it can't be anything else.

Furthermore, this wonderful smashing process makes the cream smoother, richer and thicker; that's why PIPER'S—the One Best Ice Cream—is becoming each year so increasingly popular.

We have a specially attractive agency proposition to offer the best dealer in each town—better get busy and write us first.



Claude G. Piper

Wholesale Distributor

286 Bridge Street, N. W.
Grand Rapids, Mich.

Both Phones 2388

WHOLESALE DRUG PRICE CURRENT

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

Acids	Boric (Powd.) .. 17@ 25	Boric (Xtal) .. 17@ 25	Carbolic .. 72@ 76	Citric .. 80@ 90	Muriatic .. 2 1/2@ 3	Nitric .. 7 1/2@ 10	Oxalic .. 65@ 75	Sulphuric .. 2 1/2@ 3	Tartaric .. 82@ 85	Cubebs .. 5 00@5 20	Eigeron .. 1 75@2 00	Eucalyptus .. 1 25@1 35	Hemlock, pure .. @ 1 00	Juniper Berries 20 00@20 20	Juniper Wood .. 2 75@3 00	Lard, extra .. 95@1 05	Lard, No. 1 .. 85@ 95	Lavender Flow. 5 50@5 75	Lavender, Gar'n 1 25@1 40	Lemon .. 2 00@2 25	Linseed, boiled bbl. @ 98	Linseed, bld. less 1 03@1 08	Linseed, raw, bbl. @ 97	Linseed, rw, less 1 02@1 07	Mustard, true, oz. @ 2 00	Mustard, artifil oz. @ 2 25	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 .. @ 50	Pennyroyal .. 2 25@2 50	Peppermint .. 3 25@3 50	Rose, pure .. 18 00@20 00	Rosemary Flows 1 50@1 75	Sandalwood, E. I. .. 13 50@13 75	Sassafras, true 1 25@1 45	Sassafras, artifil 50@ 60	Spearmint .. 2 75@3 00	Sperm .. 1 15@1 25	Tansy .. 3 50@3 75	Tar, USP .. 30@ 40	Turpentine, bbls. @ 62	Turpentine, less 67@ 72	Wintergreen, tr. 5 50@5 75	Wintergreen, sweet birch .. 4 00@4 25	Wintergreen, art. 1 50@1 60	Wormseed .. 5 50@5 75	Wormwood .. 3 75@4 00	Potassium	Bicarbonate .. 1 90@2 00	Bichromate .. 60@ 65	Bromide .. 1 80@2 00	Carbonate .. 1 60@1 75	powdered .. 60@ 65	Chlorate, gran'r 95@1 00	Chlorate, xtal or powd. .. 90@ 95	Cyanide .. @ 75	Iodide .. 4 30@4 40	Permanganate 3 75@4 00	Prussiate, yellow @ 1 60	Prussiate, red @ 3 50	Sulphate .. @ 1 10	Roots	Alkanet .. 1 25@1 30	Blood, powdered 20@ 25	Calamus .. 50@3 50	Elecampane, pwd. 15@ 20	Gentian, powd. 30@ 35	Ginger, African, powdered .. 20@ 25	Ginger, Jamaica, powdered .. 30@ 35	Ginger, Jamaica, powdered .. 30@ 35	Goldenseal pow. 7 50@7 70	Ipecac, powd. .. 3 25@3 50	Licorice .. 35@ 40	Licorice, powd. .. 28@ 35	Orris, powdered 30@ 35	Poke, powdered 20@ 25	Rhubarb .. 75@1 00	Rhubarb, powd. 75@1 25	Rosinweed, powd. 25@ 30	Sarsaparilla, Hond ground .. 75@ 80	Sarsaparilla Mexican, ground .. 30@ 35	Squills .. 35@ 40	Squills, powdered 45@ 65	Tumeric, powd. .. 13@ 20	Valerian, powd. .. @ 1 00	Seeds	Anise .. 35@ 40	Anise, powdered.. 40@ 45	Bird, is .. @ 10	Canary .. 8@ 12	Caraway .. 70@ 80	Cardamon .. 1 80@2 00	Celery (Powd. 40) 30@ 35	Coriander .. 20@ 30	Dill .. 25@ 30	Fennell .. @ 75	Flax .. 7 1/2@ 13	Flax, ground .. 7 1/2@ 13	Foenugreek, pow. 10@ 15	Hemp .. 8@ 12	Lobelia .. 40@ 50	Mustard, yellow 19@ 25	Mustard, black .. 19@ 25	Mustard, powd. 22@ 30	Poppy .. @ 60	Quince .. @ 1 25	Rape .. 10@ 18	Sabadilla .. @ 35	Sabadilla, powd. .. 35@ 45	Sunflower .. 7@ 10	Worm American @ 25	Worm Levant .. 1 50@1 75	Tinctures	Aconite .. @ 75	Aloe .. @ 65	Arnica .. @ 75	Asafetida .. @ 35	Belladonna .. @ 1 65	Benzoin .. @ 1 00	Benzoin Compo'd @ 1 00	Buchu .. @ 50	Cantharidies .. @ 1 80	Capsicum .. @ 90	Cardamon .. @ 1 50	Cardamon, Comp. @ 2 00	Catechu .. @ 60	Cinchona .. @ 1 05	Colecium .. @ 75	Cubebs .. @ 1 20	Digitalis .. @ 80	Gentian .. @ 75	Ginger .. @ 95	Guaiaic .. @ 1 05	Guaiaic, Ammon. @ 80	Iodine .. @ 2 00	Iodine, Colorless .. @ 1 00	Ipecac .. @ 75	Iron, clo. .. @ 60	Kino .. @ 80	Myrrh .. @ 1 05	Nux Vomica .. @ 70	Opium .. @ 3 50	Opium, Camph. @ 90	Opium, Deodorz'd @ 75	Rhubarb .. @ 70	Paints	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 1/2	Ochre, yellow less 2 @ 5	Putty .. 2 1/2@ 5	Red Venet'n bbl. 1 1/4@ 4	Red Venet'n less 1 1/4@ 5	Vermillion, Amer. 25@ 30	Whiting, bbl. .. @ 13	Whiting .. 2@ 5	L. H. P. Prep'd. 1 90@2 00	Miscellaneous	Acetanalid .. 85@ 95	Alum .. 9@ 12	Alum, powdered and ground .. 11@ 15	Bismuth, Subnitrate .. 3 60@3 70	Borax xtal or powdered .. 10@ 15	Cantharades po 2 00@12 00	Calomel .. 1 91@2 00	Capsicum .. 30@ 35	Carmine .. 6 50@7 00	Cassa Buds .. @ 40	Cloves .. 30@ 35	Chalk Prepared .. 6@ 8 1/2	Chalk Precipitated .. 75@ 83	Chloral Hydrate 1 92@2 12	Cocaine .. 5 90@6 10	Cocoa Butter .. 60@ 70	Corks, list, less 70% 2	Copperas, bbls. .. @ 2	Copperas, less .. 2 1/2@ 7	Copperas, powd. .. 4@ 16	Corrosive Sublim. 1 75@1 80	Cream Tartar .. 50@ 55	Cuttlebone .. 45@ 50	Dextrine .. 7@ 10	Dover's Powder .. @ 3 00	Emery, all Nos. 6@ 18	Emery, powdered 5@ 8	Epsom Salts, bbls. @ 3	Epsom Salts, less 3 1/4@ 7	Ergot .. 1 25@1 50	Ergot, powdered 2 75@3 00	Flake White .. 15@ 20	Formaldehyde lb. 15@ 20	Gelatine .. 1 10@1 15	Glassware, full cs. 75%	Glassware, less 70%	Glauber Salts bbl. @ 1 1/4	Glauber Salts less 2@ 7	Glue, brown .. 18@ 25	Glue, brown grd. 20@ 25	Glue, white .. 20@ 28	Glue, white grd. 20@ 30	Glycerine .. 58@ 70	Hops .. 45@ 60	Hops .. 45@ 60	Iodine .. 5 68@5 91	Iodoform .. 6 78@6 94	Lead Acetate .. 20@ 25	Lycopodium .. 1 75@2 00	Mace .. 85@ 90	Mace, powdered 95@1 00	Menthol .. 4 75@5 00	Morphine .. 8 85@9 05	Nux Vomica .. 20@ 25	Nux Vomica, pow. @ 20	Pepper, black pow. @ 35	Pepper, white .. @ 40	Pitch, Burgundy .. @ 15	Quassia .. 12@ 15	Quinine .. 65@ 75	Rochelle Salts .. 43@ 50	Saccharine oz. .. @ 1 80	Salt Peter .. 42@ 45	Seidlitz Mixture .. 36@ 40	Soap, green .. 20@ 25	Soap, mott castile 12@ 15	Soap, white castile case .. @ 8 50	Soap, white castile less, per bar .. @ 90	Soda Ash .. 4 1/2@ 10	Soda Bicarbonate 2 1/2@ 6	Soda, Sal .. 1 1/4@ 5	Spirits Camphor .. @ 75	Sulphur roll .. 2 1/2@ 6	Sulphur Subl. .. 3@ 7	Tamarinds .. 15@ 20	Tartar Emetic .. @ 80	Turpentine Ven. 50@3 50	Vanilla Ex. pure 1 00@1 50	Witch Hazel .. 70@1 05	Zinc Sulphate .. 10@ 15
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DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, Feb. 6—Reports from cities in the State where there are U. C. T. councils indicate the candidacy of Lou Burch for Grand Treasurer has been favorably received. Seldom does the organization have the opportunity to elect to office one better qualified than Mr. Burch, who has had more experience in parliamentary affairs than usually falls to the lot of a knight of the grip. His experience as a member of the State Legislature and his years of service in the United Commercial Travelers peculiarly fit him for the office to which he aspires. Michigan members might well consider his name in that connection.

