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Thirty-Fourth Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 21, 1917

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The Man Who Does His Best

We cannot all be geniuses or conquer wealth and fame,
We cannot all do wondrous things to make ourselves a name.
We cannot all feel confident of meeting every test,
But when we have our work to do, we all can do our best.

Our best may not be wonderful, judged by a standard high,
But we can all do something well, if we will only try.
And if we try our level best, performing every task
With all our might, why, that is all that any one can ask.

We cannot all be famous—if we were 'twould cheapen fame,
We cannot all be rich enough to give ourselves a name.
We cannot all expect to be distinguished from the rest,
But some reward is certain for the man who does his best.

Blessed Is He

BLESSED is he who has found his work; let him ask no other blessedness. He has a work, a life purpose; he has found it, and will follow it! How, as a free-flowing channel, dug and torn by noble force through the sour mud-swamp of one's existence, like an ever-deepening river there, it runs and flows; draining off the sour festering water, gradually from the root of the remotest grass-blade; making, instead of pestilential swamp, a green, fruitful meadow with its clear-flowing stream. How blessed for the meadow, itself, let the stream and its value be great or small. Labor is life.

CARLYLE.



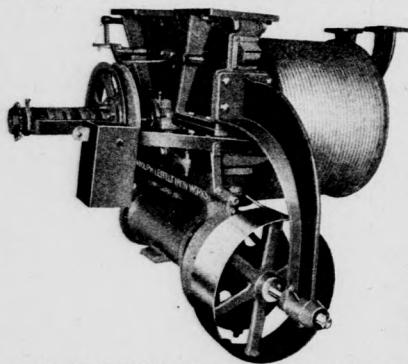
Putnam's Menthol Cough Drops

The "Double A" Brand

Packed in an attractive display carton,
a valuable silent salesman.
Keep them in stock always.

**PUTNAM FACTORY,
National Candy Co., Inc.
Makers**

GRAND RAPIDS, MICH.



Engine of Leitelt Motor Driven Belt Connected Elevator

LEITELT Freight Elevators

Give Most Satisfaction in

**FACTORIES - STORES
WAREHOUSES**

An Electric Power Belt Drive
costs little to install and little to
operate. Leitelt Elevators are
built to last. Repairs are seldom
needed. Write or call for par-
ticulars.

ADOLPH LEITELT IRON WORKS
213 Erie Street
Grand Rapids, Michigan

Announcement

We are Factory Distributors for the following
well-known Standard Auto Accessories, and carry
complete lines in stock:

DIAMOND AUTOMOBILE TIRES AND TUBES
CONGRESS AUTOMOBILE TIRES AND TUBES
"THERMOID" BRAKE LINING
"A. C." SPARK PLUGS
"MOSLER" SPARK PLUGS
"RED HEAD" SPARK PLUGS
"TUTHILL" TITANIC SPRINGS
"WEED CHAINS"
"EVEREADY" NON-SULPHATING STORAGE BATTERIES
(For all makes of cars)
EVEREADY FLASHLIGHTS, BATTERIES AND BULBS
EVEREADY MAZDA LAMPS
EVEREADY DRY CELLS
COLUMBIA DRY CELLS
RED SEAL DRY CELLS
SIMPLEX JACKS, all sizes
BIG VALUE, RED RELINERS
AUTOMOBILE FUSES, all sizes
H-S REPAIR PARTS FOR FORD CARS, Quality Guaranteed
STEWART VACUUM SYSTEMS, all sizes
STEWART WARNING SIGNALS
PISTON RINGS, all sizes
GRAY-HAWLEY CUT-OUTS FOR FORD CARS
PIEL CUT-OUTS, all sizes
"OLD SOL" SPOT LIGHT

VISITING AUTO DEALERS

If you attend the Grand Rapids Auto Show this week we would
be pleased to have you call at our store where we will have a com-
plete display of the above listed Automobile necessities.

Sherwood Hall Co., Ltd.

Corner Ionia and Louis St.

GRAND RAPIDS

DWINELL-WRIGHT CO.'S

White House Coffee and Teas



The very finest, most dependable, most uniform and satisfactory
Coffee on earth; and we want to have you understand that it is the
principal table beverage of thousands upon thousands of families
who drink it exclusively; and that no sort of inducement could be
offered to cause them to change to some other brand.

The daintiness of "White House" TEA-flavor is attributable to the
selection of only the very finest product of the most famous tea-
gardens of the world; and the method of handling, and the care-
ful and sanitary packing in all-tin containers, insure the retention
of natural bouquet and flavor to the highest degree.

ALL VARIETIES

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

LITTLE DUTCH MASTERS CIGARS

Made in a Model Factory

Handled by All Jobbers

Sold by All Dealers

Enjoyed by Discriminating Smokers



They are so good we are compelled to work full capacity
to supply the demand

G. J. JOHNSON CIGAR CO., Makers
GRAND RAPIDS

GRAND RAPIDS
WEDNESDAY

MICHIGAN TRADESMAN

Thirty Fourth Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 21, 1917

Number 1744

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LARGER THAN EVER.

First Day's Proceedings of Kalamazoo Convention.

With a larger attendance than has ever been present at any previous meeting, the convention opened Tuesday afternoon, the meeting being called to order by N. Sanford, President of the local Association, who, following the invocation, introduced Mayor J. B. Balch.

In his address of welcome, which was a most cordial one, the Mayor referred to the efforts he had made to keep the people of his city supplied with coal at a fair price. It had been hinted that he eventually intended to sell groceries and meats also direct to the consumer. The Mayor firmly denied this accusation saying, "The grocers of this State are so conscientiously serving the interests of their communities that it would be impossible for public officials to render a greater service in this line." He congratulated the organization upon its worthy aims and its accomplishments and hoped the delegates would make their every want known while in the city.

President J. A. Lake fittingly replied to the Mayor's address, pointing out that the Association does not come here for selfish reasons, but rather to determine how best its members can fit themselves to serve the consumer to the greatest advantage. "We want to plan for better stores, better methods and purer foods, wherever that is possible. This convention," said the speaker, "should fill us with inspiration and send us back determined to become more valuable to the people we serve."

The roll call showed all officers present. The chairman of all standing committees also responded when called upon.

On motion, C. A. Day, of Detroit, and J. Frost, of Ann Arbor were appointed to assist Secretary Bothwell in securing a complete record of the convention.

President Lake then delivered a most comprehensive annual address which is published verbatim on pages 6 and 7 of this week's issue.

Secretary Bothwell presented his annual report for the past year. This is published on pages 14 and 15.

Treasurer C. W. Grobe, of Flint, presented a detailed report of receipts and disbursements.

President Lake then announced the appointment of the following committees:

Credentials—M. J. Maloney, Detroit; W. P. Workman, Grand Rapids; Frank Toonder, Kalamazoo.

Resolutions—Leonard Seager, Cadillac; James Holbrook, Manclona; Joseph Sleder, Traverse City; O. H. Bailey, Lansing; John Welke, Detroit.

Ways and Means—F. D. Avery,

Tecumseh; A. G. Wellbrook, Harbor Springs; John Theurer, Ann Arbor. Order of Business—L. D. Hobbs, Battle Creek; L. Ryan, Merrill; Jerry Izenhood, Battle Creek.

Auditing—V. J. Tatham, Saginaw; R. Brink, Fremont; E. W. Ott, Monroe.

Legislation—John Affeldt, Jr., Lansing; W. J. Cusick, Detroit; M. C. Bowdish, Lansing; D. A. Green, Pontiac; N. Blake, Lansing.

Constitution and By Laws—Wm. McMorris, Bay City; J. M. Bothwell, Cadillac; L. P. Strong, Vicksburg.

Insurance—J. H. Primeau, Bay City; J. M. Bothwell, Cadillac; M. L. DeBats, Bay City; Herman Breu, Detroit; W. G. Pool, Flint.

Press—W. L. Wood, Kalamazoo; C. A. Day, Detroit; J. A. Lake, Petoskey.

Question Box—C. J. Christensen, Saginaw; D. A. Graham, Caro; J. F. Tatman, Clare; J. C. McDerby, Nashville.

Special Committee—A. C. Neilson, West Branch; Theodore Thompson, Cadillac; Ole Peterson, Muskegon.

The roll call of Associations was then taken up, this feature of the proceedings being handled by Secretary Bothwell, who supplemented a number of the reports with remarks in regard to the different locals, based upon his observations while in these respective cities.

Ann Arbor: Secretary Trost presented an impromptu report showing the credit rating and reporting departments to be rendering invaluable assistance to the members. Two employees devote their entire time to the work and the ratings on 5,000 people are kept on file.

Detroit: C. A. Day reported that the credit rating and reporting departments of the Association are reaching a high state of efficiency. Local conditions pertaining to markets, peddlers, etc., are being given constant attention. The annual excursion to Tashmoo last summer was a record breaker, due to the untiring efforts of Chairman M. J. Maloney and the members of the entertainment committee.

Flint: C. W. Grobe reported progress. His Association co-operates with the pure food department officials and the sealer of weights and measures. The result is that due consideration is given to the rights of the retailer.

Jackson: The Association here was recently re-organized and some seventy retailers, it was reported, will close their stores and with clerks attend Wednesday's session of the convention in a body.

Kalamazoo: The Kalamazoo Association has, in a general way, had a successful year. Several meetings of the Association attended the State convention last year at Battle Creek and came back with a determination to do things. A complete re-organization of the Association was made under the Presidency of Newman Sanford, to whom much credit is due for the progress made during the year. Regular meetings have been held on the first and third Mondays of each month during the year. Considerable interest has been shown at these meetings, especially during the past three months, during which the interest and attendance has been steadily increasing.

July 20, 1916, occurred the seventeenth annual excursion of the Association. Nearly all the local grocers and meat dealers closed their places of business on that day and

made the trip to Grand Rapids, either by special cars, or by automobile, where the day was spent with pleasure and profit.

One of the important things accomplished by the Kalamazoo Association during the past year is a re-organization of the local credit bureau for the protection of its members against bad debts. This re-organization is not yet completed, but is progressing rapidly. At the present time, the local Secretary has on file in his office approximately 150,000 ratings on 50,000 individuals. When the re-organization of the bureau is completed we expect to have more than a quarter of a million ratings, and the financial loss from bad debts should be reduced to a minimum. At the present time, the Kalamazoo Association has fifty-six members, including six wholesalers and jobbers. Several new members have been added to the list during the past month. At the last regular meeting, arrangements were made to increase the membership by means of a contest between two teams headed by two of the leading salesmen of two important wholesale houses. Each member of the Association is expected to do his part in securing new members. At the conclusion of the contest, a banquet will be held, the winning team to be served by the losers. It is hoped and expected that the membership of the Association will be greatly increased during the next month. The Kalamazoo Association is looking forward to the best year in its history. Many things will be attempted and accomplished this year to better trade conditions, and promote the prosperity and happiness of its members. We wish to assure every other Association in the State of our earnest desire to co-operate in all things of mutual interest.

Petoskey: J. A. Lake reported a good feeling existing among the merchants there. A credit rating bureau will be established within a short time.

Traverse City: Joseph Sleder stated that after two years of inactivity his Association had been re-organized recently. He thought there should be a greater degree of uniformity in enforcing the pure food laws than had been shown during the past few years. Incidentally, he felt that inspectors for the department should get more money for their work, so as to attract a good class of men to this important public service.

Tecumseh: The Tecumseh Association has not very much to report. Our membership remains the same as it was a year ago, for which I am very thankful. We have nine members, which is 100 per cent. of all the grocers and meat dealers in our town. We do not have regular meetings, but when something happens which seems worth while some of us start out and find out if the members will come to a meeting at a certain time and we usually get most of them out. Since we have had an Association we have kept each other posted how people pay their bills and this feature has been worth many times the money the Association has cost us. I regret that there are not more of our members who feel that they can attend the State convention, for I feel sure that if they came a few times they would not want to miss a meeting. I know that has been my experience. This is my ninth consecutive convention and I expect to get more out of

this one than I ever have before.

Grand Rapids: In the early part of 1915 our Association set about the task of bringing about a consolidation of the Grand Rapids Retail Grocers' and the Grand Rapids Master Butchers' Association. August 1, 1915, we succeeded in bringing about this consolidation and our Association now operates under the name of Grand Rapids Grocers and Meat Dealers' Protective Association. In the month of January, 1916, our Association began an agitation for a moving van ordinance. This agitation grew rapidly, with the result that, in May, 1916, we put into operation a moving van ordinance which requires that every moving van report to the police department all removals, giving the name and number from which the party moved and the number to which they moved, and if they moved out of the city, what town the goods were billed to. This ordinance has been working very successfully up to the present time, and is much appreciated by the merchants of this city. A strong fight was waged to bring about the sale of vegetables by weight, which resulted in the city of Grand Rapids adopting a system by which all quotations will be made and prices quoted by the 100 weight, thus eliminating the bushel measure entirely. This, we believe, is going to prove very satisfactory to the merchants, as well as the consumer of our city. On June 20, our Association held a very successful picnic in the way of a big outing and also from a financial standpoint. The picnic was held at Saugatuck, going over the Michigan Railway to Holland, then by Goodrich Boat to Saugatuck, and returning over the same route. Our Association has co-operated through the entire year with a Pure Food Department, and as an Association, we wish to recommend to you this plan. As long as there is a pure food inspector with whom you can co-operate, we believe, through our past experience, it is advisable to seek co-operation with this Department, as we have shown by our past records that the result attained by co-operation with the Pure Food Department cannot be measured. Not long ago our Association was brought face to face with the High Cost of Living Committee, appointed by the Mayor of our city, for the purpose, of course, of bringing down the prices of foods. This, however, has not yet been accomplished, and we have successfully coped with the efforts of this Commission, with the result that there appeared in the daily papers of our city a statement setting forth the facts due to the high cost of living, and absolutely clearing the grocer from the censure which he formerly had, as being responsible for the high cost of living. A number of trade abuses have been successfully settled by our Association in the past year and at the present time we are taking a strong stand to bring about a satisfactory condition in a certain abuse now existing, due to the department stores selling fruit as an alluring bait to draw customers in their stores. We are confident that the commission houses of our city will see this matter in the right light and that our Association will receive due consideration. Throughout the entire year we have been operating an efficient reporting system, proving very satisfactory to our entire membership.

(Continued on page twenty-eight.)

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, Feb. 12—The passengers arriving on the Soo Line Train one day last week saw an unusual sight near Rexton, a large timber wolf barely missing being run over by the train.

The merchants at L'Anse are preparing to form a Commercial Club. They have sent to Judge O'Connor for a copy of their constitution by-laws.

The Soo is entertaining the Boys' Conference this week. About 600 boys from various parts of the copper country being in attendance. The meeting was a great success from every standpoint and a credit to the organization. The local committees did themselves proud in furnishing entertainment and adequate accommodations was supplied to take care of the visitors, which far exceeded the accommodation called for. When it comes to hospitality the Soo is right there. Pennants identified the boys from each town and there was much rivalry as to which could make the most noise. The trains were met by the boy scouts, who escorted the visitors to the Y. M. C. A. for enrollment and later to the various homes for which they had been assigned. The big banquet of Friday night, at which Judge H. Fead presided as toastmaster, was a great success. Mayor Handy welcomed the delegates in behalf of the city and Merrel Bartlett, President of the local organization, in his speech, made one of the hits of the evening. Hon. H. R. Pattengill, of Lansing, was the principal speaker at the banquet, and if the good advice handed the boys brings results the next generation is going to be the best ever. He gave the boys the "Citizens Try-Square" to true up their lives to. Although the thermometer registered from 5 to 25 below zero, there was no suffering and the merry crowd left the Soo with a happy remembrance and a feeling of good fellowship.

James A. Golding, one of the Soo's veteran grocers, passed away at his residence on Ashmun street last Friday. Mr. Golding was one of the best known merchants in this city and made many friends during his business career here, being a man of sterling ability, honest and up-right in all his dealings with his fellowmen and of a bright and sunny disposition. His nature was unselfish in the extreme and his many friends here extend their deepest sympathy to the bereaved family, consisting of a widow and one son, William Golding, of Chicago.

Miss Lottie Tillotson, who gave a lecture here last week on Hawaii, bumped into trouble with the immigration authorities on the Canadian side when she attempted to enter that port for the purpose of lecturing in the Canadian Soo. When she gave the place of her birth as Quebec, the officers seemed somewhat dubious, and she demanded the privilege of retaining an attorney, which permission was granted, but the attorney advised her to state the truth. She then remembered that she was born in Minnesota. It seems that the officers in charge refreshed her memory and found that her past history was somewhat complicated. Rather than take any chances on her being a German spy, she was granted the privilege of cancelling her engagement in Canada for the time being and continue elsewhere.

W. B. Hutchinson, the well-known road contractor, who has been building good roads in Chippewa county for the past two years, has transferred his camps near Mount Clemens. Mr. Hutchinson announces that he will also install camps near Warren about March 1. A banquet was tendered at Michigan City by Mr. Hutchinson's last summer's crew. He has made many friends while at

the Soo who wish him a successful year in his other fields.

Adolph Sandburg, of Manistique, has sold out his stock of groceries and leased the building for a new bank which is to be organized in the near future by Minneapolis capitalists.

J. Knisely, formerly manager for the H. C. Johnson Company, Drummond, has opened a new movie theater at Manistique. Mr. Knisely put up a new building for this purpose and Manistique now has one of the best moving picture theaters in the Upper Peninsula.

A. H. Eddy, well-known grocer, left last week, accompanied by Mrs. Eddy, for Florida, Isles of Pine and Cuba. It may be possible that Mr. Eddy will purchase a fruit farm, so as to get his fruits direct from the farm, the same as he is getting many other food products which has to a large degree made his store famous.

The work on the extension of the Johnswood store at Johnswood is nearly completed. This will give the Johnswood company much larger accommodations and fill a long felt want to their largely increasing business.

Ed. Taylor, Pickford's hustling merchant, was a business visitor here last week, rounding up the butter business for the summer and sending in a few fresh eggs at 5 cents each.

"Pay-Up Week," which we understand is a Nation wide proposition, in which everybody will be asked to settle between Feb. 19 and 24, is a move in the right direction and has the backing of the Soo business men, which will, undoubtedly, bring about a better feeling between the merchants and customers, as there is no friendship that remains as long as when short credit is extended.

The Soo will be given some splendid publicity in the next issue of Outdoor Life, a man's magazine of the West, published at Denver, and which covers all the important sporting events of rod and reel and gun clubs in the country. The publication devotes considerable attention to patented appliances used by hunters and fishermen and also publishes letters relating the personal experiences of its readers and contributors. In the February issue there will appear a story from Col. J. Irvin, of Little Rock, Ark., a man who has spent the past two seasons fishing for rainbow trout in the St. Mary's Rapids. The Colonel not only praises the Soo as a fishing resort, but also refers to the invention of Fred L. Rhoades, furnishing the magazine with drawings of Mr. Rhoades head net known as the "Ha, Ha."

W. R. Cowan, manager of the Prenzlauer department store, accompanied by Marshall N. Hunt, one of the directors, left last week for a business visit to New York.

James Catel, of the California Fruit Store, left the first of the week for an extended Canadian trip.

R. R. Reinhart, manager of the Soo Brewing Co., left last week for Wausau, Wis., to attend the annual meeting of stockholders.

Ray Marriott and B. B. King, well known proprietors of the Northern Electric Co., returned last week from an extended trip to Chicago, where they purchased their spring stock.

Edson predicts that the next war will be fought with machines. The present one, however, is hardy what you could term a hand-to-hand struggle.