Sherman said that war is hell and it now looks as though any one who desires it can go to war.

Herman Salinsky, well known Soo business man, was in Detroit on a business trip this week.

J. W. Schram, former Secretary of Cadillac Council, has taken over the agency for Detroit of the International Collection Agency, of Dayton, Ohio, and has opened temporary offices in his home, 600 West Grand Boulevard.

Paul Berns, formerly of Grand Rapids, where he acted as special representative for the Globe Soap Co., of Buffalo, returned to Detroit last week from New York, where he has been visiting with his family. Mr. Berns represents the Goosen-Hill-McKenzie Co., real estate dealers, 1720 Dime Bank building.

An addition is being built to the plant of the Detroit Creamery Co. that will double its ice cream capacity. The plant will be completed in about sixty days.

From the galaxy of avowed candidates for the various municipal and county offices there is one name that stands out prominently before the hosts of traveling men who reside in and about Detroit and who when election day rolls around next April should use the opportunity to cast their ballots for a man who is eminently fitted for the work and who, if elected will undoubtedly use his influence in enforcing laws passed for improving conditions of the traveling men. We refer to the humorous and inimitable mimic of public men, and prominent attorney, Eugene Mistersky. The average traveling salesman is a home lover and believer of law maintenance and under such circumstances Gene Mistersky should receive their support in his ambition to become Judge of the Records Court.

More than fifty members attended the fourteenth annual convention of Grinnell Brothers' managers, held in this city last week. It is the custom to hold these annual sessions for the purpose of discussing plans for the coming year.

George W. Gray has succeeded to the clothing firm of Weitz & Gray, in the Peter Smith building. The store, which is located on the fifth floor of the building, will be known as the Gray's Fifth Floor Clothes Shop.

Last week's building totals in Detroit were \$1,508,755, more than three times the aggregate for the same period last year.

The prices asked in Detroit makes it hard to buy even soft coal.

Elmer Brevitz, Senior Counselor of Detroit Council, announces that arrangements have been completed for another rousing meeting Saturday, Feb. 17. Something, according to his story, out of the ordinary in the form of entertainment will make that evening a worth while one to those who attend. The most enthusiastic meetings of the year are now being held by the Council.

The dry goods store of William Sarto, 1141 Rivard street, was entered by thieves last week and merchandise valued at approximately \$500 was taken.

F. W. Keillor, druggist, 1438 Harper avenue, is making preparations to move into a new building being erected for him a few doors from his present location. Mr. Keillor was formerly engaged

in business in Clifford. He has been very successful since coming to this city and modestly attributes the greater portion of his success to the assistance accorded him by his wife.

One year ago we availed ourselves of the opportunity afforded by the Tradesman of furthering the candidacy of A. W. Stevenson, of Muskegon, for Grand Sentinel of the U. C. T. of Michigan. We favored Mr. Stevenson because we felt, if elected, he would make an ideal officer and for the reason that his efforts in behalf of the organization during the past was deserving of recognition. During the intervening year we have found no reason for changing our attitude in spite of the fact he failed to land in the Grand Council. Muskegon, as well as her favorite son, deserves recognition from the organization in the State. Nearly, if not all, of the other cities have been represented in the Grand Council and, as a matter of policy, Muskegon should not be left out in the cold year after year, and this in lieu of splendid material it offers to represent the organization. It is to be hoped the efforts of Muskegon will meet with success at the meeting in Bay City next June.

The Booth Fisheries Co., owners of a chain of cold storage plants in all parts of the United States, has begun work on the construction of an eleven story cold storage building between West Jefferson avenue and Fort street on the M. C. R. R.

Billy Cook, the Kalamazoo scribe insists on, slipping over a humorous paragraph with regularity and eclat. Last week in speaking of C. K. Lowman, a newly wed, he said: "**** is passing the cigars and wearing that smile that every newly married man is entitled to wear." In the words of the Kronik Kicker; "we object to such a statement." True, a married man in his freshman year is very apt to smile more fluently than in the succeeding years, but we maintain vehemently that a married man, after graduation, at least is "entitled" to a smile. We will remark—anarchistically, however—every one does not get what he or she is entitled to.

W. S. Backus, 3149 Jefferson avenue, West, is closing out his stock of dry goods and will retire from active business.

Cadillac Council holds its regular monthly meeting Saturday night, Feb. 10, in Elk's temple. Senior Counselor Frank Ferris announces that the Council, already the largest in the State, will further augment its claim to the title at this meeting at which time several candidates are scheduled to join the order. Visiting members are cordially invited to attend the meeting.

Alfred J. Powell, for twenty-eight years sales manager for M. M. Stanton & Co., manufacturers of men's clothing, died at his home in the Coronado apartments, Monday, Feb. 12. Mr. Powell was 66 years old, a native of Thornbury, England, and had been a resident of Detroit for over forty years. He is survived by his widow, two daughters and a son.

James M. Goldstein.

A New Orleans newspaper offered prizes for the best answers to the question, "What is Love?" There were 23,761 persons who thought they could answer it, but the first prize went to an Alabama woman, who wrote: "Love is the doorway through which the human soul passes from selfishness into service, and from solitude into kinship with all humanity." The second prize was given for this offering: "Love is a chisel that carves into soft outlines the graphite block of stern reality." The sentiment: "Love is what makes red hair golden, white hair silver and no hair a noble brow," won third prize.

The Future of the Republic.

Preparation against war consists in part in military and naval preparedness, but a bigger problem lies in the physical, mental and moral health of our citizens. No nation can be strong without health. During the past thirty-five years there has been a great reduction in mortality in this country. During the past twenty-five years the average life has been increased more than ten years. During the past thirty-five years the deaths from tuberculosis have been reduced more than 50 per cent. Until within the last ten years, no one dared to talk in public about social diseases. It is impossible to tell just what effect the educational efforts made during the past ten years have had, but it is safe to say that these efforts have met with a degree of success fully comparable with that attained in dealing with tuberculosis. No man can carry about with him an infectious disease without endangering others. Personal liberty should stop when the health of others is endangered. If our Nation is to continue strong and vigorous, it must eradicate unnecessary disease. This work must extend through every grade of society. The Nation as a whole can not be healthy so long as a part of it is diseased. Diphtheria, typhoid fever and other infectious diseases in the slums are a menace to those who live on the avenues. Through the light of knowledge of infectious diseases, it can truthfully be said that no man lives to himself alone. The eradication of disease is not a doctor's problem alone. The physician, knowing how disease originates and how it spreads, should point out the way. Beyond this, it is no more his duty to bear the burden of eradicating disease than it is of any other member of the community. The state must use every means within its power for the extension of the beneficial effects of preventive medicine. The state educates all, but the education is of little service so long as the people are diseased. Preventive medicine is the keystone of the triumphal arch of modern civilization. Remove it, and the plagues of the middle ages would soon reappear and sweep us into relative barbarism. If the health service of any great city should lapse for a few short weeks, the whole country would suffer thereby.

Dr. Victor C. Vaughan,
President State Board of Health.

Influence of Lincoln on American Literature.

The addresses, proclamations and letters of Abraham Lincoln will go down in the English-speaking world as classics because of their simplicity. The strength of the English language lies in the restraint with which it is used. In that respect it is different from the exuberance of the Gallic and the ponderous swing of the Teutonic tongues. Unconsciously and artlessly, Abraham Lincoln gave an immortal demonstration of economic use of the English tongue.

You feel the same strength in Lincoln's phraseology which you find in the Bible. The strength of the Bible is in its simple, direct, homely paragraphs.

Lincoln speaks a man's language,

free from cant and sentimentality. He is always sincere and self-effacing. The American people look at the heart of things and they know the ring of the true metal.

Adam Strohm,
Detroit City Librarian.

Inventory Stickers Are Useful.

It is a good idea to have some system other than a shop-worn look by which to tell just what goods are shelf warmers and how long you have had them. Many enterprising merchants are using inventory stickers for this purpose and find them a great help in keeping stocks clean. You can buy these stickers in different colors and shapes for as low as 75 cents per thousand, and the best time to use them is when an inventory is taken. For instance, on all goods bearing the vintage of 1914, use a red star, 1915 a blue star, and change the color or shape of the sticker for each season or year, so that when looking over your stock in search of shelf warmers for cut-price sales it will occur to you at a glance what goods need the ax. This plan will cost but a trifle and will doubtless save you many dollars and keep your stock in better condition, free from the slow selling articles.

Poultney Bigelow has attracted attention to himself through a speech made before a Canadian club in Toronto in which he denounced in scathing terms the diplomatic service of the United States as being managed by "broken down, wheezy political bosses;" men who could not earn as good a living in any other way, adding: "I have to sew my pockets up before I enter their offices." He is coming in for a good deal of criticism, prompted by patriotism and the feeling that Americans must stand up for their own when it is assailed. It is quite possible that he was a little extreme in some of his remarks, but there is enough foundation in fact to attract attention and lead to reform. Just so long as the diplomatic service in this country is made simply a piece of political patronage it is to its detriment not to say its undoing. The places are all important and should be filled by thoroughly qualified experts, promotions coming to those who have had experience and demonstrated their ability.

The women munitions workers of England are spending their money foolishly. Instead of laying aside pennies against a day when work will not be so plentiful and wages will be much lower, these women have their heads turned by the big wages and are buying cheap jewelry, furs and pianos. There is a big boom in Swiss watches and watch cases. During November of 1916 Great Britain imported from Switzerland more than 34,000 watch cases and 34,000 watches. The recent prohibition of gold imports will stop this trade, but something else will take the place of the gold watches. Cheap trinkets of all sorts have a good sale. The women have the right to spend their money as they choose, but some of the wise ones see rainy days ahead and are warning the reckless.

Manufacturing Matters.

Detroit—The Oxygenes Laboratories Co. has been organized with an authorized capitalization of \$12,000, all of which has been subscribed and \$5,880 paid in in cash.

Sault Ste. Marie—The Dreta Paper Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$6,000 has been subscribed and \$1,000 paid in in cash.

Benton Harbor—The Higman Package Co. has engaged in the manufacture of boxes and packages with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Detroit—The Wayne Tool Co. has been incorporated at 39-45 West Congress street with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$2,000 paid in in cash.

Detroit—The United States Safety Signal Co. has engaged in the manufacture of automobile accessories with an authorized capital stock of \$6,450, all of which has been subscribed and \$2,000 paid in in cash.

Detroit—The Enterprise Foundry Co. has re-organized for the purpose of continuing corporate existence with an authorized capital stock of \$30,000, of which amount \$29,900 has been subscribed and paid in.

Jackson—The All-Season Body Co. has engaged in the manufacture of attachable auto tops, etc. with an authorized capital stock of \$500,000, of which amount \$250,000 has been subscribed and paid in in property.

Detroit—The National Oil Corporation has engaged in the manufacture of petroleum and its products with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$1,000 paid in in cash.