R. G. Ferguson, President of the Sault civic and commercial organization, returned last week from an extended trip to New York, Washington, Pittsburg and Philadelphia.

The Soo traveling fraternity is thinking of investing in a paper baler to take care of the large amount of rebate slips handed them by the D. S. S. & A. Railway during the 2 cent controversy. The boys have been accumulating vast quantities during the years of legislation, which they

have been holding as collateral and building many castles in the air until Special Master Baker handed down his decision last week. The taking of testimony began in July, 1912, and Baker's report, which covers 500 typewritten pages, was filed with the clerk of the United States Court last Friday.

"Love and hate have good memories. Indifference forgets."

The ice bridge between St. Ignace and Mackinac Island is now in excellent condition.

Mrs. Bennett, formerly proprietress of the Bennett Hall, one of the Island's popular resorts, died, at St. Ignace. The deceased was well-known throughout the United States by many travelers who visited her place at Mackinac Island.

"We are told that all good things come to those who wait, but the world is full of waiters."

Frank Allison, well-known traveler, who had been indisposed for a few days last week, is able to be on the job again and his many friends are more than pleased to note that his illness was of short duration.

The Cloverland Da'rying Association will meet in the Soo Feb. 20 and 21, together with the agricultural agents of the different Upper Peninsula counties and field men of the Michigan Agricultural College, for which an interesting programme has been prepared.

"In this world the self-made man has to be a self-starter."

Fred Wright, the popular manager of the Hussey Ferrier Co. in the Canadian Soo, has a bright young son who caused his father a good laugh upon returning from school one day last week. The teacher had asked the young boy to spell "whey," and being asked the meaning of "whey," he promptly replied "Knocking the whey out of a fellow."

"Most of the advice we get is not the kind we want."

Sault Ste. Marie, Feb. 19—Mr. Herbst, for the past few years traveling salesman for the Soo Hardware Co., has resigned to accept a similar position with the Marshall Wells Co., Duluth. Mr. Herbst is one of the best known travelers in Cloverland and was known throughout the country as the old reliable. Wind and weather made no difference with him. He covered his territory with equal regularity and was always on the job. He had the confidence of his trade and endeared himself to the entire community who greatly regret his departure but wish him every success in his new field.

Since the night train was taken off on the G. R. & I. it takes two days to reach Grand Rapids from the Soo and if there is any more omission in the train service it will be necessary to get the Soo news one week later. It seems to be a case of going backwards at this stage instead of progressing. As the old saying goes, "That no news is good news," we will take it for granted this time in the inefficient train service.

"The best way to speculate is to make mind bets. If you lose, you only lose your mind."

John P. Olds, a popular insurance man, left last week for Florida, accompanied by Mrs. Olds, where they expect to remain the remainder of the winter. Mr. Olds concludes that it is about as cheap to live in Florida as to pay 60 cents per dozen for eggs and risk the coal famine at present prices.

W. W. Parker, the well-known lumberman at Shingleton, has disposed of his logging outfit and is now wood superintendent for the Superior Veneer & Cooperage Co.

The Riverside grocery changed hands last week, when Sam Sax sold out his interests to Henry and M. Levine, who have taken possession and will continue the business along the former lines. Henry Levine was formerly in partnership with Mr. Sax,

but sold out his interest a short time ago. He has now bought the business again.

The annual banquet of the Y. M. C. A. to its members took place last evening with a very large attendance. The principal speakers were Roger M. Andrews, of Menominee, and George P. McCallum, of this city. Mr. Andrews was assigned the subject, "The boys in front the barber shop," but was so full of enthusiasm over Cloverland and its possibilities that he could not help but boost it. If the Cloverland had a few more men like Mr. Andrews, so well posted on our future possibilities, it would not take long to have this splendid country above the Straits developed and made into a garden spot of Michigan. It would be easier for a camel to go through the eye of a needle than have Mr. Andrews make a speech without a boost to Cloverland.

"Being a pessimist helps a lot when an acquaintance strikes you for a loan."

Mr. and Mrs. S. A. Marks left last week for Chicago and Florida, where they expect to be gone for a month. Mr. Marks is manager for the Leader clothing department and is taking his first vacation in a number of years and is going to make it worth while.

"Happiness is the only thing that the rich can't take away from the poor."

The St. Ignace Business Men's Association held the second annual dinner and business meeting last Tuesday. It was full of enthusiasm and the meeting a grand success. The election of officers resulted as follows:

President—C. H. Stannus.
Vice-President—O. C. Boynton.
Secretary—A. R. Highstone.
Treasurer—E. H. Hatchkiss.
Directors for two years—Richard Jones, Chas. Murray, Chas. Mulcrone and Frank Walker.

Official booster and general adviser—Clyde Hecox.

The traveling men report that the meals at the Hotel Moran show big improvement and that the meals now being served would make some of the largest hotels jealous. However, this is no drawback to the town, as the traveling men will be more willing to put up with it.

Gould City is the first town on the Soo Line where the hotels observe the curfew. All guests not in at 9 o'clock and not in possession a night key must be good climbers or walk the streets for the night as the doors are locked at that time.

Mr. Hoban and C. W. Hecox attended the Democratic convention at Grand Rapids last week as delegates from Mackinac county and from all reports they have things pretty well lined up and will see that President Wilson will stop the war with Germany.

"Gambling for food in the automat should be enough speculation for anybody."

H. E. Fletcher, Assistant Cashier of the Soo Savings Bank, and William Feetham, Soo's well known promoter and jeweler, left last week with a party of capitalists to attend the Abbot Motor Co.'s annual meeting at Cleveland. From present indications, it would not be surprising to see the Soo flooded with Abbots, as most any of the stock holders vouch for the good qualities of the Abbot auto.

William G. Tapert.

In this country, all men are born free and equal, but that's no sign success comes in doing as the other fellow, or doing him first in order to win out.

WM. D. BATT

HIDES, WOOL,
FURS AND TALLOW

28-30 LOUIS ST.
GRAND RAPIDS MICHIGAN

SAND LAND FARMING.

Open Letter to Secretary John I. Gibson.

Muskegon, Feb. 19.—Your letter of Feb. 9, received, and inasmuch as you seem to take exception to my work for the development of sand lands in this country, and have been perfectly frank with me, I trust that any earnestness in my reply to you will not be interpreted as ill feeling.

There have always been two sides to every such question, and inasmuch as I wish to be shown wherein I am wrong, if I am wrong, and you, as Secretary of the West Michigan Development Bureau, owe it to the citizens of these twenty counties to expose any fraud that may come to your notice, therefore you are under an obligation to your constituents to prove that there are sand lands which can not be tilled profitably. Permit me to answer your letter, paragraph by paragraph, that no thought may be omitted.

In the third paragraph you state that you believe the bulk of the light sand lands can be developed and yet you can produce irrefutable evidence that there are some types of soil in Michigan that will never, under any kind of treatment, produce paying crops. I should like to see that evidence. Will you kindly produce it? I have some facts regarding the 80 acres tilled by the Michigan Agricultural College, to which you refer, which might make interesting reading in connection with your evidence.

In your fourth paragraph you state you think I am over-emphasizing the sand land question and that the name of my magazine is a misnomer, also that I have created an impression in the minds of many people in the Southern part of our State, and in contiguous states, that nearly all of the land in Northern Michigan is sand land, while the truth is that the hardwood soils predominate, to which I would say that while the hardwood lands may predominate, there is nothing gained by hiding the fact that there are 2,000,000 acres of real sand land in the State of Michigan, and 100,000,000 acres in the United States east of the Rocky Mountains. The "Sand Farmer" is trying to create interest in tilling this land because he believes it will raise profitable crops. The average wheat yield for the hardwood lands in Michigan last year, was about 16 bushels, and the average for the entire country was about 15, but the despised sand lands at the Demonstration Farm produced 30 bushels, and this field is again seeded to wheat this year. If it should produce 30 bushels of wheat in 1917, while the average for the good lands was but 16, would you consider these sand lands profitable for agriculture?

There are some who own clay lands, and seem to think it a crime for anyone to advocate the development of sand lands until all of the clay lands have been brought under cultivation. I have no fault to find with the tilling of clay lands, and can see no reason why these gentlemen should object to the Sand Farmer at least attempting to prove that sand lands will raise as large crops as clay lands, acre for acre, and dollar for dollar.

As you will note on page 6 of the Sand Farmer, a committee of prominent Muskegon business men have agreed to inspect all bills, keep careful watch of the experiments to be made at the Demonstration Farm this year, and make their report to the country at large, showing the actual results of both in yield, and profit or loss. If these gentlemen, some of whom have been even more outspoken in their disbelief in my work than you have, make affidavit to the yield of this wheat field, would you accept their verdict as correct?

In paragraph 6 you refer to Mr. Swigert and others who are selling jack pine lands. I have been even more outspoken in condemnation of the land-shark business than yourself, but may it not be a fact that if Mr. Swigert and these other gentlemen knew more about the requirements of these sand lands, the failures you mention would be less frequent? From personal interviews, and correspondence, I know that these real estate men know very little about the lacking plant foods in the land they are selling, and the men who are purchasing it know less. I admit that I do not know all there is to sand farming, but that I may learn more, and be able to give to such men definite and positive knowledge. I have outlined the 200 experiments mentioned on page 6 of the Sand Farmer. Whatever these experiments may prove, do you not think that they will make interesting reading, even to one as skeptical as yourself?

If you could say to these unfortunate settlers that if they would apply so many pounds of phosphate, or calcium, or increase the humus in their soil by certain methods, they could make a success, you might save them the loss of both money and time. These men are residing in the counties which are supporting your work. Do you not feel that you owe them some consideration? The State of Michigan taxes these sand lands to main-

tain the Michigan Agricultural College. Should not that institution serve the owners of sand land equally with the owners of clay land? If your work is for the clay lands only, why not excuse all owners of sand land from supporting it, and suggest that they unite for their own mutual benefit in the development of sand lands? If the Michigan Agricultural College has proven the sand lands can not be developed at a profit, why not ask the State to exempt the owners of such lands from paying taxes to support that institution?

Your eighth paragraph hits me in a tender spot, as the argument you use has been the favorite one used by many others to belittle my work, and who have confidently asserted that every dollar's worth of crops I have removed from the land has cost me much more than it was worth. These gentlemen have never examined my books, although on several occasions they have tried to have me make definite statements regarding the cost of the experiments I have conducted, and therefore, with your permission, I will be somewhat personal.

When I began the study of sand land I knew nothing about farming, as you will find explained in the fourth chapter of my book Sand Farming, published in the February number of the "Sand Farmer." From observation I saw that farmers on these lands were not prosperous. As a manufacturer of hosiery I naturally asked what were the crude materials they were attempting to manufacture into farm crops, but to my surprise I could not get a satisfactory answer from these farmers, nor from the Michigan Agricultural College. From agricultural papers and teachers, I learned that there were three plant foods, viz.: nitrogen, phosphorus, and potash, and if these were applied to lands, crops would grow. I applied these in the form of commercial fertilizers, and crops did not grow, and I came to the conclusion that there were more than three plant foods, and that anything which entered into the development of a plant was a plant food, consequently when I burned wood and found that the ashes contained large amounts of calcium and magnesium. I assumed that these were also plant foods. When I examined the black prairie lands, and found that when the humus was burned out of them, they were quite as sandy as the Michigan lands, I came to the conclusion that one of the differences between the Michigan sand lands and those of other states, was that the fires had burned out the humus, thereby lightening their color, and making them unproductive, and I reasoned that if this humus could be again accumulated in the soil, the Michigan lands would be as productive as the sand lands of Illinois, Iowa, or the Dakotas, which had not been burned over, and were rich in humus.

I did not attempt to make money during these years of experimenting, any more than a physician searching for the germ of some disease considers the remuneration received from his years of work until after he has made the discovery. During the past 15 years I have been trying to find out how one plant of the various crops could be raised to perfection, knowing that if I could raise one I could raise 100 acres of them. I have been trying to find out what are the lacking plant foods, and the limiting factors in these sand lands, which once produced the wonder of the world in its mighty pine forests, and I believe that I have succeeded, and am now prepared to prove to you, and others who do not believe that these lands can be made productive, that they are equally as valuable as any clay lands in Michigan. All that I ask is that this subject shall be given fair and unbiased consideration, that petty jealousies and political parties shall have no part in the work, that if I am wrong, that fact shall be clearly demonstrated for the benefit of the men who are being attracted to these lands because of their low price, and that the State may enact laws prohibiting their sale.

However, if, after careful investigation, I can prove that these lands are equally as valuable as the clay lands, I shall expect that those who are now opposing my work shall acknowledge their error, and assist in developing this State, which should be the greatest of all the agricultural states in the Union.

Replying to your tenth paragraph, in which you ask, "What is the good of all of this hubbub about sand lands?" permit me to say if the same argument had prevailed, the Wright brothers would never have invented the flying machine, and Marconi would have said, "What's the use of telegraphing without wires?" but the fact is, there is not enough food in this country to last our people until 1918, and should we have a drought, or other disaster in 1917, actual starvation would result. The so-called good lands of the country have not been able to supply the steadily increasing demand for food. The production of these lands is steadily decreasing per acre, although here and there, where intelligent farmers are changing their methods, gains are being made. If the people of this country are to have food in abundance, so that the weak, the poor, and the women and chil-

dren need not suffer, the clay land farmers will require all the assistance the sand land farmers can render. We need these sand lands, Friend Gibson, and they are absolutely essential to keep some of our citizens alive. The rich may buy wheat at \$10 a bushel, but the increase in price does not increase the amount, and somewhere the poor man, who has not the \$10, must go hungry. Is it not more patriotic, if not good business judgment, for the men of our country to begin the study of our soils, and assist in the production of food, rather than to pay taxes to supply food for the bread lines after a calamity has come upon us?

Your quotation from the Wisconsin Bulletin, No. 1, is the same old argument made by one of our State Agricultural Board members, who for years has opposed the development of sand lands on the ground that there was so much good land in the State yet undeveloped. Why are not these good lands developed if they are so profitable, and why are they not producing sufficient food for our people?

I do not claim that all kinds of crops will grow on these lands, but I do believe that there are crops which can be raised at a profit.

Referring to your suggestion that I send a copy of your letter to the gentlemen who have consented, to co-operate with me in this work, permit me to say that I think it an excellent idea, as they should have all of the light they can secure on this subject, and with your permission I will send them a copy of this letter, and also publish both your letter and my reply, in the next number of the Sand Farmer. The general public is interested in knowing what you think of my work, as you represent one of the large agricultural organizations in the State, while I am but a little individual, advocating a theory. Even if your personal opinion, as expressed, can not be the vote of your association, your personal opinion will be highly appreciated by my readers. All I want is that the truth shall be made known, I care not where it comes from. If you can prove to me that the Michigan sand lands are worthless, I will thank you, and if I can prove to you that they are as valuable as the best clay lands in this State I have no doubt but that you will return the compliment.

I have spoken thus frankly because I have hoped to convince you that I am sincere in this undertaking, and because I want you as a member of my Advisory Committee. I have selected some of the gentlemen on the Inspection Committee simply because they have ridiculed and opposed my work for years, and I want them to either prove that I am a faker, or else acknowledge that Michigan sand lands are of value for agricultural purposes.

I appreciate the work you have faithfully performed as Secretary of the Western Michigan Development Bureau, for the past eight years, and I know that if I can convince you that sand lands can be tilled at an equal or greater profit than the clay lands, you will become an ardent advocate of this unpopular cause, which I am trying to advance.

I most sincerely repeat my request that you serve as a member of my Advisory Committee. You are welcome to inspect my books, to visit the farm day or night, to ask questions, and check records. If I can not convince you that these sand lands are of greater value than the best clay lands in Kent county, I shall be very much disappointed.

I trust we may work together for the production of food and the development of the lands in this State.

Louis P. Haight.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Feb. 19.—The Midnight Club were treated to one of the best parties of the season last Saturday night through the efforts of Mr. and Mrs. A. T. Heinzelman at their home on Lake Drive. The excellent 6 o'clock dinner was no better than is always served by the Heine's, for when it comes to the eats, Agnes can't be beat. After the dinner we were all treated to some of the latest and best selections of music rendered upon a beautiful new Victrola and all joined in a game of 500. Mrs. Art. Borden walked off with the championship for the ladies and A. T. Heinzelman for the men. Everybody departed, feeling the best and all declared that they would like the extreme pleasure of eating at least one meal a day at the Heine homestead for the balance of their lives.

Wilbur S. Burns has been appointed to represent the Grand Council at the annual meeting of Traverse City Council to be held Saturday evening, Feb. 24. We are aware that the Grand Counselor has made the proper selection, for Wilbur is a capable fellow and is always prepared at any time and

abundantly able to say something that will interest any gathering of people and especially so when it is anything connected with U. C. T. ism.

Ferry P. Hanifin and wife have moved back to this city from Lansing, where they have lived for a short time. They will reside at 410 Fairmount avenue, N. W. Mr. Hanifin is on the sick list, and is not able to be in the harness at this time, and will be glad to have any of his old friends or any members call on him.

Dick Lawton has been very sick for several weeks and is still confined to his bed. The doctor has forbidden any callers, but thought perhaps his many friends would regret very much to hear this sad news. Dick was one of our good members at one time, but withdrew from our ranks, but we all remember him and we certainly sympathize with him and his family and we all hope that the time may be short when he will be himself again.

The U. C. T. dance committee announce a special party for Saturday night, Feb. 24. A special prize worth several times the price of admission will be given away and every one who attends will participate in the drawing. A special large orchestra, extra refreshments and special dances. Everybody come!

Just another reminder for all members to be on hand for the annual meeting of Grand Rapids Council at 9 a. m. Saturday, March 3, and don't forget to get your tickets for the banquet to be held at the Pantlind Hotel at 6:30 p. m. the same day.

For the benefit of a few members who stay away from the Council meetings, just read the item in the last Sample Case, written by our Supreme Counselor, entitled the Clique. It is good for you uninterested fellows. After you read it, come up and join the Clique.

Don't forget to get one or more applications for membership filled out before our annual.

H. P. Belknap has left his wife—for six weeks. His son, Jack, came home from the University with scarlet fever. Herbert was not at home at the time the young man arrived and wisely concluded to refrain from crossing the threshold, so as not to be quarantined. For six long and weary weeks Herbert will work for the doctor, nurse and druggist. He goes around looking like an uneasy ghost constantly counting the days which must elapse before he can again establish himself as the head of a household.

If a man wishes to start out on a journey with no definite idea as to when he will arrive at his destination, he is cordially commended to the Kalmazoo interurban. To a man who wants to fill time that line is a dandy.

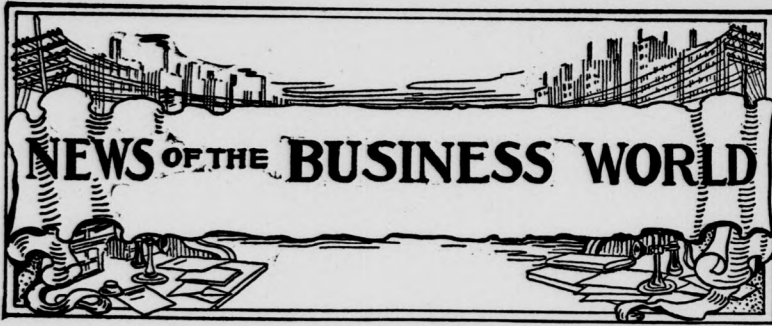
The man on the road should be thoroughly acquainted with every item of selling information and every credit rule of his house.