Detroit—The A. B. C. Novelty Co. has been organized to manufacture toys and novelties of all kinds with an authorized capitalization of \$25,000, of which amount \$12,560 has been subscribed and \$12,510 paid in in cash.

Detroit—The American Specialties Products Co. has been incorporated to manufacture soaps and other chemical products with an authorized capital stock of \$10,000, all of which has been subscribed and \$5,400 paid in in cash.

Kalamazoo—The Freeman Shoe Tool Co. has engaged in the manufacture of shoe button removing tools and devices with an authorized capital stock of \$15,000, all of which has been subscribed and \$9,000 paid in in property.

Ann Arbor—The Porter Body Co. has engaged in the building of motor truck bodies with an authorized capital stock of \$10,000, of which amount \$6,750 has been subscribed, \$1,500 paid in in cash and \$5,250 paid in in property.

Ludington—The Cretonne Furniture Co. has engaged in the manufacture of furniture, novelties, etc., with an authorized capital stock of \$3,000, of which amount \$1,500 has been subscribed, \$390 paid in in cash and \$730 paid in in property.

Bay City—The Bay City Ready Cut Home Co. has engaged in business to manufacture ready cut buildings with an authorized capital stock of \$112,

500, of which amount \$56,500 has been subscribed, \$5,000 paid in in cash and \$12,500 paid in in property.

Detroit—The Detroit Bolt & Hardware Co. has engaged in the manufacture of hardware and machine products at 49 Adelaide street with an authorized capital stock of \$50,000, of which amount \$30,000 has been subscribed and paid in in cash.

Detroit—The Renulife Electric Co. has organized to manufacture electromedical appliance and Xray and high frequency generators with an authorized capital stock of \$100,000, all of which has been subscribed, \$400 paid in in cash and \$35,600 paid in in property.

Battle Creek—The Lock-Tite Manufacturing Co. has engaged in the manufacture of all kinds of garbage and waste cans and other metal products with an authorized capital stock of \$75,000 common and \$50,000 preferred, of which amounts \$82,250 has been subscribed and \$80,000 paid in in property.

Fremont—The Fremont Manufacturing Co. has been organized to manufacture a power pipe cutting and threading device for plumbers and pipe fitters with an authorized capitalization of \$20,000, of which \$10,000 has been subscribed. The directors are Wm. H. Branstrom, D. D. Alton, H. C. Buck, Erwin Tinney, L. G. Graff, A. F. Bacon and L. D. Puff. The officers are as follows: President, W. H. Barnum; Vice-President, John Walters; Treasurer, T. I. Fry; Secretary and Manager, Louis Webber.

Influence of Lincoln on the Politics of To-day.

Abraham Lincoln was the first of the great and politically successful characters in American public life to understand all the people thoroughly enough to repose in them perfect trust. He came peculiarly from the lowly people and instinctively believed that the voice of the people is the voice of God. In other terms, he realized throughout his sublime life that the Master of Destiny utilizes the people as His vehicle of achievement and that consequently whatever is, is right. Thus he built into the structure of government a new keystone. Since the time of Lincoln it has been the custom of political leaders and teachers to point to him, his life, his ideals, as fundamental. In this manner the things he advocated have been kept alive and have had their influence upon the thought and action of the Republican party firstly, and secondarily upon the Democratic party. As a consequence, there has been party success just as there has been party loyalty to the Lincoln traditions. Whenever a party becomes exclusive or is ruled by a small, but strong and effective element, for their purpose as opposed to the general public welfare, so cumulative and instructive is the public repulsion that the party meets defeat. Political success to-day depends upon loyal adherence to the fundamental principles of Lincoln. "I do not have to succeed," Lincoln said, "but I do have to be right; keep company with those who are right and depart from them when they are wrong." And at another time he said: "Politics

must not be a means of mere personal aggrandizement, but rather an instrument of good for all the people that compose the Nation. We are defended by the common people in war; we must trust them as fully in times of peace as we expect loyalty of them in time of trouble."

Lincolnesque belief in his fellow man that he would do nothing in the long run that would make for public woe or National destruction is the underlying thought that either wittingly or otherwise moves political thought and action to-day.

Chase S. Osborn.

Abraham Lincoln as a Salesman.

When the conduct of men is designed to be influenced, persuasion—kind, unassuming persuasion—should ever be adopted. It is an old and true maxim that "a drop of honey catches more flies than a gallon of gall." So with men. If you would win a man to your cause first convince him that you are his sincere friend. Therein is a drop of honey that catches his heart, which, say what he will, is the great highroad to his reason, and which when once gained, you will find but little trouble in convincing his judgment of the justice of your cause; if, indeed, that cause be really a just one.

On the contrary, assume to dictate to his judgment or command his action, or to mark him as one to be shunned or despised, and he will retreat within himself, close all the avenues to his head and his heart; and although your cause be naked truth itself transformed to the heaviest lance, harder than steel, and sharper than steel can be made, and although you throw it with more than herculean force and precision, you shall be no more able to pierce him than to pene-

trate the hard shell of a tortoise with a rye straw.

Such is man, and so must he be understood by those who would lead him, even to his own best interests.

Abraham Lincoln.

Lansing Grocers and Butchers Dine Together.

Lansing, Feb. 5—The annual get-together banquet of members of the Lansing Grocers and Meat Dealers' Association, clerks and families, exceeded all records last Thursday night to both attendance and details. The banquet was attended by 600, while many who were not in on the banquet, took in other parts of the programme. The auditorium of the Masonic temple was crowded all the evening by the merry-makers.

L. R. Manning presided at the banquet. No attempt was made by the committee toward a lengthy programme. This year any detail that might have been tiresome was eliminated. As the result of the new plan, there was but one speech. R. R. Carrier, general manager of the Northrop, Robertson & Carrier Co., gave this. He took for his subject, "Co-operation and Efficiency." Mr. Carrier urged co-operation between clerk and employer. He contended that such co-operation always meant efficiency and better service to the patrons.

The programme this year was framed more for social features than for seriousness. Business was cast away as an intruder and a "good time was had by all." Logan's orchestra furnished a diversified programme with a number of new features in the dance numbers. Tables and ball room were tastily decorated for the occasion. The get-together has now become a fixed annual feature of the Association's plan for the year and each year this big event becomes more popular and is more largely attended.

The man who cannot get any help out of his trade journal is a man who certainly needs help, but who does not realize the fact. Such men are of no value as subscribers to any paper.