It may be of interest to Michigan's poultry raisers to know that J. M. O. Sylvester, known as "Lawton's Modern Garage Man," lately returned from the National Poultry Association meeting of Boston, Mass., bringing with him three first prizes; five second prizes, six third prizes and one highest award—upon his show of Sylvester's Improved S. C. Leghorns. One hen had an authentic record of 254 eggs in one year. Is it any wonder that these prizes aggregated nearly two thousand dollars?

E. W. McNeil does not deny being the proprietor of the best hotel in the United States and Michigan, simply because he chose Lawton as his permanent home, but he does refuse to let the boys on the road play rum by electric light after the eleventh hour—not merely because he is an Elk, but for the simple reason that the power man goes to sleep and shuts off the juice at that time.

Art Borden.

The girl who is willing to take in washing to support a family can afford to marry a man who wears a lot of finger rings.



Movements of Merchants.

Lexington—G. A. Preston will re-open his bakery Feb. 24.

Chesaning—The Chesaning Garage has changed its name to Chesaning Sales Co.

Detroit—The Venderbush & Looman Co. has changed its name to the Venderbush Co.

Detroit—The Mores-Ahrens Investment Co. has changed its name to Mores Investment Co.

Grand Junction—A. Norris is succeeded in the hardware business by Charles Haine, of Chicago.

Ashley—Louis K. Kirby has sold his stock of general merchandise to C. H. Barnes, who has taken possession.

Traverse City—The Blosson-McDermott & Irwin Co. has changed its name to Blosson-McDermott-Broughton Co.

Rochester—Morris Garner has sold his stock of shoes to John Hamlin, who will continue the business at the same location.

Pontiac—W. S. Robinson, of St. Louis, will engage in the wholesale grocery business in the Osmon block about March 1.

Ypsilanti—Fred Shearer, who conducted a meat market on North Huron street, has closed out his stock and retired from business.

Gladwin—Stanley Conway has purchased the W. H. Black restaurant and opened a fancy grocery, cigar and confectionery store in connection.

Bay City—John Putz has purchased the interest of Adam Staudacher in the stock of the Salsburg Hardware Co. and is now sole proprietor.

Brighton—Richard J. Lyons, who has conducted a shoe store here for about fifty years, died at his home recently, following a short illness.

Gladwin—Dr. J. W. Leininger has sold his drug stock and store fixtures to R. D. McDuff, recently of Brown City, who has taken possession.

Albion—L. Christie has sold his interest in the Goodrich Produce Co. to Allen D. Jeffery, who will continue the business under his own name.

Centreville—A \$12,000 addition to the Dr. Denton Sleeping Garment Mills has just been completed and the capacity of the plant has been greatly increased thereby.

Charlotte—Thieves entered the bazaar store of A. A. Houghtaling Feb. 14 and carried away considerable merchandise and the contents of the cash register.

Bronson—A. Conover has sold his interest in the Visel-Conover Co., manufacturer of display fixtures, etc., to L. A. Darling and the business will be continued under the style of Visel & Darling.

Charlotte—Emit Dennie, who has conducted a meat market here for the past thirty-five years, has sold his stock and fixtures to Jetti & Milks, who have taken possession.

Detroit—The Levitt Jewelry Co. has engaged in business with an authorized capital stock of \$15,000, of which amount \$7,500 has been subscribed and paid in in cash.

Marcellus—Mack & Bair, dealers in groceries and meats, have dissolved partnership and the business will be continued by Mr. Bair, who has taken over the interest of his partner.

Dowagiac—L. F. Eckert has purchased the bakery which he sold to Mrs. Grace Wogoman a year ago and will re-open it. It has been closed for several weeks because of bankruptcy.

Sturgis—The Sturgis Co-Operative Association has engaged in business with an authorized capitalization of \$1,000, all of which has been subscribed and \$500 paid in in cash.

Vicksburg—W. C. Morse has removed his jewelry stock and store fixtures to Kalamazoo and will continue the business at the corner of Washington and Portage streets.

Lake Odessa—Byron Goodsell has purchased the interest of his partner, Wilson Elliott, in the hardware stock of Goodsell & Elliott and will continue the business under his own name.

Adrian—The Hart-Shaw-Miller Drug Co. has been incorporated with an authorized capital stock of \$40,000, of which amount \$30,000 has been subscribed and paid in in property.

Albion—The Hankow Tea Co., which conducts a chain of tea, coffee and spice stores, will open a similar store in the Beach block under the management of Mrs. T. Clark.

Albion—The Albion Farmer Elevator Co. has been organized with an authorized capital stock of \$40,000, of which amount \$20,000 has been subscribed and \$10,000 paid in in cash.

Port Huron—The Andrews Fish Co. has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed, \$260 paid in in cash and \$740 paid in in property.

Detroit—The Peoples Meat Market has engaged in business at 1538 Michigan avenue, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in property.

Saginaw—The Connery-Palmer Co. has been organized to conduct a wholesale and retail stationery, office fixtures and supplies business with an authorized capital stock of \$10,000, of which amount \$8,000 has been subscribed, \$250 paid in in cash and \$7,750 paid in in property.

Detroit—The Acme Mill Ends Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed, \$6,535.61 paid in in cash and \$1,664.39 paid in in property.

Charlotte—The Square Deal Co-Operative Elevator Co. has engaged in business with an authorized capital stock of \$50,000, of which amount \$5,000 has been subscribed and \$2,500 paid in in cash.

Detroit—The Oakland Bakery has engaged in business at 588 Cameron avenue with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed and \$1,510 paid in in cash.

Detroit—The Columbia Oil Co. has been organized with an authorized capital stock of \$15,000, of which amount \$9,000 has been subscribed, \$830.37 paid in in cash and \$8,169.63 paid in in property.

Jackson—H. M. Crane and E. S. Ransweiler have formed a copartnership and purchased the Sterns grocery stock, at 1508 Francis street, and will continue the business under the style of Crane & Co.

Holly—H. C. Gordon & Co. has been incorporated to conduct a dry goods, clothing and men's furnishings business with an authorized capital stock of \$10,000, all of which has been subscribed and \$5,000 paid in in property.

Detroit—The Granite Stone & Supply Co. has engaged in the building and pavers' supplies business with an authorized capital stock of \$10,000, of which amount \$6,000 has been subscribed and paid in in cash.

Detroit—The Milwaukee Die & Tool Co. has engaged in business at 92 West Congress street with an authorized capital stock of \$5,000, of which amount \$4,400 has been subscribed and paid in in cash.

Detroit—Ansorze & Schleh, Incorporated has engaged in business to conduct retail drug stores, with an authorized capital stock of \$8,500, of which amount \$4,250 has been subscribed, and paid in in cash.

Bay City—William Weupper has sold his interest in the stock of the Beuhl & Weupper Clothing Co. to Otto Born and the business will be continued under the style of the Weupper & Born Clothing Co.

Carsonville—Niles Bros. & Co. have sold their stock of general merchandise to Ernest Backus, who has admitted his son to partnership. The business will be continued under the style of Ernest Backus & Son.

Sparta—E. W. Smith & Co., who have conducted a dry goods store here for the past ten years, are closing out their stock and will retire from business, owing to their inability to renew the lease of the building they occupy.

Carson City—Maurice Yodido, dealer in clothing and men's furnishing goods, was married Feb. 12 to Miss Florence Krohn at the home of her parents, Mr. and Mrs. I. Krohn. The Tradesman extends congratulations.

Holland—Andrew Stekete, Sr., of A. Stekete & Sons, dealers in general merchandise, died at his home, 66 West 11th street, Feb. 18, aged 76 years. He was a man of strong parts and leaves an enviable record.

Lansing—George J. Crossman, of Detroit, will open a women's ready-to-wear clothing store in the building now occupied as temporary quarters by the Lansing State Savings Bank, as soon as the new bank building is completed.

Gladstone—The Producers & Consumers Auxiliary Co. has engaged in business to conduct a grocery and department store with an authorized capital stock of \$5,000, all of which has been subscribed and \$2,000 paid in in cash.

Scottville—George R. Baltzer, who conducted a closing out sale for the past ten days, has sold the remainder of the stock of clothing and shoes to A. E. Baxter and J. Weickgenant, of Battle Creek, who have removed it to that place.

Marquette—S. Toupin, who conducts a grocery store on Baraga street, has purchased the Brush store building, at the corner of Washington and Fifth streets, which he will occupy with a stock of groceries as a branch store.

Detroit—Edmund Fay, Incorporated has been organized at 35 Lysander street, to conduct a warehouse and cold storage plant with an authorized capital stock of \$6,000, all of which has been subscribed, \$500 paid in in cash and \$5,500 paid in in property.

Jackson—The Goldsmith-Ely Co. has engaged in business to handle motor vehicles, parts and accessories with an authorized capital stock of \$1,800, all of which has been subscribed, \$1,142.28 paid in in cash and \$657.72 paid in in property.

Honor—Carl R. Palmer, who conducts a meat market, grocery and dry goods store, has sold his stock of groceries and dry goods to O. A. Hobson, who will continue the business under his own name. Mr. Palmer will devote his entire attention to his meat market.

Chesaning—The Chesaning Hardware & Implement Co. has merged its business into a stock company under the style of the Chesaning Hardware Co. with an authorized capital stock of \$100,000, of which amount \$70,000 has been subscribed and paid in in property.

Detroit—Pollock, Pettibone & Co. has merged its business into a stock company under the style of Pollock, Pettibone Co., with an authorized capital stock of \$50,000, of which amount \$31,900 has been subscribed, \$2,325.85 paid in in cash and \$29,574.15 paid in in property. This corporation is engaged in the manufacture of millinery.

Fred Mason President of Shredded Wheat.

At the annual meeting of the Shredded Wheat Company at Niagara Falls last week the stockholders elected Andrew J. Porter chairman of the board of directors; Fred Mason, President; Hortie G. Flint, general manager, and R. Warren Ogden, Secretary. In the recent management Mr. Porter has been President, Mr. Mason Vice-President and general manager, Mr. Flint sales manager and Mr. Ogden private Secretary to the President.



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—The market is firm and unchanged, with active trading in all grades. The make is reported light in producing sections and demand is good. The outlook is for continued good demand at unchanged prices. Local dealers hold fancy creamery at 42c and cold storage creamery at 36c. Local dealers pay 30c for No. 1 in jars and 25c for packing stock.

Cabbage—\$9 per 100 lbs.

Carrots—\$2 per 100 lbs.

Celery—Home grown is entirely exhausted. Florida, \$4.75 per box of 3 or 4 doz.; California, 85c per bunch.

Cocoanuts—\$6 per sack containing 100 lbs.

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

Eggs—At the moment, the egg market is steady with prices about unchanged. On account of the cold weather lately, receipts of fresh eggs have been very light. Now that the weather has moderated an increase in receipts is looked for, with a great slump in price. Receipts of eggs are cleaning up every day on arrival. Storage eggs are about out of the market. Local dealers pay 38c for fresh, holding at 40c case count and 41c candled.

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

Grape Fruit—\$4@4.75 per box for Florida.

Green Onions—Shalotts, 75c per doz bunches.

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

Lemons—California are selling at \$4 for choice and \$4.25 for fancy.

Lettuce—14@15c per lb. for hot house leaf; \$4 per bu. for Southern head; \$6 per crate for Iceburg from California.

Maple Sugar—17c per lb. fore 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 \$14 per 100 lb. sack for red or yellow. Spanish range as follows: Small crate, \$4; ½ crate, \$7; large crate (120 lbs.), \$13.50.

Oranges—California Navals, \$3@3.50.

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 \$2.25@2.50. Local dealers are selling tubers at \$2.75.

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 \$2.75 per 100 lb. sack.

Sweet Potatoes—Kiln dried Delaware Jerseys, \$2.50 per hamper.

Tangarines—\$4.50 per box for either 106s or 196s.

Tomatoes—90c for 6 basket crate, Florida.

Turnips—\$2 per 100 lbs.

The Grocery Market.

Sugar—The market is somewhat excited, owing to the strikes to Eastern refiners and the revolt in Cuba. Howells has withdrawn from the market altogether. The American is filling orders from New Orleans on 7¼c basis for granulated. The freight from New Orleans to Michigan points is 4c in excess of the route from New York. Other refiners are holding granulated at 7½c.

Tea—The market is active. In view of the situation, there has appeared in certain quarters a disposition to anticipate wants in order to avoid the higher prices which may come either from a duty or from increased transportation charges. This disposition is particularly noticed with regard to low grade blacks. There has been during the week, however, no important change in price. The entire line is firm.

Coffee—The market is very dull and very weak at a decline of about ¼c. The discouraging foreign situation is the main reason, although the cables from Brazil tell of a somewhat firmer market. Nobody is buying, however, except for actual wants. Milds are dull and unchanged, and so are Java and Mocha.

Canned Fruit—Advices from the Coast state that spot pineapple is practically cleaned up, with No. 2½ extra sliced having sold as high as \$1.85 and \$1.90 asked, while standard has been firmly held at \$1.70. Peaches are practically out of the market and apricots nearly so. The Coast is offering No. 2½ extra standard pears at \$1.80 and standard at \$1.65.

Canned Vegetables — A much stronger feeling has developed in all canned goods and even local jobbers are showing increased interest. There has been a larger demand for spot goods, resulting in some sharp advances, particularly in tomatoes which are said to have sold on the market here as high as \$1.60 for No. 3s and \$1.55 f. o. b. cannery. All vegetables have become much firmer, largely a result of the freeze in the extreme South, which had damaged early vegetables which would soon begin to supply this market, but which now will necessitate greater recourse to canned goods. In fact, in many instances fresh vegetables are so much dearer than expected that they are already upon a parity with canned vegetables, resulting in an increased demand for the latter. New Maine corn prices have been made, ranging from \$1.25 @1.30 f. o. b. Portland, with the result that the canneries have booked more orders than they can fill. These prices compare with 95c last year. Western corn has been in pretty much the same shape, although there are some canners who have not yet named their quotations, nor have they even been willing to take orders subject to approval of price. While the feeling is that present prices will be the lowest for the season, there is, however, an element of caution noticeable on the part of all the large jobbers, who fear that there may be some turn in the developments of the war situation which may leave them stocked up with high priced goods. It is also intimated in some quarters that retailers are well stocked up with goods bought last fall, some of them, in fact, having enough to carry them through the entire year. How general this condition is, is of course problematical.

Dried Fruit—Following the first pause after the rupture of relations with Germany the dried fruit trade has apparently taken new bearings, which, however, established a course parallel to the one already being followed and which leads to a firmer general situation. From a supply standpoint there has been no change as yet, nor is there any basis for estimating what the future may hold forth. From the demand standpoint, however, there is more of a possibility to estimate results and the general feeling is that while there may be a change in the channels of distribution the volume of business will have increased. In fact, many of the members of the trade are insisting that present prices will be the lowest for old crop delivery, which means for the next seven or eight months. There has been a temporary easing of the situation locally by reason of the accumulation of supplies, particularly prunes, that should have been disposed of a month or two ago, but the receipt of which has been delayed by the congestion of the railroads. This situation, however, has righted itself by what might be called a homeopathic remedy. That is to say, the condition which caused it has also cured it, for the continued congestion on the railroads becoming even more pronounced has caused some anxiety as to future supplies and has, therefore, increased the confidence of holders on

the spot. There is, however, another feature that may upset the present calculations and which has not as yet assumed a form that can relieve the trade of all anxiety. This relates to the accumulation of dried fruits, and particularly prunes, held here for export and which if the situation in that regard does not improve may be resold for domestic use and which temporarily at least would demoralize the market.

Rice—The market is very strong in the South, Japans being reported practically cleaned up. Blue Rose well maintained and Honduras considerably higher. The mills have been finding a better demand, and as many are closed down, this makes for depletion of supplies. Foreign rice is again higher, reflecting the further advance in freight rates from the Far East of 50 per cent., making 100 per cent. the past ten days.

Cheese—The market is firm at an advance of ¼c. There has been a very good demand of all grades of cheese for export. The home consumptive demand is about normal. Stocks are reported light. There is a feeling that cheese will go out very shortly, probably at a further advance. The production is now about the lightest of the season.

Provisions—All grades of smoked meats are firm at an advance of ¼c, due to the high cost of hogs and the good demand. Both pure and compound lard are firm at an advance of ¼c. If there is any change in price it will probably be a further advance. Dried beef, canned meats and barreled pork are unchanged and in fair demand.

Salt Fish—The mackerel market is about unchanged for the week. The most notable feature is still the scarcity of small and medium sizes, particularly small sizes. The trade are coming around to large mackerel, for the reason that there is very little else. Prices show no change for the week. Cod, hake and haddock are firm and quiet.

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, Feb. 21—Creamery butter, extras, 42c; first 38@40c; common, 36@37c; dairy, common to choice, 28 @35c; poor to common, all kinds, 25 @28c.

Beans—Medium, \$7.25@7.50; pea, \$7.25@7.50; Red Kidney, \$7.75@8.00; White Kidney, \$7.75@8.00; Marrow, \$7.75@8.00.

Cheese—No. 1 new, 22@22½c; choice, 21@21½c; old 23@24c.

Eggs—Choice, new laid, 45@48c. fancy hennery, 46@48c.

Poultry (live)—Fowls, 22@25c, springs, 20@25c; old cox, 15@16c; ducks, 22@24c; geese, 17@18c; turks, 25@28c.

Dressed Poultry—Turks, per lb., 28 @33c; ducks, 20@25c; geese, 16@19c; chicks, 22@26c; fowl, 22@25c.

Potatoes—\$3.00 per bu.

Rea & Witzig.

The Wolverine Spice Co. has merged its business into a stock company under the same style with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed, \$512.20 paid in in cash and \$38,164.74 paid in in property. The company handles grocers and bakers supplies.

The Luce Furniture Co. has called in and cancelled its \$150,000 preferred stock, issuing common stock in lieu thereof. This makes the stock all common and the total issue \$400,000

ANNUAL ADDRESS

Of President Lake to the Kalamazoo Convention.

In submitting my report for the coming year I wish to state that when I became President of this Association, one year ago, it was necessary to hire a new Secretary. Neither he nor I had ever had any experience in organization or field work, therefore many of our first attempts to establish organizations or secure new members were experiments and were barren of direct results. Others were more successful and as the year progressed the results of our efforts became more apparent, and while we have been successful in a great deal of our work, we are also leaving much unfinished work for the incoming year.

During the year several new organizations have been established, old ones have been boosted up and a large number of independent members written, as well as several credit rating bureaus established. These will be covered by our Secretary's report, so it will be unnecessary to mention them here. I will say, however, that the volume of work done along this line should have produced greater results. Before the full benefits of a State organization can be realized, we must offer our members a greater value from our Association and awaken in them a wholesome respect for organization work and the benefits to be enjoyed from it, if we will each do our part and act as a unit for the advancement of our business and the regulation of conditions that will govern it in the future. We must have a well defined programme and carry it out, if this is done there is little question but it will bring direct results.

To illustrate some of the difficulties which we have met I will say that many cities which were organized once have dropped their membership and while we have succeeded in creating an interest in them in many cases to return, it has not been done on our first visit. Other cities have never had an organization and knew little of its work. In some of our cities the interest in our work has been on the decline and must be boosted up, while individual members have failed to see direct benefits from association work or have required time to think it over. Many of these conditions are due to the inefficiency and changes that have taken place in our State Secretary work and can be easily overcome by remedying this defect and supporting him with good officers.

In order to overcome these difficulties I offer the following suggestions:

1. That we select a Secretary of the very highest qualifications, familiarize him with existing conditions and maintain him in the field as much as possible, so that he may become thoroughly acquainted with our organization and its work and the requirements of each locality.
2. That we lend some time in supporting local organizations now in existence, in campaigns for new membership, in order to bring them to the highest point of usefulness to both their locality and the State.
3. That more attention be paid to individual members, as they are one of the coming assets of this organization.
4. That our State officers make frequent calls at unorganized cities and show them the benefits of organization and what we are doing for them with our State organization.
5. That we make our State programme of the greatest possible educational value, placing those on the programme who have been leaders in their line of work and securing other speakers who can create enthusiasm and remove from it any thought of being a place for fun. This will aid us in bringing out our best merchants

and it is to them that we must look in the future.

6. That we create an interest in each member that it is their duty to support our officers, not only at conventions but during the ensuing year for upon their efforts must largely depend the success of this Association.

The question of finance is one of our most serious problems and must have our utmost support the coming year, if the work that is now planned is now carried out.

We must ask our members to pay their dues promptly and to use every honorable means to aid our officers, to increase our membership, which means to help our finances. I recommend the following methods of financing our Association during the coming year:

1. That a membership fee of \$2 to join and \$1 per year thereafter be charged for both individual members and associations.
2. The organization of an insurance company which would bear part of the traveling expenses and field work of our Secretary.
3. That we ask our honorary members to continue with us another year, although this must be optional with them and not considered in the light of a hold up.
4. That a bureau be established with our Secretary for the sale of second-hand fixtures, a percentage of which would go to our State organization.
5. Our pure food show should be brought under our Association's control, either wholly or in part, and we should use every possible means to make it of great value to manufacturers, jobbers, the public and our members.
6. The credit rating system inaugurated by the present officers should be continued, as it is a most valuable asset to our members and can be made a source of profit to our organization.

It has been necessary to use the greatest possible economy during the present year, therefore our organization has not been represented at the National Association, although we paid the usual fee. Your President believed that the money spent in going to the National convention could better be used for State development work, and I have used about the cost of such a trip for that purpose. In doing so, I have spent about twenty days' time, traveled over 2,500 miles, visited over twenty cities, written 487 letters, besides newspaper articles, etc.; and while the results have not always been all that I had hoped for, I submit them to your judgment for your criticism or approval.

The Board of Directors has held two meetings during the past year, the first one in Lansing in April. This was a valuable meeting and much work was done which included our contract with our Secretary, methods of raising and managing our finance, the John Loell case, a hearing with our Insurance Commissioner, etc. The second meeting was at Detroit in November and while our work was not as extensive, it laid broad and deep the foundation of the plans which will be carried out at this convention.

This Association should adopt a fiscal year and I would recommend that Feb. 15 be adopted. This will give the officers time to prepare their reports for the coming convention, which is held the last week in February.

The insurance question is one of the most important questions to come before this convention and it should receive more than casual consideration. I maintain that we owe it to ourselves, under existing conditions, to organize a first-class mutual insurance company to take select risks and to limit the size of our policies and the number to be written within a given area, thus preventing catastrophes. Such a company, under the management of our State Secretary,

would save us money, bring us new members and cut the cost of doing business to both the State organization and the insurance company.

During the last session of the Legislature, John L. Loell, of Escanaba, drew up our present garnishment law, went to Lansing, spent six weeks' time and \$350 of his own money. We endorsed his action and lent him our support. The Merchants Association of Escanaba were to pay him for his expense and services. It has not done so. At our Director's meeting in Lansing we decided to raise some money to help to defray this expense. Your President and Secretary wrote our various associations requesting them to contribute to this fund, with little result. I believe it is the duty of this Association to see that justice is done by Mr. Loell and I hope that before we adjourn, we will show the spirit of extending justice to Mr. Loell, who so generously aided us in securing justice for ourselves.

Our trading stamp case furnishes us with a good example of the injustice we often have to endure from those we often elect to extend us justice. This law was placed on our statutes about six years ago. We won several cases in court and were on the verge of ridding Michigan merchants of one of their worst evils, when a new Attorney General took office. He refused to proceed with our case and it was necessary, in order to preserve this law upon our statute book, for us to raise the money to fight this case. After several delays it was argued before our Supreme Court in 1916. Now after a year of patiently waiting no decision has yet been handed down and we have no way to hurry it. The Attorney General who refused to push our case is now a Judge of our Supreme Court, while the Attorney who defended the case for the stamp company is our Attorney General. Is this an accident or are the stamp com-

panies interested in Michigan politics, as well as gambling with the products of our store? If so, we have a duty to perform for our State as well as our occupation.

The general standing and success of any organization depends largely upon the standing and efficiency of its officers. Therefore, I recommend that this convention take action and change our constitution so as to place the selection of the officers to be nominated in the hands of a committee which will be submitted to our members for their approval. Any officer who had shown inactivity should not be returned and only the progressive active member selected. This has been tried with favorable results in other organizations and I believe it could be adopted with benefits to this organization.

During the past year our Secretary has been honest, efficient and conscientious about his work. He has kept continually at it, although he well knew that the compensation he would receive was not one-third of what it should be. He has made hundreds of calls upon our merchants, many of whom knew nothing of our organization. He has talked better goods, better methods, better results and the benefits to be derived from organization work as it has never been talked before. The last half of our year showed a far greater percentage of success than the first. This was due to a favorable opinion of our Association that he had created and to the fact that he had improved his own methods of doing his work. In him we have an asset that this organization never possessed before and I most sincerely believe that our incoming officers should continue him in his present position. He must receive greater compensation, however, and I believe that this can be arranged for under present plans, without an increase in our membership dues.

I also wish to take this opportunity to thank the Michigan Tradesman,

Gem Light Delivery Cars

It is the unanimous opinion of all automobile builders that there is no better and safer field for investment to-day than is offered in **LIGHT DELIVERY CAR** industry.

It is predicted by the same people that no field will pay larger dividends in next few years than this field.

The best investment opportunity in this field, to-day, is given you in the stock of Gem Motor Car Corporation.

Write for information concerning organization and terms on which stock can be purchased in this most promising of companies.

DEUEL & SAWALL

405-6-7 MURRAY BLDG. GRAND RAPIDS, MICH.

Detroit Trade and our officers and members for the support and courtesy given me during the last year. I hope that you extend the same favors to the incoming officers and I assure you that the pleasant memories of last year's work is one that I will cherish throughout the remainder of life.

Boomlets From Bay City.

Bay City, Feb. 19—The World's Star Knitting Co., the largest of its kind in the United States, has purchased a block of property near its present location and will enlarge its present plant with an additional floor space of 100,000 square feet. When the contemplated improvements are completed and the factory is running to its full capacity, 2,500 persons will be employed.

The Board of Commerce has just closed a deal with a Detroit concern which manufacturers automobile parts to locate a branch in Bay City, which will employ 500 hands at the start and rapidly increase the number.

William Prior, of Rose City, has engaged in the retail hardware business and will carry a full and complete line. Mr. Prior is well known in this vicinity and has reason to expect to do a good business.

The Hursh Elevator, at Coleman, was destroyed by fire Monday night, loss, \$5,000.

George Schuch's hotel, at Shields, together with barn and Cadillac automobile, were destroyed by fire Monday morning, entailing a loss of several thousand dollars.

The annual meeting of the Board of Commerce was held in the Armory Tuesday night. Many former Bay Cityans from distant cities were present and many letters of regret were received from others who were unable to be present. The Chevrolet band, which made its first public appearance, opened the evening's programme with a half hour concert. President Sovereign's address, in which

he reviewed the past three years' work of the Board and the work laid out for this year, was received with considerable enthusiasm. He said the Board had secured twenty-three new industries, representing an investment of over \$1,000,000, and that other industries had expended in additions and other improvements \$2,500,000.

John Swaiska, Flint, has sold his stock of groceries, meats and dry goods, to W. A. Senay, of Linwood, who has taken possession. The business is located on the corner of Industrial and Rossseta streets.

Oliver J. Demers, Sr., Saginaw, W. S., a prominent pioneer clothing merchant, who has been in business since 1871, died at his home Feb. 9, after an illness of several months.

The Michigan Laundry, Alpena, has been sold by Fred H. Orcutt, trustee for the Alpena National Bank, to Fred N. Buck, who has taken possession.

The Fleming Ice Cream Co. has completed a new two-story brick addition to its factory on Madison avenue. This, with other improvements, will enable them to take care of their rapidly growing business.

Horwitz & Buchhalter, Laroque, general merchants, are closing out their stock preparatory to retiring from business.

Frank B. Mills, postmaster and general merchant at Millersburg, has increased his overhead expenses by an addition to his star boarders' list, of a little baby girl. Frank is said to be doing nicely and is able to attend to business.

The Martinson & Stafford Co., clothing merchant, Alpena, is holding a dissolution of partnership sale this week. William F. Stafford, who has been connected with the corporation for fifteen years, will retire and engage in the same line of business in Flint.

The Hotel Delmont, Gaylord, has again changed hands. Lester Shares, who has conducted the business the

past year, has retired, and William Damoth, formerly engaged in the restaurant business, is the new proprietor.

The Steam & Electrical Machinery Co. has been organized in Bay City. H. W. Brooks, formerly local representative of the Westinghouse Co., is the President and General Manager. John C. Hewitt is Vice-President and F. F. Hewitt is Secretary and Treasurer of the company. The President and Secretary and Treasurer are members of Bay Council.

The grocery store and home of Frank Niewala, of Alpena, was partially destroyed by fire Saturday night.

The office of the Standard Oil Company, at Onaway, was destroyed by fire Tuesday evening. Work of rebuilding will be started as soon as possible.

The board of directors of the Board of Commerce held their regular meeting Thursday night and elected officers for the year. Homer E. Buck was elected President. The election of Mr. Buck to the Presidency of the board means that the splendid work done by the organization the past year will be continued, as he is one of the most enthusiastic and aggressive members of the Board. Mr. Buck is a member of Bay Council.

Edward B. Braddock, one of the best known commercial travelers in the State, died at his home on Cass avenue, Thursday morning, after an illness of nearly two years. He retired from his work as a traveling salesman two years ago, after nearly fifty years of active service. He was one of the pioneer members and a Past Senior Counselor of Bay Council, of which he was a loyal and consistent member, always interested in the welfare of the members of his Council and always present at the Council meetings when possible for him to be there. His genial manner, kind disposition and beautiful Christian character made him popular and beloved by his friends, who were

legion. He was very patient during his long illness and enjoyed the visits of his many friends. A good man has gone to his eternal rest and his life was one we all might emulate. The funeral took place Sunday afternoon and was conducted by the Portsmouth Masonic lodge, of which he was a member. The members of Bay Council attended in a body.

W. T. Ballamy.

England's Proudest Show Places.

Word comes to Washington that "England's proudest showplaces, the magnificent private parks, hunting moors and game preserves, are to be sacrificed to the national defense." The game is to be killed for food and the land converted into farms. It is asserted that when these measures are carried out it will be impossible to starve England; that fishing alone can stave off famine until the land is made productive. The belief is entertained that the adoption of the policy will mark the end of England's landed aristocracy—the aristocracy may remain, but there will be no great areas of land for titled owners. The departure may not be as radical as predicted, but remarkable changes are impending.—Troy Times.

A Neat Trap.

"I see you have your hand in a sling," said the inquisitive passenger. "Broken, isn't it?"

"Yes, sir," responded the other passenger.

"Meet with an accident?"

"No; broke it while trying to pat myself on the back."

"Great Scott; what for?"

"For minding my own business."



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

Barney says—

By Golly, I found that one of our customers who was in the other day didn't have any fire insurance on his stock. I should not think you could afford to give that man credit, and I'll bet he is a slow pay customer, too.

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

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E. A. STOWE, Editor.

February 21, 1917.

SHOULD BROADEN THE WORK

The annual address of President Lake and the annual report of Secretary Bothwell, of the Retail Grocers and General Merchants' Association, published elsewhere in this week's paper, discloses a serious situation relative to the local organizations of grocers and general merchants in Michigan. Many of these associations of retail dealers have been merged into public improvement organizations and associations of commerce, so that only ten such bodies have paid the per capita tax to the State organization during the past year.

This unfortunate condition, which is a deplorable one from the standpoint of the retailer, naturally leads to the enquiry as to whether it would be advisable to change the membership machinery of the State organization from a combination per capita and individual basis to an individual basis solely. This is the method pursued by the hardware, implement, drug, clothing and shoe dealers and it has worked so well in connection with the representative organizations of those trades that it would seem as though it would work equally well with the grocery and general merchandise trades. The per capita method of membership has always been an uncertain and unsatisfactory connection, because it requires the acquiescence of so many members of the local organizations to affiliate with the larger body. If the membership was placed on an individual basis, where every member would pay the same sum and feel that he was representing himself when he attended the conventions, so that he could say and vote as he pleased on any topic which might come up at the meetings for discussion and action, he would feel much more free to express himself than under the present system where he goes to the convention as a delegate and is necessarily hampered in his words and actions because he is supposed to represent those merchants who are not present at the convention and who might not approve of any advanced ground he might take on any topic which had not been discussed in the local organization and acted upon beforehand.

Under a personal membership basis every member of the Association would feel direct personal interest in the work of the organization and would do his utmost to increase its membership list and treasury balance, so that the work

of the organization might be intensified to the greatest possible extent. Under this arrangement the organization would automatically remain in the hands of men of peculiar fitness for the work in hand. Community interests and local jealousies and prejudices would soon give way to the principle of the greatest good to the greatest number. The merchant at the country cross roads would realize and appreciate that his voice and vote meant as much as those of the large merchant from the nearby city and that any abuses peculiar to his location and condition would receive as much consideration as the greater problems which confront the city retailer.

In view of the fact that something must be done to augment the membership and strengthen the finances of organization, the Tradesman presents this suggestion to the members in the belief that it possesses the germ of a happy solution of the dilemma which now confronts the friends of organization among the retail grocers and general merchants of Michigan.

Avoidance of war surely will mean extraordinary luck. It is denied by Germany that that power has made any approaches to our Government in the interest of peace since diplomatic relations were discontinued, but evidently there has been some interchange and it appears that the United States Government stands firmly on the ground heretofore taken. Disregard of the promises made by Germany respecting the use of submarines will mean war. A peculiarly exasperating incident of the situation is the policy of delaying the return of our Ambassador and retaining the seventy-two American sailors brought in as prisoners on the prize ship Yarrowdale. These performances are in violation of ordinary usage and of decency. It is commonly assumed that Germany's course at this time is a result of desperation, for all evidence indicates a great shortage of food and possibly of munitions. Logically this situation should be a handicap to American trade, and indeed there is a great blockade of merchandise at Atlantic ports, but the actual effect on business is comparatively small. The purchasers of war supplies in this country feel confident of getting everything across after a little delay. The submarine policy of Germany has seemed like a huge misfortune to the Entente powers, but surprisingly little concern is manifested up to this time. Partly the explanation is that the English are supposed to have some device that will beat the submarine. Many vessels have gone across lately without unusual incident. While the destruction of ships by submarines has been great within the past three months, it appears to be declining, but a radical change may occur at any moment. One cannot say much for the condition of the railroads, which are now pretty badly blocked up. Industrial plants continue in their work as if nothing had happened and many of the investors in their stocks are counting on a continuance of these activities for many months, the demands of our Government to make up for the decrease in foreign orders.

Laugh at a fool and he imagines you are laughing with him.

NEARLY THREE BILLION.

Just how much aid and comfort has the United States rendered to the Allies in the course of two years of the war? The highest value on American co-operation with the Entente has always been placed in Germany, where it has become a commonplace that the Allies would have been crushed long ago but for America's munitions and supplies. The next highest appraisal is probably to be found in this country, based on our enormous war exports. What we do not stop to do is to compare our own contribution to Allied resources with the total effort of the Allies. Figures compiled by the New York Journal of Commerce show that in the year 1915 and 1916 our exports of war material of all kinds, from explosives to food and clothing, amounted to \$2,679,000,000. This is an impressive sum, to be sure, but it needs to be placed side by side with the twenty-one billion dollars which England has spent on the war up to date. France, Russia, and Italy together have easily spent twice as much as Great Britain. The Entente expenditures as a whole can be safely estimated as between sixty and seventy billions of dollars; of that amount less than three billions has been spent in the United States.

Another way of testing the validity of the German charge that American munitions saved the Allies from defeat is to compare the export figures for munitions in 1915 with the figures for 1916. In the former year the Entente purchases amount to \$232,000,000. In 1916 they amounted to nearly \$814,000,000. If the precarious military situation of the Entente is to be gauged from the quantity of munitions it was compelled to import, the Allies must have been many times worse off in 1916 than in the year before. The facts are, of course, just the other way. The year 1915 was the year of Germany's greatest achievements and of the Allies' greatest peril. By the beginning of 1916 there was no more talk of a crushing German victory. The contest of endurance was on. Germany settled down to her great defensive. If the Allies, therefore, managed to get through their critical year with a minimum dependence on American munitions, something more than the effect of American shells must account for the frustration of German hopes of victory. And again: if the Allied effort is to be measured only in terms of American munitions, how was it that the year 1916 brought them no such success as would follow from an increase of about 300 per cent. in their importation of American munitions? America has no doubt given valuable assistance to the Allies, but it is absurd to suppose that our aid has been decisive. It is a matter of record that Germans were bitterly complaining of American shells months before our shells could have reached the battlefield.

The insurance combine has selected as its candidate for State Insurance Commissioner William A. Waite, of Detroit, who is connected with the Phoenix Life Insurance Co., of Hartford. Mr. Waite was formerly manager of the Sands general store, at Manistee, removing to Detroit about ten years ago

to take up the pursuit of life insurance solicitor. Michigan has already had one Insurance Commissioner from Manistee—"Puss" Palmer—who knew nothing about insurance when he was appointed, but acquired sufficient knowledge while Commissioner to land a good job with an insurance company on the completion of his two year term. During the time he was Commissioner he usurped the duties of Attorney General and assumed the right to act as judge and jury in cases of violation of the insurance laws, instead of bringing infractions and violations of the laws to the attention of the Attorney General, as the law provides. Mr. Waite is a devotee of politics of the old school. If appointed Insurance Commissioner he would be quite likely to conduct the office on the theory that public office is a private snap, to be administered in accordance with the dictates of the combine that has selected him to serve as its henchman. His selection would add to the long list of Insurance Commissioners who were appointed as the puppets of the insurance combination and who never could be made to see that the people had any right to be heard when their interests were in conflict with the power which makes and unmakes.

The latest misfortune piled upon the Belgians, whose country has been devastated by war, whose people are prostrated by all sorts of suffering incident thereto, and many of whose strongest men have been deported, is the withdrawal of the American relief commission from that country. This is done in consequence of an announcement from the Germans that the Americans may no longer perform the functions to which they have thus far devoted themselves, except that Brand Whitlock may remain, without diplomatic standing, and supervise the work. Automobiles and other means of communication are being denied Americans. Of course it was useless for the relief commission to continue its work, but it is said that Dutch and Spaniards will take it up and it is hoped that this country may still contribute. The reason for the action of the Germans is not clearly given in the dispatches but the same is true of a great many other things the Germans have done.