GROCERY PRICE CUTRENT

CRACKERS		Cartwheels, Iced ... 13	Marshmallow Pecans 22
National Biscuit Company Brands		Cecelia Biscuit 18	Molasses Fruit Cookies Iced 14
In-er-Seal Trade Mark Package Goods		Cheese Tid Bits 20	Oatmeal Crackers 12
	Per doz.	Chocolate Bar (cans) 20	Orange Gems 12
Baronet Biscuit 1 00		Chocolate Drops 20	Penny Assorted 15
Cameo Biscuit 1 50		Circle Cookies 15	Picnic Mixed 16
Cheese Sandwich 1 00		Cocoaunt Taffy Bar .. 16	Pineapple Cakes 18
Chocolate Wafers 1 00		Cocoaunt Macaroons 25	Priscilla Cake 10
Fig Newton 1 00		Choc. Honey Fingers 20	Raisin Cookies 14
Five O'Clock Tea Bct 1 00		Coffee Cakes, Iced ... 15	Raisin Gems 15
Ginger Snaps NBC 1 00		Copia Cakes 14	Royal Toast 12
Graham Crackers 1 00		Cracknels 25	Reveres Asstd. 20
Lemon Snaps 50		Crumpets 15	Rittenhouse Biscuit .. 18
Oysterettes 50		Cream Fingers 18	Snaparons 16
Peanut Sandwich 1 00		Crystal Jumbles 14	Social Tea Biscuit ... 18
Pretzanos 50		Dinner Pail Mixed ... 15	Spiced Jumbles, Iced 15
Royal Toast 1 00		Extra Wine Biscuit .. 14	Spiced Wafers 14
Social Tea Biscuit .. 1 00		Fig Cakes Asstd. 15	Spiced Marshmallow 18
Saltine Biscuit 1 00		Fig Newtons 16	Sugar Crimp 12
Saratoga Flakes 1 50		Fireside Peanut Jumb 13	Superba 12
Soda Crackers, NBC 1 00		Fluted Cocoaunt Bar 15	Tokens 16
Soda Crackers Prem. 1 00		Frosted Creams 12	Trilby Creams 18
Tokens 1 00		Frosted Raisin Sqs. . 14	Vanilla Wafers 25
Uneda Biscuit 50		Fruited Ovals 12	Butter
Uneda Jinjer Wayfer 1 00		Fruited Ovals, Iced .. 13	Boxes
Vanilla Wafers 1 00		Full Moon 12	N B C, Square 10
Water Thin Biscuit .. 1 00		Ginger Drops 16	N B C, Round 10
Zu Zu Ginger Snaps 50		Graham Crackers 12	Soda
Zwieback 1 00		Ginger Snaps Round 11	N B C Soda Crackers 10
Other Package Goods		Golden Rod Sandwich 18	Premium Sodas 12
Barnum's Animals .. 50		Hippodrome Bar 15	Saratoga Flakes 16
Soda Crackers NBC 2 50		Honey Block Cakes ... 17	Oyster
Bulk Goods		Honey Cakes, NBC Iced 15	Dandy, Oysters 10
Cans and boxes		Honey Fingers Asst. 16	N B C Oysters Square 10
Animals 13		Household Cooks, Iced 14	Specialties
Atlantics, Asstd. 16		Imperial 12	Nabisco (10 cent tins) 1 00
Avena Fruit Cakes .. 15		Jubilee Mixed 15	Nabisco (No. 204 Tin) 2 00
Arrowroot Biscuit ... 18		Kaiser Jumbles, Iced 15	Lorna Doone 1 00
Bonnie Doon Cookies 12		Leap Year Jumbles .. 25	Anola 1 00
Bouquet Wafers 22		Lemon Biscuit Square 12	Anola (202 Tin) 1 40
Brighton 15		Lemon Cakes 15	Lotus, Small Tins ... 1 00
Canto Cakes 18		Lemon Gems 20	Lotus, Small Cans ... 1 65
Cartwheels, Plain ... 12		Lemon Thin 20	Lotus, Large Cans ... 3 25
		Lorna Doone 18	Above quotations of National Biscuit Co., subject to change without notice.
		Luxury Biscuit 25	
		Macaroon Jumbles .. 25	
		Mandalay 14	
		Mary Ann 12	

SPECIAL PRICE CURRENT

12

Smoking

Table of smoking products including All Leaf, Bager, Banner, Belwood, Big Chief, Bull Durham, Buck Horn, Briar Pipe, Black Swan, Bob White, Carnival, Cigar Clip, Identity, Darby Cigar Cuttings, Corn Cake, Cream, Cuban Star, Chips, Dills Best, Duke's Mixture, Drum, F. F. A., Fashion, Five Bros., Four Roses, Glad Hand, Gold Block, Gold Star, Gail & Ax Navy, Growler, Honey Nut, Hunting, I X L, King Bird, King Turk, Little Giant, Lucky Strike, Le Redo, Myrtle Navy, Maryland Club, Mayflower, Nigger Hair, Nigger Head, Noon Hour, Old Colony, Old Mill, Old English Crve, P. S., Pat Hand, Patterson Seal, Peerless, Plaza, Flow Boy, Pedro, Pride of Virginia, Queen Quality, Rob Roy, S. & M., Soldier Boy, Stag.

13

Table of cigars and twine including Stag, Sweet Lotus, Sweet Rose, Sweet Tip, Sun Cured, Summer Time, Standard, Seal N. C., Three Feathers, Pipe combination, Tom & Jerry, Turkish, Tuxedo, Union Leader, Union Leader ready cut, War Path, Wave Line, Way Up, Wild Fruit, Yum Yum, CIGARS Peter Dornbos Brands, Johnson Cigar Co.'s Brand, Worden Grocer Co Brands, TWINE, VINEGAR, WICKING, WOODENWARE Baskets, Charcoal.

14

Table of household goods including Butter Plates, Wire End, Churns, Clothes Pins, Egg Crates and Fillers, Faucets, Mop Sticks, Pails, Traps, Toothpicks, Tubes, Washboards, Wood Bowls, Wrapping Paper.

15

Table of cleaning and maintenance products including Window Cleaners, YEAST CAKE, AXLE GREASE, BAKING POWDER, SALT, TEA.



16

COFFEE section featuring White House Coffee product image and list of coffee types.



17

Table of various household and cleaning products including Acorn, Lenox, Swift & Company, Tradesman Company, Scouring, Soap Compounds, WASHING POWDERS, Lantz Bros. & Co., Naphtha, Queen Anne, Oak Leaf, FITZPATRICK BROTHERS' SOAP CHIPS, BBLs.

ROYAL FITZPATRICK BROTHERS' SOAP CHIPS advertisement with product image.

The Only Five Cent Cleanser advertisement featuring KITCHEN KLENZER product image and pricing.

Economic Coupon Books advertisement with text about saving time and expense.

CHARCOAL advertisement for Dewey-Smith Co. with contact information.