It would seem as if in the natural course of events ordinary foresightedness would be sufficient to induce every American farmer to make as large a planting next spring as possible in the hope of having an exceptional harvest in the fall. At prevailing prices agricultural products are a handsome asset to those who have them for sale. The Federal Reserve Board and other National and state authorities are, however, improving the opportunity to send formal messages throughout the agricultural districts urging this kind of preparedness. Especially, Southern farmers are asked further to diversify their crops and not depend entirely upon cotton, sweet potatoes and peanuts. In these days when most farmers read the newspapers it ought not to be necessary to tell them that they can make money by having big crops this year.

TEN DOLLAR BONDS.

A number of prominent men have incorporated a concern with a laudable purpose. They want to encourage thrift. They have a definite, concrete plan for doing it, which is better than mere exhortation. They are going to sell bonds in \$10 denomination. They are going to put them on sale in department stores, cigar shops, drug stores, and other retail distributors, as well as in banks and express offices. They are going to put them on sale wherever people go to spend or deposit money. The bonds will not bear an extravagant yield. They will bear interest at 3 per cent. But they will be as safe as safe can be. The company will operate on the same principle as the savings banks. It will purchase bonds; it will purchase exclusively municipal, county, state, and National bonds; and the \$10 "bonds" issued against these will be virtually certificates of interest. The company—which will be named the National Thrift Bond Corporation—hopes to make its profit through the differences in interest return on the bonds bought and the 3 per cent. return paid to buyers.

How will the scheme work? What is the necessity for it? The president was first started on the idea by a talk with a relative who asked his advice about investing the tag end of a small legacy. He suggested the savings bank; she objected that it was inconvenient, and she would probably be tempted to draw the money out soon to buy hats. She did not understand the technicalities of bond circulars; investment bankers would not bother with her little capital; she said it was a pity she couldn't go to a department store and buy something she was sure was safe. It remains to be seen whether the purchase of these bonds will be more convenient than the savings banks which pay 4 per cent. On this will probably depend the success of the plan.

Meanwhile, if it could get the authorization, and if it thought it would not confuse the prospective buyer or work to the disadvantage of the lower yield bonds, the company might consider the additional issuance of, say, 4 per cent. bonds based on railroad bonds, legal for savings banks. Perhaps even some of our large railroad companies, in the interests of promoting National thrift, might, when they float, say, a \$50,000,000 bond issue, put out \$1,000,000 of it in \$10 bonds for retail distribution. This would possibly involve some additional expense; but the altruistic object might justify it.

It is said that there were no thistles in Canada until a homesick Scot had seed sent him, that he might see a plant that reminded him of the land of his nativity. There were no dandelions in one part of Colorado until a woman sowed the seed. Morning glories in bloom on a sunny morning are a beautiful sight, but when they grow wild, as they do in many sections, they become a nuisance. Out in Santa Barbara two wealthy ranchers are at law because of wild morning glories. One accuses the other of having seeded his land with the pest. When the wild morning glory gets a good start it drives out all other plants and weeds, and no property owner likes to have it on his land.

"Michigan's Leading Insurance Company"

FORTY-NINTH ANNUAL STATEMENT

OF THE OLD

Michigan Mutual Life Insurance Company

OF DETROIT

Michigan Mutual Life Building 150 Jefferson Avenue
For the Year Ending December 31st, 1916

ASSETS

Cash on deposit in banks	\$ 271,745.97
First mortgage loans on real estate	10,236,182.14
Real Estate (Home Office building)	100,000.00
Loans to policy holders secured by reserves	1,898,998.35
Bonds, cash value	25,000.00
Loans on collateral	1,800.00
Interest due and accrued	176,212.50
Net outstanding and deferred premiums secured by reserves	146,266.14
Due from other companies	2,805.83
	<hr/>
	\$12,859,010.93

LIABILITIES

Reserve fund, including disability benefits (computed by the Michigan Insurance Department)	\$11,504,987.21
Premiums, interest and rents paid in advance	32,832.64
Installment policy claims not yet due	29,364.04
All other policy claims	70,791.11
Reserved for taxes and other items payable in 1917	38,828.86
Surplus fund	1,182,257.07
	<hr/>
	\$12,859,010.93

Insurance written in Michigan during 1916	\$ 3,977,600.00
Total amount of insurance in force December 31, 1916	58,289,878.37
During the year 1916 the Company	
Paid death claims amounting to	586,489.14
Paid to living policy holders	676,556.05

Total amount paid to policy holders in one year	\$ 1,263,045.19
Total amount paid to policy holders since the organization of the Company	\$27,317,495.34
Total amount paid to policy holders since organization plus the amount now held for their benefit	\$38,822,432.55

A record of actual results which speaks for itself.

Attention is invited to the high character of the assets of the Michigan Mutual, which is unsurpassed by any Insurance Company in the United States.

All the policies written by the Michigan Mutual are approved by the Commissioner of Insurance of Michigan; all its policies contain the Standard Provisions required by the laws of the States in which it operates, and all the obligations of its policy contracts are guaranteed and secured by carefully invested assets of over \$12,850,000.00, including a surplus fund of over \$1,180,000.00.

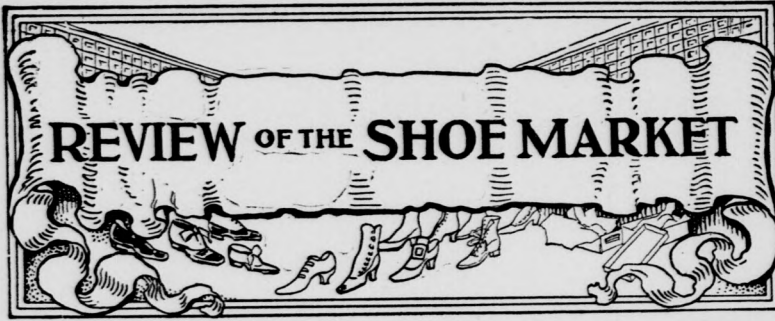
The definite policy contracts issued by this Company appeal to all who are looking for absolute protection and investment in life insurance at the lowest rates permitted by the standard and legalized tables of mortality.

The Michigan Mutual Has Some Lucrative Field Positions Open for Men of Integrity and Ability

O. R. LOOKER, President
A. F. MOORE, Secretary

J. J. MOONEY, Third Vice-President and Supt. Agents
W. B. MARSHUTZ, Supervisor of Agencies for Michigan

H. Z. WARD, General Agent
Michigan Trust Bldg. Grand Rapids, Michigan



Some Phases of the Shoe Repair Business.

Written for the Tradesman.

One of the incidental effects of the present high price of leather has been and is a phenomenal increase in the shoe repair bill of the American public. Shoe repairers are doing a land office business East, West, North and South.

Between the minimum and the maximum limits of shoe-consumption there is a pretty wide margin, as many a retail shoe dealer has discovered out of costly experiments in buying. When they have to, people can and will practice economy in the matter of footwear purchases. They can shine up shoes that have become a bit seedy and they can and will have them repaired and put in order, and thus prolong the days and months of wear; and the higher shoe prices go, the more will thrifty folk resort to such expediences.

This is a pardonably natural—and quite effective—protest against prices as they approach the prohibitive point. Shoe dealers who are perfectly frank will tell you that they are not selling as many pairs now as formerly, although they may be making more profit than ever before. A year ago people were buying more shoes than they are to-day, and as the prices advanced month by month, sales fell off; and now that some styles and grades of shoes have doubled in price over a year ago, there is a very appreciable difference in the number of pairs sold. And if this condition continues, the volume of business done by retail shoe dealers the country over is going to remain sub-normal.

And the shoe repair shops are going to do a world of business. Fortunately is the retail shoe merchant who now has a repair department.

The Skinned-Shoe Evil.

Conditions such as those confronting the shoe industry at the present time, make the skinned shoe a real menace. With materials to-day costing up to 100 per cent. more than they did a year ago, it is obvious the retail price must be advanced accordingly or—the shoe must be cheapened. And as there are a lot of people who resent paying more than a certain set price for their shoes, it stands to reason they are going to get a very much less serviceable shoe to-day than they did a year ago, at the same price. Later on, when the soles wear out or loosen up in the snow and slush, or the shoe otherwise gets suddenly on the blink, they'll proceed to the repair shop in search of help in a time of need; and then they'll discover that the repair man

cannot offer any more substantial relief.

For the skinned shoe doesn't respond to the repair man's craftsmanship. A shoe with a good, strong upper, insole and welt, can easily be rehabilitated; but shoes with flanky, spongy, insubstantial soles and upper stock, do not lend themselves to such rehabilitating processes.

One repair man with whom the writer was recently talking on this very subject, complained that his repair business had suffered of late from this very cause. "Many of my customers," he said, "are people of moderate circumstances, and quite a lot of them have been trying to economize in their footwear expenditures—with the result that they have gotten skinned shoes. As winter came on with its snow and slush, they began to come in with shoes that either couldn't be repaired or weren't worth repairing at prices we must have for repair work. As a result I have missed a lot of work I should have had under normal conditions."

The writer has no means of knowing what extent other repair men have suffered as an indirect result of skinned shoe evil, but he does know that the so-called skinned shoe is an evil—with almost none of the economizing possibilities that it seems to promise. Outwardly it may be made to resemble the standard shoe of bona fide value, but when it comes to intrinsic merit the value isn't there; for the skinned shoe is the shoe that has been held down to a certain fixed price-level by the substitution of cheaper materials.

Non-leather Repair Materials.

Substitute leather materials are being used nowadays by repair men as well as shoe manufacturers. And naturally the question arises, With what success?

Take, for example, substitutes for oak-leather soles—of which there are a number of widely advertised fiber materials on the market. The writer was interested to know with what success these materials were being used; and for that reason interviewed a number of repair men.

Judging from the answers given by a number of shoe repairers in a given locality (a city of half a million), the new non-leather substitutes are proving highly successful for certain classes of work, and not so good



Rouge Rex Shoes

"For the Man Who Works"

A shoe is no better than the leather from which it is made.

That is why we tan our own leather. We in this way are able to get just the grade and texture that we know will prove the most satisfactory.

Rouge Rex shoes fill the bill, and sell over and over again to the same men. They are trade winners; they are trade holders—they satisfy.

HIRTH-KRAUSE COMPANY

Hide to Shoe
Tanners and Shoe Manufacturers

Grand Rapids, Michigan

First Hand Values
Give First Hand
Results



Now what do you and we mean by results—PROFITS of course. That's what we are both in business for.

We've built our success on giving the public first hand shoe values, and so can you.

Our interests are mutual. We have the good shoes and you the demand.

Let's work together.

Rindge, Kalmbach, Logie Company

Grand Rapids, Mich.



as leather for other classes. For instance, take the man whose work is indoors; the man who is on his feet much of the time; especially if he has to stand and walk on tiled floors—in that event the fiber material is highly satisfactory. It provides a noiseless tread and puts a sort of elasticity in the step that cannot be had from leather. In some cases it seems to impart a sense of restfulness to the feet—so much so that some men are really enthusiastic about it, and specify its use in their repair work.

Now it is admittedly hard to draw the line between fact and fancy in such matters, but we are all agreed that the man is comfortable who thinks himself comfortable; and in those cases where comfort is identified with and attributed to certain physical accessories, then the thing to do is to supply the article demanded. Leaving out of consideration, for the time being, the question of service, there are men who demand the thing they want even if it doesn't last as long as something else.

But when it comes to good, old substantial service, hard knocks, and the acid test of hard wear under varying weather conditions, good old, oak-leather sole leather is still doing business at the same old stand.

One of the most serious indictments I heard against these new sole-leather substitutes is that they are not uniform in the matter of durability—in other words that one pair of soles, of a certain concern, wears out quicker than another pair of the same brand. But this raises another question; namely, were the wear-conditions imposed upon the fiber soles precisely identical in both instances? And that is a question that any repair man would find hard to answer. He might so claim, and honestly think so—and yet be mistaken.

However, the very latest advices from repair centers, advise us that they are still using oak-sole leather.

Cleaning and Dyeing Shoes.

The present vogue for colors in women's shoes, has given rise to a new departure in the repair business. White slippers and delicate colors soil readily, and where the soil-traces or stains do not yield to the simpler cleaning preparations of the home, the shoes become practically worthless to the owner until they are either cleaned by an expert or dyed another shade.

Now, as every repairer knows, there are both excellent cleaning preparations and formulas to be had, which, if properly used, yield results that are often highly satisfactory where home-efforts have failed; and there are perfectly practical dyes on the market, whereby shoes may be made to take on most any shade (always a deeper one than the shoes now possess). To clean and dye a pair of white slippers or shoes is but the work of a few minutes; and in that case any desired color can be matched. And the price for such work is a dollar per pair.

There are possibilities here that the repairer or repair department man of the retail shoe store ought to work out.

Cid McKay.

Live Notes From a Live Town.

Owosso, Feb. 19—Thursday evening the Owosso bakers and cake and pie makers gave the retail grocers a banquet at the Hotel Wildermuth. We don't know how elaborate the affair was. Sort of a get-together meeting. We are not in a position to furnish any information on inside stuff, as we were not present. Just heard they had it.

Foster Billhimer is confined to his home with a severe attack of erysipelas.

Ferry Hanifin, of Lansing, is spending Sunday with his brother, Fred. Ferry is about to again take up his residence in Grand Rapids.

Frank T. Wright, of Burton, will move his general stock of merchandise to Owosso the first of March, where he will continue the business.

The Grank Trunk station at Burton now has a ticket agent at that point in the genial personage of Miss Helen Green.

Roy A. Mott, of Ressigue & Mott, at Middleton, has received the appointment of Postmaster and the postoffice is now at the general store of Ressigue & Mott.

A. C. Kidder has purchased a stock of crockery and groceries at Sheridan, has added a stock of shoes and will conduct a business of various lines at the same old stand. Here's hoping that success may attend his every endeavor. Mr. Kidder has been a resident of Sheridan several years. He has a large acquaintance and a host of friends and a splendid outlook for a nice large business.

We notice in last week's Tradesman an unsigned article from some drummer to enforce bedquilt legislation on the already overburdened and down-trodden tavernkeeper. We are quite considerably politically sophisticated and cannot quite bring ourselves to imagine a bunch of traveling men sitting around our Capital City lobbying for a favorable report from a crazy quilt committee. When we strike a cold storage, we gently poke our cold feet into our bed slippers, draw our trousers over our pajamas, with one suspender over one shoulder as a matter of safety first, and quietly meander toward the wardrobe for supplies. About the only inconvenience we have undergone during the recent cold spell was to have the stove pipe tumble off from a soft coal burner that was in some manner in conjunction with our sleeping apartment. While we were not entirely smothered, it forced us to take a bath when we really had not intended to perform an allover ablution until the old swimming hole had arrived at the proper temperature in the good old summer time.

Several newspapers have made mention of the immediate return of the ground hog to his winter quarters and look for six weeks more society of Old Boreas. Now, we positively know that the environment of different wood chucks in different localities are different, as our own wood-chuck up here on Cream Hill came out a little after sunrise and as the neighborhood was all out about that time emptying ashes, it was so cloudy that he fussed around until he froze to death. We can prove this by Fred Hanifin, who came over about that time to borrow an axe and also, incidentally, get a scuttle of coal. We think the indication for an early spring with us is just about the same as in other seasons, as the tall dead weeds and driedup corn stalks and also our kitchen stove pipe all lean toward the South, and our ashpile is considerably larger than our coal pile.

Honest Groceryman.

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

There is Money for You in the Sale of The Bertsch Shoe Line

The sale of one or two pair will not make you rich—not that.

But if you are handling a LINE of known qualifications—a line that is going to give your customer more for his money in QUALITY and SERVICE than he gets from other similar lines—you are making your profit, and at the same time you make a friend—one who will stay by you and who will bring HIS friends to YOU.

The BERTSCH SHOE LINE is THE LINE that will make you friends.

It has built into it those qualities that will give the ADDED SERVICE and SATISFACTION.

Every pair made by us is built that way.

The people in your community know and believe in the BERTSCH SHOE

Because THEY WEAR LIKE IRON

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

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.

DETROIT SERVICE



Each and every one of the 95,000 telephones in Detroit may be reached direct from your citizens telephone.

COPPER METALLIC LONG DISTANCE CIRCUITS

connect with 240,000 telephones in the state

Citizens Telephone Company



Nearly as Large as the Steel Corporation.

In Delaware there is a stupendous company. Its stupendousness is not generally realized, because its shares are not dealt in on the stock exchanges and it doesn't get the relative publicity that its size warrants. It is the E. I. du Pont de Nemours & Co. It has been growing. Its gross income in 1916 was \$318,845,685, which compares with a gross of \$25,170,948 in 1914. It also compares with the Steel Corporation's "gross sales to outsiders" in 1915 of \$486,000,000. Net earnings last year were \$82,107,692, compared with \$57,257,308 in the year before. The balance available for the common stock last year was \$78,459,471, equal to 133.31 per cent. thereon, against 94.3 per cent. earned in 1915. The \$58,854,200 in dividends distributed last year was exactly equal to 100 per cent. on the stock, and compared with 30 per cent. in the year before. Since the war began, the company has constructed \$60,000,000 worth of new plants. But the management is not deceiving itself; it knows that these cannot always be kept busy on powder; it is preparing for the end of the war, and its chemists are kept busy seeking new products for which there will be a demand in time of peace, and which will keep this new equipment going, and the added laborers at work.

But the du Pont report, when considered in connection with several other reports published to-day, accentuates an interesting tendency. The Winchester Arms Co. for the year ended February 5, 1917, reported gross sales of \$26,441,075, an increase of \$6,131,990 over last year. But net profits were \$4,448,850, which is a falling off of \$203,243 from 1915. And the Electric Boat Co. (the operating company for Submarine Boat Corporation) disclosed net earnings for the fiscal year 1916 of \$6,479,449, an increase of only \$1,313,744 over the year before. This percentage increase compares unfavorably with that attained by most steel companies and other makers of raw materials during the past year.

All these companies are concerns which profited in an incredible and fabulous manner when the war first broke out. Their transformations rivalled those of the Arabian Nights. They made finished products—war products; they did not have to convert their plants; they were experienced, and they were ready. But what is happening now? The du Pont Co. reports that in the current year powder prices are lower than a year ago, and dividends will be less than in 1916. Powder prices are not lower

because the demand has fallen off, because it hasn't; they are lower because the supply of powder has been increased; powder is being produced now in the world on a scale never before known. The du Pont Co. however, is faced with rising costs of raw materials, and the Winchester Co. is faced with rising costs of raw materials, because the supply of these has not overtaken the demand, and because in some instances it cannot. First the manufacturers of finished war products profited; then the makers of raw materials, who sold to the manufacturers of finish materials, prospered, but indirectly, and not to the same degree. The raw-material manufacturers are now having all the better of the argument.

Increasing Demand for Automobiles.

Almost within the memory of our children the automobile has been conceived, improved and marketed. With spontaneous unanimity it has supplied a demand until now it ranks third in our list of great American industries, being exceeded only by agriculture and steel. Despite the fact that motor factories continually have been expanding their capacities, they have failed to keep pace with the market requirements.

Along with the rural telephone and the interurban trolley, the automobile has been instrumental in solving one of the great problems of isolation upon our farms. To the genius of these masterful engineers is ascribed the beginning of a new social era in homes and small communities distant from the educational and recreational opportunities of towns and cities. To many thousands it has brought new resources of convenience, health and wholesome pleasure. It has been one of the great forces in preventing over-concentration in large cities, supplying rapid and pleasant means of communication with suburbs.

During the present year it is estimated approximately 1,600,000 automobiles will be manufactured. It is also estimated that on the farms and in rural communities there is a prospective demand for 4,000,000 automobiles, and in the larger cities it is believed that there is an absorption capacity for at least another 3,000,000. In addition, there is a large foreign export business to be cared for; at home there will be a continual increase of population, and the use of such vehicles for commercial purposes is rapidly expanding. If production, therefore, continues to increase at the average rate maintained for the last five years the point of saturation cannot be reached for five, six or seven years.—Galveston News.

Let Us Serve You

Being an Executor is this Company's business. It is far better qualified by business experience and training, for the management of Estates, than an individual can be. It is financially responsible and has a continuous existence so there can be no interruption or confusion in handling Estates.

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

THE MICHIGAN TRUST CO. OF GRAND RAPIDS

The only way in which you can be assured that your property will be distributed as you personally desire is by having your will drawn and a responsible executor named to carry out its provisions.

This Trust Company is especially chartered by the State to act as executor under will

Ask for booklet on
"Descent and Distribution of Property"
and Blank Form of Will

GRAND RAPIDS TRUST COMPANY

MANAGED BY MEN YOU KNOW
OTTAWA AT FOUNTAIN. BOTH PHONES 4391

MEN OF MARK.

G. L. Daane, Vice-President Grand Rapids Savings Bank.

Gilbert L. Daane was born in Grand Rapids May 30, 1886. His ancestors were Holland on both sides. He attended the public school here as far as the twelfth grade, when he broke an arm twice the same year, which put him back so far with his studies that he did not return to high school to finish his course. Instead he entered Grand Rapids Business College, where he completed a commercial course. His first work was as stenographer and assistant book-keeper for T. O. Tracy & Co., jobbers of dental supplies. After a year at this work he concluded to add to his knowledge of "book learning," which he did by taking a one year engineering course

Treasurer of the local Y. M. C. A., President of the Grand Rapids Live Stock Co., director of the Breen & Halladay Fuel Co. and director of the City Rescue Mission. He has been a member of the Lagrave avenue Christian Reformed church since 1905 and is Treasurer of the Sunday School.

Mr. Daane was married June 15, 1909, to Miss Mamie Blocksma. They have two children, a boy of 5 and a girl of 2 years. They reside in their own home at 739 Morris avenue.

Mr. Daane attributes his success to the opportunities he has had and the co-operation of the men who have been affiliated with him in business, but those of us who know him best and appreciate his sturdy qualities, realize that much of his success is due to the man himself, because he possesses a degree of steadfastness



Gilbert L. Daane

at the M. A. C. On his return from Lansing he entered the employ of the Commercial Savings Bank as draft clerk and foreign exchange clerk. After working in the down town bank for a year, he was made assistant manager of the South Division avenue branch, where he remained five years. On the organization of the Michigan Exchange Private Bank, in April, 1910, he was elected a director and Cashier of the Bank and conducted the affairs of the institution so shrewdly and profitably that at the end of six and one-half years the resources of the bank had increased from \$30,000 to \$751,000. A month ago the Bank was purchased by the Grand Rapids Savings Bank, when Mr. Daane became a director and Vice-President of the latter institution.

In addition to his duties at the Bank, Mr. Daane acts as director and

and reliability which commands attention, recognition and appreciation everywhere.

Personally, Mr. Daane is a genial gentleman who has a glad hand and a pleasant smile for all who come in contact with him. He possesses enough Dutch caution and conservatism to make him a safe custodian and adviser and sufficient push and vim to keep him up-to-date and progressive—an admirable combination for a rising banker whose name will some day grace the top of the list of officers of a great fiduciary institution.

The door of hope swings both ways.

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

Kent State Bank

Main Office Fountain St.
 Facing Monroe

Grand Rapids, Mich.

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

Resources

9 Million Dollars

3½ Per Cent.

Paid on Certificates

Largest State and Savings Bank
 in Western Michigan



THE BANK WHERE YOU FEEL AT HOME

GRAND RAPIDS SAVINGS BANK

WE WILL APPRECIATE YOUR ACCOUNT
 TRY US!

OFFICE OUTFITTERS
 LOOSE LEAF SPECIALISTS

The Tisch-Hine Co.

237-239 Pearl St. (near the bridge) Grand Rapids, Mich.

THE
OLD NATIONAL BANK
 GRAND RAPIDS MICH.

177 MONROE AVE.

LOGAN & BRYAN
 STOCKS, BONDS and GRAIN

Grand Rapids, Office
 305 GODFREY BUILDING
 Citizens 5235 Bell Main 235

Members

- New York Stock Exchange
- Boston Stock Exchange
- Chicago Stock Exchange
- New York Cotton Exchange
- New York Coffee Exchange
- New York Produce Exchange
- New Orleans Cotton Exchange
- Chicago Board of Trade
- Minneapolis Chamber of Commerce
- Winnipeg Grain Exchange
- Kansas City Board of Trade

Private wires coast to coast
 Correspondence solicited

Complete
 Banking Service

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

Our 3½ Per Cent
 Savings Certificates are a
 desirable investment

THE PREFERRED LIFE INSURANCE CO.

Of America offers

OLD LINE INSURANCE AT LOWEST NET COST

What are you worth to your family? Let us protect you for that sum.

THE PREFERRED LIFE INSURANCE CO. of America, Grand Rapids, Mich.

Fourth National Bank

United States Depository



Savings Deposits

Commercial Deposits

3

Per Cent Interest Paid on
 Savings Deposits
 Compounded Semi-Annually

3½

Per Cent Interest Paid on
 Certificates of Deposit
 Left One Year

Capital Stock and Surplus
 \$580,000

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

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

ONE YEAR'S WORK.

Report of Secretary Bothwell to Kalamazoo Convention.

As your Secretary I take pleasure in reviewing the work accomplished during the past year. In the beginning of that period, considerable time was necessarily taken up in planning and arranging the work. These efforts of organization, made with the hope of securing greater success, must still be continued if we would bring the Association up to the high standard desired by the officers and board of directors.

A condition has arisen in many towns which causes a series of expenses for the merchants who should be and are interested in the work of the Association.

Without an increase of income it is not possible for merchants generally to contribute to any great extent to more than one organization of this class and because of the energetic work being done by the promoters of the comparatively new organizations known as chambers of commerce, many of our towns and cities where formerly existed fairly active local associations have allowed their memberships to lapse. It is the practice of these new organizations to have their members sign up for three years at an annual fee of from \$10 upward, making it necessary for many, while fully realizing the necessity of an independent retail organization, to delay joining our ranks until membership obligations in some of the others has expired.

May I here make a request that each one within the sound of my voice will resolve right now to induce one more merchant to take a membership within the next thirty days. I make this request not alone because of the fact that you have been blessed with the hearty co-operation of the manufacturer and jobber, but for the more important reason that the more members we have, the more effective we can make the work of lifting the retail business out into the sunshine of an approving public. I am sure that I voice the sentiment of the officers when I say to you that in order to be fair with them you should comply with this request. Again let me say that I want you to know the kindly spirit of co-operation possessed by the officers, directors, and many of the members of this Association; the personal inconvenience they suffer and the financial burden they bear in carrying on the work they are doing for the benefit of all retail merchants; how they take time from their business, money from their tills and absent themselves from their families in order to attend meetings, organize locals and instill a little ginger in discouraged retailers, without pay except the satisfaction of knowing that by their efforts they are making conditions better.

It has been my privilege to have traveled with our worthy President to various parts of the State in our efforts to correct some of the evils that assail; and, although he has suffered much inconvenience, his work has been done without a murmur. In order that the expense of this work might be kept down to the minimum both he and Mrs. Lake have very generously extended to me as your representative on several occasions the hospitality of their home and this organization owes them a great deal more than an ordinary debt of gratitude.

On one of my trips with Mr. Lake it was our pleasure to have enjoyed the kindly consideration of our First Vice-President, W. J. Cusick, of Detroit, who left his business and with his auto took us from place to place through mud and rain in order to facilitate the work and reduce the expense for your benefit as well as mine.

Our trip to Detroit was made the occasion of a very enjoyable time through the efforts of our good friend, counsellor, and member of the board of directors, M. J. Maloney, who made us clearly understand that the best that Detroit afforded was not too good for the Detroit Association to set before the board of directors of this Association.

Our wanderings were varied and some time vague in our efforts to be of use, but it became the lot of the little town of Cass City over in the thumb to be the place we really got in our first work of importance. Cass City is honored in being the home town of that man whom we all delight to call friend, our Second Vice-President, E. W. Jones—a little town and a little man both possessed of the enthusiasm and dynamic force that brought us the first orders for credit rating systems where in one evening and

one day we got thirty-one subscribers. Not only grocers and general merchants, but all lines of business, were glad to take advantage of the benefits that any credit system offers when properly used. In addition to all the time and expense spent by Mr. Jones, my visit was made a pleasant and happy one by the hospitality extended to me by both Mr. and Mrs. Jones.

Another place of profit for the Association and pleasure for myself was the time spent at Fremont, where our good friends, John Pikaart and Ray Brink, freely gave of their time and the use of their automobiles in doing the work that is so necessary to the success of every man doing a credit business.

At Flint, where I went in company with Mr. Lake, we met with an enthusiastic crowd of retailers who are to be congratulated on the large membership of their local Association. Flint has a habit of doing big things and the banquet provided as a part of the evening's enjoyment was in keeping with the character of Flint's way of doing things fully and completely. The thanks of this Association is due in fullest measure to our good friend, C. W. Grobe, Treasurer of this organization, for his untiring efforts in boosting at all times for the things that are good for the retail merchant.

At Bay City it was my privilege to meet with the local Association and too much can not be said of the desire of the merchants of that city to do all in their power to bring about better conditions. I am just now in receipt of a list of fifteen of their number who will attend this convention. Bay City enjoys the distinction of having furnished two men who have been Presidents of this Association. Mr. DeBatts and Mr. McMorris, men who, although having enjoyed all the honors that are within the power of this organization to bestow, are still willing and ready to give unstintingly of their time to advance the interests of our members. The chairman of the Insurance Committee, who also lives in this city, is on the job all the time and we will have the pleasure through his efforts of placing before you during this meeting the fire insurance problem from every conceivable angle. In this particular respect, Mr. Primeau has during the past year given his best thought.

With the older local associations let me mention the names of Lansing, the town that is the home of Bowdish, Affeldt and several dozen boosters who are well represented at this meeting; Grand Rapids, Big Rapids, Kalamazoo, Saginaw, Port Huron and, last but not least, my own home town, the hustling little city of Cadillac, where I am pleased to say we enjoy the distinction of operating four of the best businesses there is to be had in their class—No-Sag screen doors, Acme motor trucks, Electric maple flooring and, last but at this particular time the most important, a credit rating system that does the business. The three former are very necessary, but it takes money to buy them and if you, through lax methods of credit have all your money on your books, you can not have it to make payments with; while with a good credit system your bad accounts will be greatly reduced and your good accounts will be paid more promptly. Let me cite one more illustration: Six years ago when we established our system of ratings only five of our retail grocers could take advantage of their cash discounts, but today no less than seventeen can do so. For this reason I say a good credit rating system is of more value to you than motor trucks, screen doors or hardwood flooring but if you need these and have the money to pay for them, just think of Cadillac.

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CAMPAU SQUARE

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

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

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

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

Among the towns where good results are being accomplished, we find Durand, Fremont, Cass City, Harbor Springs, Mancelona and am corresponding with several others with fairly good prospects of being able to get the co-operation of their people.

Many individuals who are very much interested in the welfare of the Association have done everything in their power to promote its success. Among these let me mention the editors of our trade papers, C. A. Day has extended the free use of the columns of Detroit Trade in order that items of interest may be given the widest possible publicity and has kindly printed some lists of the secretaries in the State, a copy of which is free to any who wish to have one. E. A. Stowe, who will address us on fire insurance during the convention, has also used valuable space in Michigan Tradesman, freely and voluntarily, to advance our interests.

If I may be permitted to digress just a little I would suggest that as one of the great problems which confronts us is the business carried on by mail order houses which are mostly out-of-the-State concerns; there are also out-of-State trade journals which are interested in the work of their several states, but why not practice what we preach and give the trade journals edited and published in our own State preference over all others?

I do not like to tire you too much, but a short sketch in detail of my work may not be out of place at this time. During the year I have visited 103 towns, some of these three and four times. I have traveled 6,757 miles and written upwards of 3,000 letters; yet I have only touched the edge of the circle and the work done has only been a drop in the bucket.

In the month of March I visited Lake City, securing two members. The following week I went to the Soo, at the request of some of the merchants there and, although an organization was effected, there was little hope that it would succeed, owing to the fact that some of the principal merchants were not the best sort of competition. I, however, secured five new members for the State Association.

I have visited at Greenville, Howard City, Lansing, Grand Ledge, Ionia, St. Johns, Owosso, Bay City, Saginaw, Wilmot, Cass City, Caro, Detroit, Pontiac, Grand Rapids, Petoskey, Fremont, Manistee, Harbor Springs, Muskegon and many other towns.

In Cass City I installed a credit rating system with thirty-one members. At Mancelona I installed a credit rating system with nine members. At Fremont I met with nearly all the merchants not only in that town but also in several of the outlying villages, and hope some time soon to have completed and installed a credit system with twenty-seven members. I can not let this opportunity pass without making special mention of the fact that Fremont is one of the three or four towns sending in their per capita tax since the last convention on the new schedule of \$1 per member, and without any solicitation; also that Mr. Pikaart and Mr. Brink took particular pains while I was there to conserve my time as much as possible by placing both themselves and their automobiles at my service.

At Durand a credit rating system is partly provided for, but as only part of the work is done at this time, we are not sure whether we shall be able to get enough members to make it a paying proposition, but hope by the time another convention comes around to be able to report Durand as one of the towns receiving these benefits.

At Harbor Springs, we have also done the preliminary work of installing a credit system with a membership of ten, but the work of completing a system will take from three to six months under ordinary conditions. This year has proved a very uncertain one for getting some kinds of stock and in order that you may more fully appreciate the amount of work involved, let me say that in one system installed, we wrote 155,000 names, all on the typewriter. I am, however, shortening up the work by installing machines which will cut down the time as well as eliminate the mistakes which are sure to happen where the work is being done on typewriters entirely.

Let me say that I have one of these credit systems with me and will be glad to have you examine it and explain it to you since it serves as a directory, mailing list and credit system. It is of inestimable value to the retail merchant about to open a credit account with a prospective customer. Get the credit standard of that fellow before you trust him, for he may be one of the 38 per cent. who do not pay their bills if they can possibly help it.

I might tell you for hours of the work which we need to do, but before closing let me give you a report of the year's work in a more concrete form.

During the year we have compiled a list of secretaries in seventy-five towns in the State. If you want reliable information from any of these towns, you can get it by corresponding with the Secretary. In the office we have on file a list of 1,100 secretaries who are mem-

bers of the various state associations and affiliated with the National Association. Should you want the name of some one in Seattle, Portland, or Waco or any other town where you may have a delinquent account, we shall be glad to furnish you with the name of the Secretary in that town on request.

There are in the State at the present time in good standing ten local associations, all affiliated with this organization. During the year we have added eighty-five individual members. We have also added during the year six honorary members, making a total honorary membership of thirty-seven.

Stock Account.
Inventory of stock on hand, paid for Rating book covers and indexes \$28.00
Information cards 75.00
Membership receipts 6.00
Total \$109.00

Labor Account.
Rating systems contracted for and partly completed \$440.00
Cash Account Credit.

Cash balance last convention \$ 659.59
Cash collected and paid to Treasurer 1,014.90
Total \$1,674.49

Debit.
Orders issued on Treasurer \$1,164.38
Incidental Expenses 35.90

Total \$1,200.28 \$1,200.28 \$474.21
Total Assets, Feb. 15, 1917 .. \$1,023.21

In concluding my first annual report, let me say that the work we are trying to do is educational more than anything else, and while we have excellent institutions of learning in the State of Michigan, there is not one of them where a young man can get a technical training that should be his before he endeavors to fill one of the most responsible positions, the distribution of food to the consuming public. Our work is educational, because we are making it sufficiently comprehensive in order to gather from the experience of older men the attributes that make for success and applying them in condensed form with more modern methods. Some of these methods I will demonstrate to you on a blackboard tomorrow afternoon, in such short and easy form that they can be applied to the smallest as well as the largest business.

And now, Mr. President, officers, directors and members who have helped with labor and encouraged by kind words, my efforts of the past year let me extend to you my sincerest thanks for the many courtesies I have received at your hands. May your Secretary another year be as loyally supported by you as I have been in the year just closed.

News and Gossip From Sagacious Saginaw.

Saginaw, Feb. 19—Dr. Bruce and wife returned from England this week, with many interesting accounts of the war situation. The doctor has served as medical inspector in the English army. He says England is confident of only one result—that the Germans will be defeated.

The M. W. Tanner Co. gave a delightful dancing party on the fourth floor of its building on Valentine's night. About 200 were present. Dancing was enjoyed and refreshments served.

Floyd Wood, a buyer for Hole-in-the-Wall Gardiner, attended an auction sale in Chicago last week. By the way, Mr. Wood has a peculiar role in life—that of making "new stores out of old ones." He can transform the most dingy old fashioned store into the brightest up-to-date place in the shortest space of time and at the least possible expense of any man we know of.

Although Albert G. Bero has been dead more than a week the investigation into the mysterious assault on North Warren avenue at a time of the evening when that street was traversed by people going home from work has revealed nothing more tangible than was known when John P. Wood discovered the body. A large number of possible suspects have been taken to the police station and grilled but they have been able to furnish a good alibi story. The suspects have been released. The detective bureau is investigating every bit of information given to the police and so far none of these reports have brought results. The U. C. T. with its reward of \$200 for information which would lead to the arrest and conviction of the assailant has not been given any information that has produced any results.
J. B. Laughlin.



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.



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.
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CRESCENT MFG. CO.
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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.

TAKING INVENTORY

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

We Specialize In Automobile Industrial Public Utility SECURITIES

THURMAN-GEISTERT & CO.
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Dandelion Vegetable Butter Color

A perfectly Pure Vegetable Butter Color and one that complies with the pure food laws of every State and of the United States.
Manufactured by Wells & Richardson Co.
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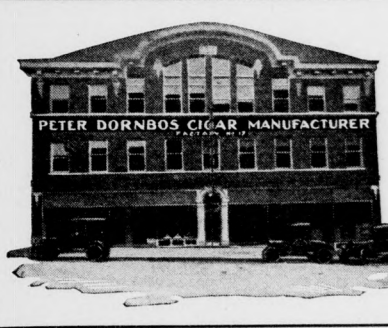
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Under New Management
534 Wealthy St., S. E.
The (3) Day Cure for
DRINK HABIT

Drug Habit Cured

All treatments given under a
Positive Guarantee
At Your Home or at
Our Institute

Grand Rapids, Michigan
Perry Miller City Phone 5572
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Home of the Pleasing

Dornbos Cigars

Michigan Bankers & Merchants' Mutual Fire Insurance Co.

Fremont, Michigan

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.

Start Something

Business nowadays is not a performance but a profession.

Renting a building, stocking goods, sweeping out, dusting up, and waiting for trade to come to you is not business in this age of keen competition.

It is only waste—waste of time and waste of interest on your investment.

To get what you want you must go after it—because the other fellow **does**.

Teach your clerks how to sell goods, in other words how to create business, as well as how to **take** orders.

Display your goods attractively; make salesmen of your windows; advertise; co-operate with the manufacturer.

Give yourself and your employees special training on the talking points of every line you handle; feature those talking points in every special and at every opportunity.

Make every week a special week and concentrate your efforts on some certain line for that week.

Try to make it the biggest and best week you have ever had on that line.