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—Hotel St. Joe, Colon, St. Joseph county, Michigan. Ideal location between Jackson and Niles. Property is an estate matter and will have to be sold. Rents for \$70 per month, and has for the last 15 years. Big value for some one who wishes to locate in a thriving town. Price \$6,000, half down, balance on time. E. Hill & Sons, Colon, Michigan. 818

For Sale—An old established shoe business in one of the best county seat towns in Michigan. Wish to retire from business. No brokers need apply. S. B. Wescott, Caro, Michigan. 820

For Sale—Good clean drug stock. Doing a good business. 2,500 population. Rent reasonable. One other drug store. Wish to retire. Dr. Ford, Gaylord, Michigan. 821

\$600 clean stock millinery and six months rent free, including light and fuel, all for \$200 spot cash. Address Levinson's Department Store, Petoskey, Michigan. 823

For Sale—Suburban drug store Grand Rapids. Good neighborhood; growing business. Address Z, care Tradesman. 824

For Sale—Half interest in new elevator in hustling town of 1,000 population surrounded by best of farming country. Selling on account of age. Full particulars answered by letter. Address Box 82, Edmore, Michigan. 825

STORES, FACTORIES, AND REAL ESTATE bought, sold, exchanged. Write me if you are in the market to buy, sell or trade. Established 1881. Frank P. Cleveland, Real Estate Expert, 1609 Adams Express Bldg., Chicago. 826

For Sale—Good stock of dry goods about \$4,000. Mostly bought at old prices. Will sell at 75c on dollar. Box 114, Shepherd, Michigan. 827

Free Sample Copy of "The Profit Clipper" an investment paper read by men who clip bond coupons and make profits on oil and mining investments. Just send your name to The Clipper, Quincy Bldg., Denver, Colorado. 828

FOR SALE—Groceries and dry goods inventing about \$2,900 in town of 1,000 in best dairying section of Michigan. Electric lights, water and on Dixey highway. Doing \$18,000 yearly business. Fine opening and good reason for selling. Address No. 830, care Tradesman. 830

For Rent—Steam heated, year round commercial hotel furnished complete in hustling country town. Two sample rooms. Soft drink with full bar fixtures and card tables. Any business man in town for reference. Worthy of investigation if interested. Address No. 831, care Tradesman. 831

For Sale—A shoe stock consisting of men's, ladies', misses', boys' and children's shoes. Men's dress shoes, work shoes, heavy work shoes, heavy and fine rubbers, and rubber boots. Most stock bought before the advance in price. Address P. O. Box 189, Marlette, Mich. 832

Wanted—To hear from owner of general merchandise stock for sale. State cash price, description. D. F. Bush, Minneapolis, Minnesota. 705

General Merchandise and real estate auctioneer. Closing out and reducing stocks, address Leonard Van Liere, Holland, Michigan. 799

AUCTIONEERS—Retail Auction Sales To Reduce Or entirely close out your stock of merchandise made in any part of the United States or Canada; by expert commercial auctioneers of reputation and long experience. By our system of selling stocks of merchandise, we quickly turn them into immediate cash. For terms and dates, address F. J. BOWMAN SALES CO., BLACK RIVER FALLS, WISCONSIN. 793

For Sale—Stock of groceries and fixtures inventing \$2,500 in town of twelve hundred located in best farming community in Michigan, ten miles from Flint, electric lights, paved street, railroad and trolley line. Annual business \$11,000. Address No. 794, care Michigan Tradesman. 794

For Sale—A well established dry goods ladies' and men's furnishings, carpets, linoleums, and store fixtures. This is a grand opportunity for some one that is looking for a good location. Business of \$50,000 a year or better. Reason for selling has other urging business. Store located in the best factory district and most populated in the city of Detroit. Size of store 24 x 80, rent \$55 per month with heat furnished. Address No. 810, care Michigan Tradesman. 810

For Sale—Fully equipped creamery in desirable location. Address Mancelona Creamery Co., Mancelona, Mich. 817

Free For Six Months—My special offer to introduce my magazine, "Investing for Profit." It is worth \$10 a copy to any one who has not acquired sufficient money to provide necessities and comforts for self and loved ones. It shows how to become richer quickly and honestly. "Investing for Profit" is the only progressive financial journal and has the largest circulation in America. It shows how \$100 grows to \$2,200; write now and I'll send it six months free. H. L. Barber, 433-28 W. Jackson Blvd., Chicago. 800

For Sale—An electrical contracting, fixture and supply business. Located in territory that promises much building for the coming year. For full particulars write, The Electric Shop, Northville, Michigan. 802

For Exchange—Want merchandise and buildings, clear, for fine farm, 1,040 acres, 300 acres in wheat, 200 acres plowed for corn; fine, large buildings. Good drainage. The finest farm in the country. Price \$125 per acre. Andie Terril, Box 197, Springfield, Illinois. 803

Wanted Two Methodists—A good country business assured and ready as soon as a new elevator can be built in a small town in Michigan. Worth investigating. An established meat business now vacant. Waits a good man. If some good Methodist would like a chance at either of these write A. Riley Crittenden, Howell, Michigan, right away quick. 813

Mr. Merchant:

Do you want to sell your stock?
Do you need money?
Do you want a partner?
Do you want to dissolve partnership?
Do you want to increase the volume of business?

Do you want to cut your overhead expense?

Do you want to collect your outstanding accounts?

If you are interested in any of the above questions, write, wire or phone us for free information at our expense without obligating yourself in any way.

LYNCH BROS.,
Business Doctors.
28 So. Ionia Ave.,
Grand Rapids, Mich.

\$10 to \$20 DAILY MADE by using our portable automatic soda fountain. Big sodas for a nickel that don't cost a cent. Price \$20. Sold on easy payments. \$5 with order, \$5 on delivery, balance \$2.50 monthly payments. Grant Manufacturing Co., Pittsburgh, Pennsylvania. Established twenty years. 804

Splendid Western New York farm for sale or exchange for shoe store or general merchandise stock. Hal Zimmer, Albion, New York. 805

For Sale—One two-drawer National Cash Register, one Strubler computing scale, one Cary safe, all in good condition. Address Merrill Mercantile Co., Merrill, Wisconsin. 806

Sacrifice Sale—Of a money making drug store in a live manufacturing town near Detroit. \$2,500 will let you in. Address No. 808, care Tradesman. 808

For Sale—Double brick block. Clothing store with or without stock. Dry goods store with fixtures ready to move in. Business established 31 years. Always prosperous. Good location, good chance for one or two men to get into business. Owner wishes to retire. Address A. J. Wilhelm, Traverse City, Michigan. 780

Business For Sale—Shoes and groceries in Central Michigan town of 2,000. Good location, good business, cheap rent. Address No. 782, care Tradesman. 782

Provide For The Future—Send for information about farms and income properties in Tennessee, Indiana, Wisconsin, Florida or other states. Big values—merchandise accepted in exchange. Investigate now. Phillips, Manchester, Tennessee. 783

Stock For Sale—I want to retire from the retail business. New stock of dry goods, shoes and men's furnishings. Are you looking for a good established business in the live growing city of Flint, Michigan, then look this up at once. Address No. 731, care Tradesman. 731

CASH REGISTERS—We buy, sell and exchange all makes of registers, also repair, re-build and refinish all makes. Let us quote you price from Vogt-Bricker Sales Co., 211 Germania Ave., Saginaw, Michigan. 646