We suggest you specialize on

LILY WHITE

“The Flour the Best Cooks Use”

during the week of February 26th.

Try to sell more Lily White Flour that week than you ever sold in any two weeks in February.

Display Lily White Flour in your windows. It will assist you in increasing sales.

You are being mailed a placard entitled “A Message to Michigan Women” which also please display during this particular time at least.

This “Message to Michigan Women” will be run in over 140 newspapers in Michigan during the previous week so that you will get the full benefit of the advertising.

These combined newspapers reach approximately two million consumers, your customers included. Sell them Lily White Flour, “the Flour the Best Cooks use.”

Because when you sell Lily White Flour you sell more than just flour; you sell complete satisfaction which means more business for you on other lines.

Lily White **does** produce splendid results. It meets every requirement of home baking—bread and pastry baking—in the most pleasing and satisfactory manner.

Tell your customers their money will be returned if they do not like Lily White as well or better than any flour they ever used.

We stand behind you on this guarantee.

The week following the Lily White Special make a push on some other good line. Get the manufacturer to co-operate with you.

Follow this plan for 52 consecutive weeks—you will be amazed at the results and pleased with the profits.

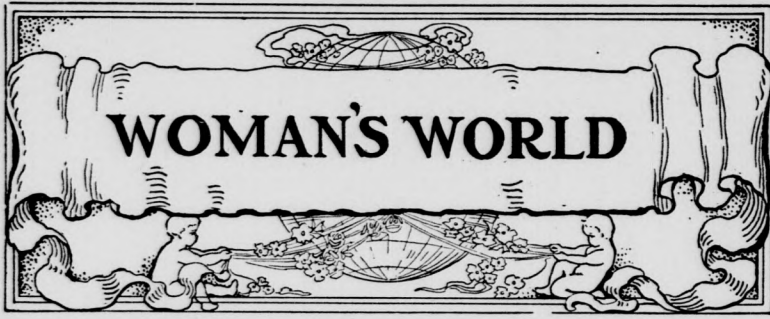
You will have “started something.”

VALLEY CITY MILLING CO.

GRAND RAPIDS, MICH.



"THE FLOUR THE BEST COOKS USE"



Don't Follow Advice Blindly—Think For Yourself.

Written for the Tradesman.

What a wealth of instruction and advice is spread before the women of to-day! Almost every daily and Sunday paper has its Woman's Page or Department, given over to information in domestic and social topics, while the publications that are devoted especially to the sex are replete from cover to cover with the latest words of expert authorities. On what to do and how to do the changes are rung in innumerable ways and in minute detail.

Cooking and serving meals, canning and preserving, home nursing, first aid to the injured, residence architecture, house furnishing, child training, management of servants, fashions, etiquette, entertaining, fancy-work, physical culture, care of the health, beauty hints—this is far from a complete list of the subjects treated.

You are shown how to use your income to the very best advantage, and told to a dollar how much of any given salary you should spend and how much should go in the bank. Processes for doing anything about the house, from embroidering a collar to re-sizing the living room rug, are made perfectly clear. Many of the articles are handsomely illustrated. If by any chance you fail to find just what you want, whether it be a recipe for removing moles or a method of bringing a procrastinating lover to a proposal, or anything else you may desire to know, you have only to write to an advice column enclosing a self-addressed stamped envelope, to receive the word of wisdom supposed to be adapted to your particular case.

For the most part all this—at least as regards what is found in the better periodicals—is good and very helpful. The woman of to-day has far better opportunity to learn how to cook and keep house well and bring up her children properly, than did her grandmother. But there is danger of depending too much on advice. It is to be borne in mind that not all that is given finds its way to the printed page. Ministers, physicians, dentists, and beauty specialists are busy dispensing oral instruction. The woman who does not guard against the tendency is likely to take her methods and even her opinions ready-made, instead of using her own brains. I am convinced that a too-great docility, an excessive teachableness, is a common womanly failing.

A friend of mine, Miss C—, had an experience in trying to follow advice along the line of physical culture. She is an energetic, conscientious

soul, ready to sacrifice personal comfort in order to do whatever she is convinced she ought to do.

For a number of years she has boarded with a married sister in the suburbs and held a position in the city. She is not very strong and her work is quite taxing. She gets up at 6 so as to have her bath, dress, comb, and be ready for breakfast at 7. She catches her car at 7:30. Arrived in the city, she works from 8:30 until 5. Home again for dinner at 6:15. Dinner over, since her sister makes her a low price on board and no maid is kept, she feels that she must help do up the work. A little family sociability, perhaps the dropping in of a caller or two, and the time until 9:30 passes swiftly.

A fairly strenuous daily programme one would think, but at the time of the experience I am telling about, Miss C— was not nearly ready for bed at 9:30.

At that hour she went to her room and began to go through the schedule she had laid down. Believing that one should do something in the line of culture, she had joined a Spanish class. She felt she must put at least thirty minutes daily study on her lessons. Next she took down her hair and with the tips of her fingers massaged her scalp. An osteopath had advised this, in order to relieve a tense condition of the muscles, likely to cause premature grayness.

Next, Miss C— brushed her hair for several minutes. Since she had been warned never to use a curling iron, she now did up the front hair and braided the remainder in two long braids.

Miss C—is too thin, and her thirty-five years of busy life and many cares and worries had begun to write tell-tale wrinkles in her forehead and about her eyes. So after she had finished her hair she rubbed a skin food

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

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

Eagle Cordonnet



**P. F. C.
Crochet
Cotton**

**The best made,
for all purposes**

Ask Your Jobber

White Goods for Spring and Summer

All indications point to this as a year when White Goods of all kinds will be in big demand for spring.

We have prepared for this and are showing complete lines of

Bookfold and Pride of the West India Linons

Voile—Plain White and Satin Stripe

Mercerized Organdies

Mercerized Batiste

Marquissette

Lace Cloths

Gaberdines and Fancy Oxford Skirtings

White Beach Cloth

Mercerized Jacquards

White Pique

And many other lines containing the newest ideas in white goods. Ask our salesman to show you the line or drop us a postal card and we will do the rest.

Grand Rapids Dry Goods Co.

20-22 Commerce Ave.

Exclusively Wholesale

Grand Rapids, Michigan

Ha-Ka-Rac



THE *Ha-Ka-Rac* kind always "make good" because they are made that way—with the utmost care put in their construction. It's easy to sell these coats because their superiority is plainly apparent, while their prices make them a good "buy" for you as well as your trade.

Be sure and not place your order for these goods until our representative calls on you.

**Perry Glove &
Mitten Co**

Perry, Mich.

into her neck, and massaged her face in a prescribed manner for the wrinkles.

Her dentist had not omitted to give his round of instructions. To correct the acid condition he had told her to rinse her mouth with an alkaline solution. Afterward she must apply a certain paste to the gums, brush her teeth, and use dental floss.

To save expense, Miss C— always had done her own manicuring. Now she was trying to follow faithfully some directions which she had found in a book. No evening but there was something to do for her hands. The skin at the base of the nails must be pushed back frequently. Every so often the nails should be polished, which a daily application of skin food or cold cream was insisted upon.

Miss C— is narrow-chested and somewhat round-shouldered. Accordingly she was trying a little course of calisthenics in order to straighten up and gain in lung capacity. The instructions were to swing her arms and do breathing exercises for some minutes every night before retiring.

My friend is thorough by nature and works rather deliberately. Besides, she was weary before beginning her routine of curative and beautifying processes. I haven't mentioned all of the things she did—I have forgotten some of them—but I know that often it was near midnight and she was utterly exhausted before she retired to rest.

Finally her good sense came to her rescue. "If one were to do all that is laid down as imperative, one never would get to bed. I didn't try anywhere near everything they say, but I found I was attempting far more than I could stand up to. Every one of those stunts is good and beneficial if one has the time and the strength. But what would I gain by having a round neck, if I must be a nervous wreck? And what good is glossy hair to a corpse?"

"Now I take care of my teeth—that can be done quite quickly. I also spend a few moments on the breathing exercises and swinging my arms. As to the other stunts, some I have cut out altogether and I change about on the rest. One night I brush my hair. Maybe on the next I rub out wrinkles. Perhaps on the next I massage my scalp. Sometimes I do two or three different things, but very briefly. To spend fifteen minutes to half an hour in these ways really is refreshing. But always—unless I have been out for the evening—I am in bed by 10 o'clock, ready for my eight hours sleep before the alarm wakes me at 6 in the morning."

Miss C— has learned that much of the advice is given by those whose attention has been focused on one particular subject until they have forgotten that there is anything in the world but their specialty. Each specialist is ready to lay down a regimen so lengthy as to be utterly impracticable for a busy person to follow. One reason why you can't take all the advice that is given is because there are not hours enough in the day.

Another reason is because the dictums of the different authorities do not agree. Expert opinions show the

widest dissimilarity and may be even contradictory. Regarding any physical ailment, one school of counsellors tells you to consult a physician, and another says that the safest way is to ignore the disorder. You have to decide for yourself which you will do.

Placing at our disposal as they do, the results of a vast amount of study and investigation, the authorities confer great benefit. But you need to use your own discretion in applying the mandates they lay down. Your problem of life is different from that of anyone else. If it is dealt with correctly, your brain must solve it. What is best for another may not be best for you.

Don't follow directions blindly. If possible, determine for yourself what is the wise course. Don't be just an advice-taker. Is not this advice that I have been giving, does some one ask? Surely it is, and I shall be well satisfied if you follow only so much of it as is sanctioned by your own good judgment and common sense. Quillo.

Discounts to Employees.

What is your method of allowing discounts to employees?

Do you sell at cost?

If not, what discount do you allow?

Do you sell to employees at cost, plus gross expense?

Do you allow discounts on merchandise sold at mark-down or cut prices?

Give us your full opinion on this feature of your business.



Now—Don't

buy your spring shirts until you've seen the *new* shirts.

HALLMARK
SHIRTS

We absolutely never saw such quality, such style, such class at the price, and neither did you.

We are showing a large variety in both **Laundried and French Cuffs.**

In addition to the above we have a good line of **Dress Shirts** to retail from 50 cents up.

Paul Steketee & Sons
Wholesale Dry Goods
Grand Rapids, Michigan



Does Your Refrigerator Make Money for You?

Is it a real convenience?

Does it pay its way in the food it saves—in its time-saving and ice-saving?

Is it saving steps for you?

Are you perfectly satisfied with the economic advantages and quality of your present refrigerator?

Alaska Grocers' Refrigerators



Keep your perishable foods fresh and crisp over night—over Sundays; keep your butter sweet and clean and inviting.

They *display* your goods temptingly and appetizingly.

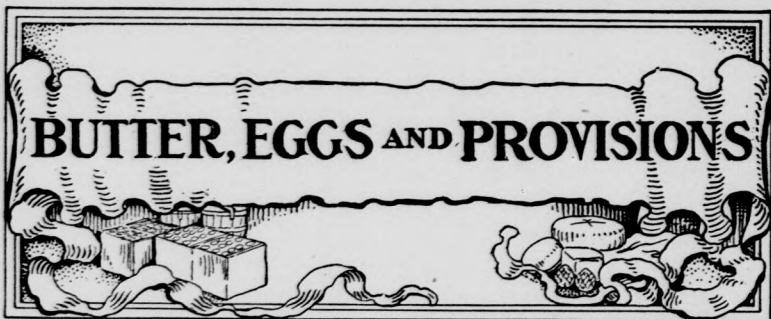
Their wonderful **REINFORCED** construction, their high-class materials, their pebbled cork and charcoal sheathing walls of insulation, and their constant circulation of *cold, dry air*—make them the greatest economists that Grocers have ever known.

YOU can get an **ALASKA** just the size and capacity you like. It will last year in and year out. It will *earn* money for you. It will be a silent salesman for you.

Send for Catalogue and Full Particulars Regarding Our Deferred Payment Plan

The Alaska Refrigerator Co.

Detroit Salesroom, 207 Broadway Market Bldg. Muskegon, Mich.
Agents Everywhere



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.

Some Facts About the World's Fruit Trade.

The United States leads the world in the export of fruit, according to statistics just published by the U. S. Department of Agriculture in Bulletin No. 483. The fruit exports from this country were valued at \$18,505,000 in 1910 and \$34,230,000 in 1915. Fresh and dried apples comprised one-third of the value of these exports. Italy and Spain are second and third, respectively. During the five years from 1909 to 1913, the average value of the fruit exports from Italy was \$21,492,000, and from Spain \$21,353,000. Lemons constituted in value one-third of the fruit exports from Italy, and orange one-half of those from Spain.

With reference to imports of fruit, the three leading nations are the United Kingdom, Germany, and the United States. During the five years, 1909-'13, imports of fruit into the United Kingdom averaged \$69,827,000 annually, as compared with \$41,485,000 for Germany in the same period, and \$27,081,000 for the United States in 1915. For the United Kingdom, the chief fruits imported were oranges, apples, and bananas; for Germany, apples, grapes and oranges, and for the United States, bananas, canned pineapples and lemons.

Countries which lead in the cultivation for export of some particular kind of fruit are Asiatic Turkey for dates, raisins and dried figs; Greece for dried currants; Hawaii for canned pineapples; Italy for lemons; Jamaica for bananas; Japan for persimmons; Spain for oranges, table grapes and pickled olives; and the United States for prunes.

Large quantities of grapes and olives are consumed in the form of wine and olive oil. With regard to wine, France produced during the ten years 1904-'13, an annual average of 1,408,000,000 gallons, while Italy and Spain, during the five years 1909-'13 produced an annual average of 1,216,

000,000 gallons, and 393,000,000 gallons, respectively.

As to olive oil, the average annual production in Italy during the five years 1909-'13 was 47,913,000 gallons, and in Spain, 242,000 short tons annually during the same period.

Profits Are Earned.

Boston, Feb. 19—When we risk a fortune in the spring, and a mild winter upsets our calculations, resulting in heavy losses, we do not ask the Government to try to force the public to let us off from any part of our loss. Our bet was with the public. If they win, a collection agency is not needed to obtain their winnings. We pay the public, direct, and in full, although we knew they had the edge in the beginning of the deal. What I mean by edge is that, although we both start in the spring with an equal chance on the weather, our proposition being a take 'em or leave 'em one, you can realize the public's edge even in a cold weather, if they chose to make use of it. They can leave 'em! But we cannot; as when spring approaches, we must let go! regardless of price, and that price means ruin for the speculator who holds his storage stock until the new crop of fresh eggs begins to move.

Our one chance, even when the weather is favorable to us, is that part of the American public which, subconsciously perhaps, regards the egg deal as a sporting proposition—as we do. They take an even chance with us—with the weather as the game; the price as the stake. They love a good loser—and by the same token are good losers themselves! And when they lose with an even break in the odds, scorning the edge, they pay promptly like good sports. In other words, they take 'em!

J. R. Nugent.

Help your employes to develop confidence in the store and in the goods, but especially encourage them to develop confidence in themselves.

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.

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

GOLD BOND
 PACKED IN CASES
BROOMS
 Manuf'd by
 AMSTERDAM BROOM CO.
 AMSTERDAM, N. Y.
GOLD BOND

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

Watson-Higgins Milling Co.

Merchant Millers
 Grand Rapids, Michigan

Owned by Merchants
 Products Sold Only
 by Merchants

Brands Recommended
 by Merchants

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

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.

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.

The Vinkemulder Company

Jobbers and Shippers of
 Everything in

Fruits and Produce

Grand Rapids, Mich.

THE POWER OF THE PEANUT. It Is Revolutionizing Agriculture in the South.

The boll-weevil—as a blessing in disguise—has redeemed the South from the disgrace of being a one-crop country. Cotton is no longer autocrat. He has been dethroned by the weevil and must now take his place as merely one of a democracy, or perhaps an oligarchy, of crops, among which the once humble peanut is rising to unwonted prominence, according to F. S. Tisdale, who says the South produced peanuts to the amount of \$12,000,000 in 1908. A conservative valuation of the 1916 crop is \$56,000,000. Texas alone has two hundred thousand acres. What is to be done with these millions of bushels? Surely they are not all to be sold on the street-corners to our boys for 5 cents a bag! By no means, says Mr. Tisdale. In the first place, the product is of high food value—higher even than wheat. The oil is a better lard substitute than cottonseed-oil. It brings a higher price per gallon and can be made in the very same mills by the same machinery that used to turn out cottonseed-oil. Says Mr. Tisdale:

"In addition to the direct profits, the peanuts leave the land better off than when they were planted. For, like many of their cousins in the bean family, they gather and deposit nitrogen in the soil. All of which was mighty nice for the farmer—but it didn't help the mill men face their famine of cottonseed.

"Well," said the farmers, 'why don't you crush our peanuts?'

"The mill men laughed at first. Then they began to investigate, and the things they discovered about the peanut took the smiles from their faces. In 1914 the United States imported 44,549,789 pounds of nuts and 1,332,108 gallons of peanut-oil from Marseilles, Delft, Hamburg, and other ports. The nuts brought \$1,899,237, and the oil, which was valued at \$915,939, went mostly into the manufacture of butterine and other lard substitutes. The war killed this trade deader than a door-nail, but the demand for it was open-mouthed and hungry as a nest full of jay-birds.

"By slight readjustments of their machinery that cost very little, the cottonseed plants could be turned into peanut-oil plants as they stood. The superiority of peanut-oil over the old product was emphasized by the willingness of the trade to pay 67 cents for a gallon of peanut-oil when they would pay but 65 cents for the same measure of cottonseed-oil. On the strength of these things the mill men experimented cautiously with peanuts.

"The results were so successful that the acreage in Texas increased more than 1,000 per cent. from 1915 to 1916. Fully three-quarters of the vast county of Comanche was taken from cotton and given over to the goober. History was repeating itself in Georgia, Alabama, Louisiana, and in the other cotton states. In Georgia, Calhoun and Randolph counties had been cotton-fields. The boll-weevil regarded these fair acres and acted as if they had been planted for his especial benefit.

"Peanuts," murmured the Calhoun and Randolph men in their sorrow.

"They are shouting the word now at the top of their voices. Their lands are turned into peanut plantations. They have built mills and warehouses at Coleman, Arlington, and Edison to take care of the yield from 15,000 acres. Cotton-oil mills throughout the South are making the necessary changes in their machinery and are preaching the renaissance of the goober to the planters about them.

"At Houston, Tex., three large mills have taken up the manufacture of peanut-oil and cake. They and others about the State have guaranteed a ready market for the entire Texas crop, and the outlook for next year is for a far greater acreage than this year.

"So surprising has been the success of the experiments that the planters have begun to look for the dark side of the silver lining. The price of peanut products has gone up with all its companion foodstuffs—will it come crashing down at the end of the war? How much danger is there from over-production?"

The author quotes D. S. Cage, of Houston, Texas, an advocate of the manufacture of these products, as saying that there is little danger of surfeiting the world with peanut-oil and cake, because the food value is such that there is a universal market for it. He points out this other virtue:

"The South abounds in sandy soil that will produce little cotton or grain. If the peanut could submit specifications it would ask for just such soil. Vast tracts where pine forests have stood may be made useful and valuable by planting them with peanuts.