For Sale—199-acre stock and grain farm four miles northeast of Dowagiac, Michigan. Good buildings. Will take some property in part payment. Wm. Wallace, 1419 Forres Ave., St. Joseph, Michigan. 790

Will Trade—My 180-acre farm ten miles south of Battle Creek, 1½ miles of East Leroy, for stock of merchandise or good two or four-family flat or apartment house in Grand Rapids. Box 142, Nashville, Michigan. 765

For Sale Or Exchange—My business block consisting of three stores and flats on second floor, well located and rented, for medium sized farm. Would take stock and tools. Address Box 410, Nashville, Michigan. 766

For Sale Or Exchange—\$7,000 stock of dry goods, carpets, cloaks and furnishings. Stock is clean and up-to-date. Will be sold cheap. Would take small farm or home in city up to \$3,000. Box 410, Nashville, Michigan. 767

Wanted—To buy or rent small bakery in good small town in Polish neighborhood. Write A. Baker, 8 Davis Place, Detroit, Michigan. 771

For Sale Or Exchange—71-acre farm 2½ miles of Plainwell and 3 miles from Otsego. Extra good farm house and barn. Best dark sandy loam soil, level and very productive. Would take home in city or stock of merchandise up to \$3,500, terms on balance. O. M. McLaughlin, Nashville, Michigan. 768

Jewelry Store For Sale—One-half of fine jewelry store at a sacrifice. Owner ill. H. P. Vories, Pueblo, Colo. 774

Cash Buyers of clothing, shoes, dry goods and furnishings. Parts or entire stocks. H. Price, 194 Forrest Ave. East, Detroit. 678

General Merchandise Auctioneer—Ten years success closing out and reducing stocks. Reference any reliable merchant in Cadillac. Address W. E. Brown, Cadillac, Michigan. 530

For Sale—Firmly established, nice, clean stock of groceries, hardware, paints, auto supplies and sporting goods situated in the best business town in Northern Michigan. Business established eighteen years. Reason for selling—wish to retire. Only those who mean business need reply. Stock will inventory \$19,000. Can be reduced. Address No. 712, care Tradesman. 712

Stocks Wanted—Write me if you want to sell or buy grocery or general stock. E. Krusenga, 44-54 Ellsworth Ave., Grand Rapids, Michigan. 304

The Merchants Auction Co., Baraboo, Wisconsin. The most reliable sales concern for closing out, reducing or stimulation. Write for information. 585

For Sale—For cash only, a \$10,000 stock of clean, well selected hardware in one of the best farming sections of Northern Indiana city of 6,000 population with one other hardware stock about the same size. This stock will be sold on a basis of Jan. 1, 1916, invoice prices for a quick sale. No dead stock and an old established business. Address 786, care Michigan Tradesman. 786

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

Auctioneers make \$10 to \$50 per day. How would you like to be one of them. Write to-day. Big free catalogue. Missouri Auction School. Largest in the world. Kansas City, Missouri. 624

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. 767

For Sale—The only general store in a town of 900 in Northern Indiana. Will invoice \$5,300. Doing a \$16,000 cash business. Reason for selling, health. Address W. G., care Michigan Tradesman. 732

For Sale—By owner, great bargain if sold by Feb. 15, 1917. 480 acres high level land, all tillable, 340 acres under cultivation, 140 acres unbroken, 25 miles south-west of Winnipeg and four miles west of Sanford, Manitoba. All black loam with clay subsoil. Soil from 18 inches to 3 feet deep, in the heart of the famous "Red River Valley," the wheat belt of the Northwest. No better land anywhere. Price \$30 per acre, one-half cash, balance on easy payments. For particulars address Fred Jessen, Morocco, Ind. 776

Merchandise closing out auctions conducted anywhere. Beaumont, 611 East 28th, Kansas City, Missouri. 796

For Sale Or Exchange—Furnishings and lease forty-room hotel. Net profits last year \$2,000. For particulars address No. 791, care Tradesman. 791

Partner Wanted—Hardware and tin shop. Have not enough capital to stock up properly. This is an opportunity self-dom offered in a first-class location. If you are interested it will pay you to investigate. This store 30 x 105. Invoice \$3,500. Located in beautiful Edgewater. A. P. Nelson, 5528-30 Broadway, Chicago, Illinois. 777

For Sale—Only campus store State College. W. J. Cooper, Mt. Pleasant, Mich. 755

For Sale—Two three-story brick furniture plants completely equipped and ready for operation in twenty-four hours. Inventory \$120,000. Best railroad facilities. No labor troubles. \$30,000. Address W. J. Parker, Corunna, Michigan. 756

For Sale—Stock of dry goods, carpets, shoes, ladies' cloaks and men's furnishings. Invoice about \$12,000, in county seat of Livingston county. Good chance if taken at once. Goodnow & Gartrell, Howell, Michigan. 760

For Sale—Bakery. Fine location in Michigan town of 6,000. Good retail and wholesale trade. Everything new. Rent \$30. Must sell immediately. Have other business. Will invoice \$2,000. \$1,400 will buy it. Address M. E., care Michigan Tradesman. 772

HELP WANTED.

Wanted—Man for dry goods department. One that can trim windows, keep stock and oversee clerks. Position open at once. Send references and state experience in first letter. Address No. 819, care Michigan Tradesman. 819

WANT EXPERIENCED HARDWARE MAN, able to estimate builders hardware, willing to do anything about store, capable of managing branch store. Must invest \$5,000 and satisfy me as to character and ability. This is OPPORTUNITY, are you awake? "Hardware," 31 So. Front St., Cuyahoga Falls, Ohio. 829

Wanted—Cordwood choppers, \$1.45 per cord for cutting chemical wood. Highest prices paid for piecework, cutting logs, posts, poles, ties, pulpwood, etc. General woods work. Mill men of all kinds. Steady work the year round. I. Stephenson Co., Trustees, Wells, Delta county, Michigan. 809

POSITION WANTED.

Position Wanted—As clerk in store. Grocery preferred. Some experience in dry goods and shoes. Can furnish No. 1 reference. Address No. 822, care Tradesman. 822

Don't Despise the Drinking Man—Help Him

Don't kick a man because he is drunk. Help him. Surely every man is worth saving. Drop us a line and let us tell you how we can aid him. Address The Keeley Institute, 733-35 Ottawa Ave., N. W., Grand Rapids, Mich.

Simple Account File

Simplest and Most Economical Method of Keeping Petit Accounts

File and 1,000 printed blank bill heads.....	\$2 75
File and 1,000 specially printed bill heads.....	3 50
Printed blank bill heads, per thousand.....	1 25
Specially printed bill heads, per thousand.....	2 00

Tradesman Company,
Grand Rapids.

DRY GOODS BADLY BUMPED.

The past week has been one of marked contrasts in the dry goods market. The early days of last week found the buying element in the market for additional supplies of goods and, although there was little to be called brisk buying, still the total volume was enough to warrant the trade in feeling optimistic. It was evident that another buying movement was on the way and that it would be but a matter of time when some brisk trading would be reported.

Then came the break. The news that Germany would reopen her submarine warfare was known too late on Wednesday to affect business but the opening of business on Thursday found all factors prepared for the worst and from the very beginning it was evident that there would be no activity until some sort of information was available as to the future. The conservative manner in which buyers had been operating was a strong factor in the market and made it possible for total stagnation to be brought about without serious results.

The news that reached the trade on Saturday that diplomatic relations with Germany had been broken off gave the market a further shock. Although this was anticipated in most quarters it was not a fact and the announcement robbed the trade of what little confidence they may have had left.

The entire dry goods market, with few exceptions, is dead. The exceptions are the markets depending upon foreign sources for goods such as the burlap, linen and silk markets. Buyers and sellers are not willing to operate and what demand there is at present is for bargains. The slump that cotton took after the first news of the submarine war from abroad is used by buyers as a reason for softer prices for merchandise. Some concessions are obtainable in various sections, but nothing of volume is reported.

"TWENTY CENTS FOR LARD."

One of the largest operators in the West, who is connected with a leading industry which probably handles more fats than any other in the country, is talking 20 cents or over for lard. Common yellow grease has sold as high as 10½ cents per pound, or practically the same as lard was a year ago. This is used almost exclusively in the manufacture of cheap soaps and glycerine, and with lard at 16½ cents per pound he looks for it to advance to a much higher level ultimately. If peace comes shortly, lard might sell at 30 cents per pound. Germany is absolutely bare of fats and that country under normal conditions is one of the best customers of the United States. Argentine meat supplies have been materially reduced by heavy slaughterings as well as by drought.

Efforts on the part of the United States to supply Europe with hog products are meeting with fair success, but it has caused a radical advance in prices and they are now about the highest on record on a gold basis. Exports of meats in 1916 aggregated 1,955,000,000 pounds the larg-

est since 1907, when they were 1,968,000,000 pounds, while imports were only about 101,000,000 pounds.

Predictions of 13@13½ cents for hogs are now being made, regardless of the outcome of hostilities abroad. Eastern and Canadian packers continue to be heavy buyers in the West and recently Chicago packers brought hogs from St. Paul in order to supply their requirements. Indianapolis, Buffalo and other markets have been in the market for some time. Fresh meats are selling readily at the highest prices so far.

THE REAL SITUATION.

Germany has set out to starve England. If she starves England she wins the war and peace will be made on German terms. Do we understand what a German victory means for us here in the United States? We know it with full certainty and conviction. It means either that we buy freedom from molestation by perpetual poltroonery or that within a few years we shall be engaged in a new war for independence against an incomparably more formidable foe. And for that war, unless we adopt a permanent policy of non-resistance, we should be compelled to begin instant preparation.

England and the Allies fight our battle now, the battle for democracy against absolutism, for the freedom of the individual against the tyranny of the State, for the freedom and the security of peaceful nations, for the peace spirit against the war spirit, for eternal right against old wrong.—New York Times.

War has brought many surprises to Canada, but none greater than the triumph of prohibition. The wave which has now become overwhelming started in 1915, when in Saskatchewan the bars were closed and the government took over the wholesale dispensaries, reducing their number. The dispensaries themselves have since been voted out. Alberta has now been dry for more than six months. Manitoba first repealed the liquor-license system and then went dry. British Columbia is dry, the saloons went out of business in Newfoundland with the new year and the liquor traffic has been voted out in Halifax. But the greatest triumph was in Ontario, the most populous of the provinces, where it had long been thought that centers like Toronto, Hamilton and Ottawa would never consider the abolition of the saloon. Last spring, with not a dissenting vote, the Legislature passed an act closing every bar and liquor shop, and it went into effect Sept. 16. "There is little evidence yet of the illicit selling of liquor," states one writer, "and the police in the cities seem to be remarkably alert." Quebec has meanwhile adopted the Gothenburg plan. The close of the war will see the question presented again in many places, but for the present the attitude of Canada is unmistakable.

No matter how much or how good advertising you do, don't forget that personal work with customers has a greater influence with the customers reached than advertising has.

DESPERATION OF DEFEAT.

While the seriousness of the business situation is fully realized, there are no developments to produce a business depression. Our domestic prosperity is too evident, aside from the war order business, which will be the first to be affected by Germany's final plunge, which can be attributed only to the desperation of defeat and a determination on the part of the Kaiser to prepare the German people for the disclosure which confronts them that they have been duped by the most gigantic gang of tricksters and hypnotizers the world has ever seen. It is true our foreign commerce will be hampered until the seas are cleared and until our commerce can be properly protected, but this in itself will form no such cloud of disaster as to drive general business into its cyclone cellar. In the meantime it is evident that every true American stands behind the President in this crisis and it is that spirit of calm courage which should prevail in the world of finance, industry and commerce. Ordinary caution is commendable, but retrenchment induced by fear would be reprehensible and would tend to create the very conditions we wish to avoid. Never was the country in such splendid condition, financially, to meet any crisis that may arise.

Two remarkable meeting of merchants will be held in Michigan during the next fortnight—the organized hardware dealers at Detroit next week and the organized grocers and general store-keepers at Kalamazoo the week following. The Tradesman has devoted

much space to both meetings and sincerely trusts that every representative of these great avenues of mercantile distribution attend their respective gatherings and thus throw the weight of their influence with those who are aiming to bring about still further improvement in the character and standing of the mercantile profession.

The net receipts of the recent Allied Bazaar in Chicago were \$447,232; a few booths with outstanding sums yet to be paid in may bring the total to \$500,000. No less than \$25,000 was realized by a restaurant with cabaret features. Chicago is pluming itself on having done as well in ten days as New York did in a bazaar of three weeks, and much better than Boston did in netting over \$300,000 in thirteen days. The accusation that Chicago and the Middle West have done relatively little for war relief, however, undoubtedly still stands.

BUSINESS CHANCES.

\$10,000 BUYS A 50 ROOM HOTEL WITH BAR. Annual business \$40,000. Rent only \$300 per month with good lease. One of the best money makers in city of Milwaukee. Reason for selling, retiring. Milwaukee "A Bright Spot." Andrew Haben, 83 Michigan St., Milwaukee, Wisconsin. 833

Bakery For Sale—In one of the best growing cities in Central Michigan. Will take \$2,500 to swing the deal. Do not write unless you mean business. Reason for selling other business requires all my attention. Address No. 834, care Tradesman. 834

For Sale Cheap—Complete meat market fixtures. Write for information. Address Lock Box 336, Vicksburg, Michigan. 835

For Sale—Building and general stock inventorying \$3,000, located in Bovey, Minnesota, a mining town. Reason for selling death of owner. If interested, write Mrs. H. J. Heikkila. 836

PINE TREE Timothy Seed



AN EXTRA RECLEANED
AND PURE SEED AT
MODERATE COST

Dealers

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TEST AND PRICE

The Albert Dickinson Co.
SEED MERCHANTS

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