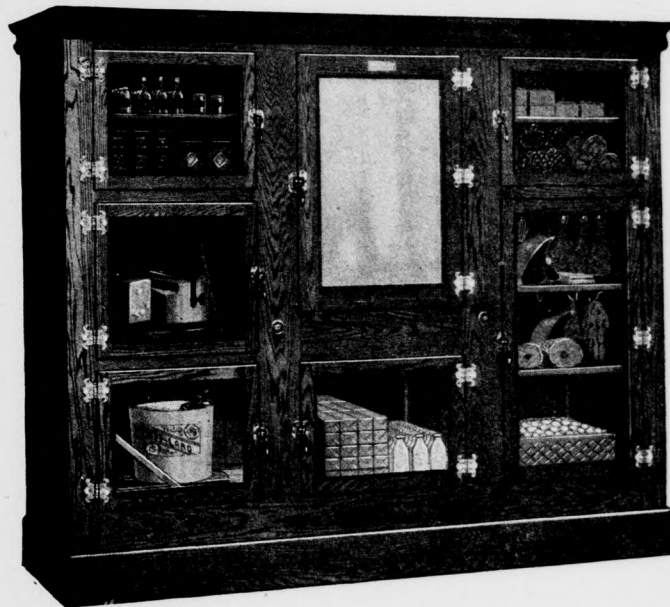
"The cottonseed mills have a capacity far beyond the available supply of their raw material, and have therefore lain with cold furnaces for a large part of the year. They will naturally welcome a new industry that will extend the yearly period of operation and at the same time extend the figures on the credit side of the ledger."

Mr. Tisdale concludes:

"Down in the cotton country they say that we are soon to see the rise of peanut barons, to take their place in our aristocracy of production beside the wheat, corn, and prune kings. And we may prepare ourselves for the listing of the goober on stock exchanges where it will thrill us with corners, panics, and clashes.

"Verily, the peanut, butt of a century's jokes, has come into its own."

By raising peanuts and other crops instead of cotton, farmers in parts of the South are so much better off as to prove to the Atlanta Constitution that they have not only beaten the boll-weevil, "but have converted its advent into an absolute blessing."



Why Throw Your Profits Away?

Your perishable stock is a source of loss through waste, and spoilage. It can be made a source of profit by proper preservation—this means that your refrigerator equipment must be scientifically correct.

You can stop losses and make more money by keeping your perishable goods fresh and salable at all times if you install

MCCRAY SANITARY REFRIGERATORS

They conform to all legal requirements regarding the sanitary display of foods and are used in the U. S. Pure Food Laboratories at Washington. We manufacture a complete line of stock size refrigerators, cooling rooms and display cases for every requirement of grocers and meat markets.

Ask for Our Catalog Showing Modern Store Equipment

It will cost you nothing to investigate the McCRAY patented system of refrigeration.

Ask about our "Easy payment plan."

No. 70 for Grocers and Delicatessen.

No. 62 for Meat Markets and General Storage.

No. 92 for Residences.

No. 51 for Hotels and Institutions.

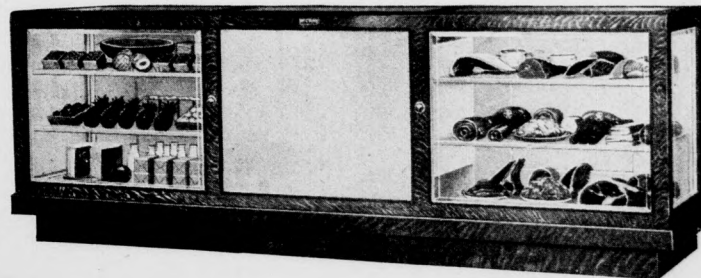
MCCRAY REFRIGERATOR CO.

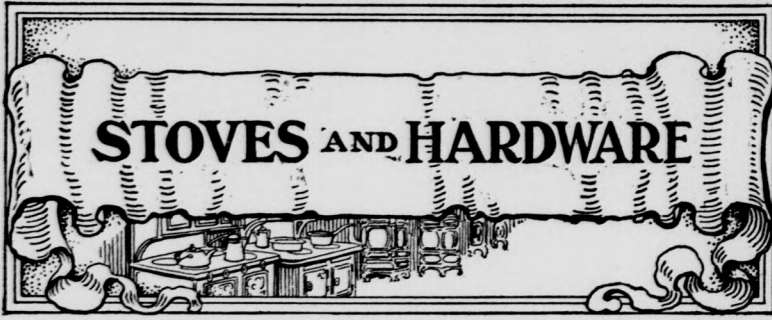
744 Lake Street

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.

Pointers in Regard to Hardware Window Displays.

Written for the Tradesman.

The best window dresser is born, not made. Aptitude counts for a lot. But intelligence plus knowledge of the goods, plus perserving thought along lines of window dressing will produce a window dresser almost as good, and sometimes more effective.

Hardware dealers are coming more and more to realize the necessity of making the best possible use of their windows, particularly in dull seasons like mid-February when trade requires every possible stimulus. Of his store rent of anywhere from \$50 a month up, the hardware dealer pays 90 per cent., not for floor space, but for location, for frontage on Main street. He could secure just as much floor space on a side street for probably one-tenth of the rent he pays.

He is paying for location, and location only. The one sure way to reap the biggest dividends from his investment in location is, to put on good window displays.

This means, not one good display that is never changed, nor one good display and a lot of poor ones; but a succession of good displays, changed as often as three times a week or even daily if the business justifies that.

Frequent and regular change of displays is a prime essential to profitable use of the window. The same thing all the time loses its pulling power at last, no matter how strong that pulling power may have been at the outset. Therefore, get your window dressing down to a system so that you can ensure displays being changed at least twice or three times every week, week in and week out all the year round.

This involves the accumulation of ideas.

Often a hardware dealer—or for that matter, a hardware clerk—while working at something else will think of some idea for a catchy, attractive display. These ideas in ninety cases out of a hundred are lost. Make a policy of noting them down, and encourage your salespeople to do the same thing.

Keep a folder in your filing cabinet or a drawer in your desk or a cigar box on your office wall for the reception of display ideas. You can note down ideas that occur to you, and get suggestions from the clerks, and clippings from trade papers—

anything that looks useful to a live, wide-awake hardware dealer who wants to put on the best displays in town. When work lets up a bit and you aren't rushed more than half to death, look over the accumulated material, and assort it according to subjects and seasons. Bunch your ideas for displaying household goods in one assortment, and Christmas displays in another, and paint displays in a third lot, and so on. Then, with each assortment properly labeled on the outside, you'll have a lot of good window display pointers at your very fingers ends.

From time to time sit down and map out your selling plans for four or six weeks ahead. Decide what goods you intend to feature. Then get out your display ideas and use this material as a nucleus in designing a succession of displays.

Probably there won't be an idea in the lot ready to put into the window. But you'll have something to start with. With an idea, a hint, a suggestion to go on, the hardware dealer can far more easily devise a display or a series of displays than if he sits down with nothing before him but a blank sheet of paper.

I strongly believe in outlining your display idea on paper before you commence to put together the actual display. True, your ultimate, finished display may bear very little resemblance to the original outline; but here again you have something definite to start with.

Knowing what goods you are going to feature, and the general theme of the display, draw on paper a plan of the background and floor space of the window. Then sketch in your display, in outline. Next decide what color scheme to employ. This of course depends largely on the class of goods to be shown. As a rule, a light colored background is more attractive and displays the goods more distinctly; it has the added advantage that it will not cause a reflection in the window of outside objects, which often occurs with a dark background.

It is good policy to accumulate an assortment of forms for use in preparing ornamental pieces. Pillars, pyramids, etc., can be readily put together of odds and ends of timber, covered with a cheap grade of cloth, and coated with paint or alabastine. Such forms can be kept in a corner of the store-room when not in use, and they add immensely to the effectiveness of a display of any kind.

With these ornamental pieces placed and the background ready, the arrangement of the goods themselves logically follows. Here good judgment is essential. It is easy to put

in too much; it is just as easy to put in too little. Throughout, a sort of balance must be preserved in the window arrangements. As a rule, the dresser should begin at the center of the design and work outward. This helps to preserve the necessary balance.

In putting together a window display, account must be taken of available material in the way of hangers and advertising cards. Some manufacturers, particularly manufacturers of paints, furnish a great deal of material of this sort which is devised for the express purpose of window display.

Personally, I think that the average man in the street (and man includes woman) will sooner read a home-made show card than a printed one. This, for the identical reason that the same man would sooner read a personal letter from his merchant than a printed circular. It is nearer in form and appearance to a personal talk, and the personal talk is of all forms of business-getting the most directly effective. Nevertheless, good printed matter does pull, and pull strongly; and printed posters tell far more than the hardware dealer has time to put into a home-made show card. They have their place, and an important one, in good window dressing.

The show cards of your own making should be brief, legible and catchy. Here, again, phrases and ideas should be jotted down, preserved systematically and used when the need arises. The drawing of catchy show card

Use Half as Much

Champion Motor Oil

as of other Oil

GRAND RAPIDS OIL CO.

Grand Rapids Store Fixture Co., Inc.

The Place, 7 Ionia Ave., N. W.

BUY AND SELL Used Store and Office Fixtures

HARNESS OUR OWN MAKE
Hand or Machine Made

Out of No. 1 Oak leather. We guarantee them absolutely satisfactory. If your dealer does not handle them, write direct to us.

SHERWOOD HALL CO., LTD
Ionia Ave. and Louis St. Grand Rapids, Michigan

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

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

Johnson Paint Company

"Quality" Paint Manufacturers
The Prompt Shippers
Get Our Dealers Proposition

BIG 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.

Bell Phone 860

Citz. Phone 2713

Lynch Bros.

Special Sale Conductors
Expert Advertising—Expert Merchandising
28 So. Ionia Ave. Grand Rapids, Mich.

Foster, Stevens & Co.
Wholesale Hardware



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

Grand Rapids, Mich.

and advertising phrases is a knack which can be developed by practice and mental concentration. Then, too, catchy phrases can be picked up from manufacturers' advertising, trade journals, etc. In preparing show cards, aim to talk as directly as possible to the man in the street.

Imagine that he is walking past you and that you want to stop him short, get him to look at the goods, and induce him to come into the store—and that you have to do the whole trick in six or seven words.

That is the card-writer's problem.

Finally, see that the goods you show are all priced. Have a system of price cards. A good window display is possible without price cards. So is a good advertisement without quoting prices. But the most effective advertisements and the most effective window displays almost invariably use the price as a clincher. To produce direct sales, price cards are almost absolutely essential.

Finally, if in your display you can embody some central idea or theme, your display will be that much more effective. For instance, show a washing machine, a wringer, clothes lines, clothes racks, electric irons and ironing boards, etc., all grouped together in a model laundry room and captioned: "Take the Druggery Out of Washday." A unified display does not necessitate the window dresser limiting himself to one article. Many varied lines can be linked to a central theme. The effect of the unified display is double; while each article with its accompanying price card speaks for itself, the entire display drives home with tremendous force some powerful idea that will make better business for the hardware dealer, not merely in the immediate moment, but for years to come.

Make your window dressing a joy, not a labor; systematize the collection of ideas and plan your work ahead, and thereby eliminate the drudgery and the worry.

Victor Lauriston.

Pickings Picked Up in the Windy City.

Chicago, Feb. 19—One of the latest ordinances being considered in Chicago at this time is that of licensing all elevator operators throughout the city. This will give the city a chance to check up the class of men who handle this work, which will be a very good thing. It is also being talked among the aldermen that they compel all egg candlers to take out a city license. This will compel them to make a report to the Board of Health as to where eggs are sent throughout the city after going through their hands.

Twice in the same place. The La Salle Hotel has been visited by safe blowers in the last week, getting about \$6,000, of last Sunday's receipts, also robbing the same theater after the management had put in a new strong box. This is hitting any one company rather hard.

Detroit has been brought forcibly to the attention of Chicago people in the past few days by being the seat of the second act of the smuggling to that city from Chicago of the Delbridge girl. Judge Murphy has made himself very popular in Chicago by entering an order for the return to Chicago of this girl. This also has brought to the front a number of negro lawyers who have been trying to have this girl returned to her negro nurse, known as "Mammy" Jackson.

The third setting will be in Chicago some time this week, when this matter no doubt will be settled.

Marshall Field & Company's review for the past week states that the wholesale distribution of dry goods for the current week is running about even with the corresponding period of a year ago. Road sales for immediate and spring delivery are a little behind those for a year ago, while road sales for future shipment are considerably ahead of last year. Customers have been in the market in larger numbers. Collections are better than in the same week last year.

Davis M. Zolla, cigar jobber, of 370 East Twenty-sixth street, left Friday morning on his annual business trip to Pittsburg, Philadelphia, New York and Washington. He will return about the first of March.

One of Chicago's popular restaurant men has opened up at 28 West Washington street a very popular and up-to-date restaurant. This firm goes under the name of E. Frank & Co. They are building up quite a business at this number.

One of the very latest and popular hotels to open its doors was that of the Mary G. Dawes, known as the Women's Hotel. This hotel was built by Banker Dawes as a memorial to his mother, Mrs. Mary G. Dawes. This hotel will be run exclusively for respectable girls and women at a medium cost of 10 to 30 cents per day on the European plan. Meals will also be sold at a very moderate cost of from 6 to 12 cents. Regular guests will be allowed the use of the laundry at a cost of 5 cents per hour. There will be no cost for the use of sewing machines used throughout the hotel. There also will be run in conjunction a large, attractive living room with everything that is dear to a girl's heart. This hotel will accommodate 275 women and is located just south of Jackson boulevard, on Throop street. This is the first hotel of its kind to be built for women and it is said that the reservations have long been made and the hotel at this time filled to capacity, but they will at all times keep in reserve rooms for transients coming into Chicago.

One of Chicago's business visitors the past week was John E. Moorehouse, sales manager for the Michigan Optical Co., Detroit. Mr. Moorehouse is registered at the Brevoort.

One of Chicago's very popular cigar salesmen is H. L. Harris, representing the C. Waldbott & Co., of 177 West Lake street, manufacturers and jobbers of cigars. Mr. Harris is very highly spoken of throughout the loop district by the business men and is showing a wonderful amount of ability in the results shown.

The Chicago postoffice had its troubles during the past week. There were over 1,500,000 valentines handled through the Chicago office in addition to the regular mail. Some work.

The recruiting stations have been extra busy the past week. One morn-

ing from the moment of opening one of the stations for recruits in the Navy, the applicants came at the rate of one a minute for the first half hour. The Naval recruiting headquarters opens every morning.

Members of the Michigan Society of Chicago promise an entertaining programme to all who visit the Western Michigan exhibit at 155 North Clark street next Friday. Souvenirs and Western Michigan sunny ripe Northern Spy apples will be given away.

One of Chicago's big real estate deals the past week was that of the property located at the corner of Sheridan Road and Montrose. This transaction is one of the biggest of late on the North Side, the property belonging to the Methodist Episcopal church. There will be built on this site a large hotel, including stores. This is one of Chicago's most prominent corners of the North Side and, no doubt, will attract a great number of guests, as it is located but two short blocks from Lake Michigan. It is reported that the transfer amounted to \$62,000. This is merely the brokerage. Charles W. Reattoir.

Remarkable Advertising Achievement.

No more attractive and effective advertising has ever been done in this State than the Bevo announcements prepared and promulgated by the D'Arcy Advertising Co., of St. Louis. Never has a new article been introduced to the trade so quickly as Bevo. It is sold only through the wholesale drug, confectionery and grocery trades and it is now not so much a question of increasing the sale of the article as it is to obtain supplies fast enough to meet the remarkable demand. As exploiters of adroit and pulling advertising the D'Arcy Advertising Co. has achieved a high water mark which has given the organization a standing second to none in the advertising agency field.

Novel form of a rare treat—when a miser invites you to join him.

UNILATERITE MASTIC FLOOR COVERING

For schools, hospitals, creameries, homes, wherever a sanitary floor covering is wanted. Ask for sample.

FRANK L. DYKEMA & CO.
201 Shepard Bldg. Grand Rapids, Michigan

SPRAYING MATERIAL

For Immediate Orders Only

Standard Line Sulphur Solution \$6.25 bbl.
Soluble Dry Sulphur Compound \$6.25 per 100
Blue Vitriol, 100 lb. lots, 14 1/2 c. 25 lbs. 16c.
10 lbs. 17 1/2 c.
Paste Arsenate of Lead 100 lbs. 9 1/2 c.
Dry Arsenate of Lead 100 lbs. 23c.
Black Leaf 40 Nicotine (all sizes)
High Pressure Spray Hose 3/4 9 1/2 c. 1/2 12 1/2 c.
Iron Age Barrel Sprayers at 1914 prices.
Everything in Bamboo Poles and Nozzles.

VANDERVOORT HARDWARE CO.
Lansing, Mich.

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



Horse Shoe Tires

(Wrapped Tread System)
5,000 Miles

National Speedway Tires

5,000 Miles

Pullman Tires

3,500 Miles

Red and Gray Inner Tubes, Automobile Shawls and Robes, Batteries, Spark Plugs and a full line of Automobile Accessories.

Brown & Sehler Co.

Distributors for Michigan
Grand Rapids Michigan

We will have an Interesting Display at the Grand Rapids Auto Show, February 19th-24th.

MONEYWEIGHTS 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



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.

Necessity of Educating the Jobbing Salesman.

Modern merchandising in a wholesale way is done chiefly through two mediums: either the mail order house assisted by advertising, or the personal solicitation of traveling salesmen. The grocery business is largely through the latter.

The mail order house cuts a much more important figure in soliciting consuming trade, but did you ever get hold of one of their catalogues and see the infinite care and pains that is taken to represent each and every item in an understandable way? The description, the picture of the article and the price are all in plain figures. There is nothing left to the imagination of the buyer.

It is not possible for the wholesale grocer, who sells his goods through traveling salesmen, to supplement this kind of selling plan without such an additional expense to his business as to preclude its use; but is it not just as important that a traveling salesman should have his information given to him as carefully prepared as that which goes out from the mail order house? How many wholesale grocers do this?

It is so often the case that the entire selling plan, prices and information is carried in a memorandum book in the hip pocket of the traveling man, and the various cards and price lists that are gotten out from time to time by the soap people, tobacco people, etc., are worn out in his breast pocket. Can such a salesman act efficiently; can he in a most proficient manner advance the interest of his house; can he present the house's goods to his customer in such an understandable way that the customer may know definitely and intelligently what he is going to buy?

Probably each jobber thinks he has the best selling information; maybe he has so arranged the book as to fit his needs better than any other, or at least he thinks so. Each house has methods peculiar to itself, certain policies that become fixed, certain plans which they observe. These are known to the old selling force, but suppose a new salesman is taken on,

what provision in the price book is made to see that that man goes upon the road thoroughly equipped with policies, plans and manner of activities of the house. Some of the larger houses, whose catalogues I have seen, have taken this intelligently in hand and have dealt with it to good advantage.

A preface would be well in the front of each and every salesman's price book, this to be a permanency and to be so plain that a new man could in a very short while advise himself of the methods, the ways, fixed plans and policies of the house, that he might know how and why they want certain things done certain ways.

The very simplest things are overlooked frequently. For instance, the dating of an order. Our price book has a preface, and in this we have tried to arrange in a brief and intelligent way the things which the salesman may do and the things which he may not do. For example, in selling future goods he is to use the house's order pad for that purpose, take a signed order in each and every instance, and with the understanding that the prices are not guaranteed except against our own decline, and that the order is not subject to countermand, or that drop shipments of chewing gum, tobacco, baking powder, etc., should always be copied in duplicate and upon a separate and distinct order blank from any other item, or should a customer refuse to accept a shipment of goods that has been made him, they must not be permitted to remain in the station because freight charges will accrue and eat up the value of the goods, but must be returned immediately to the house or taken from the station and stored with some merchant.

We furthermore tell the salesman that if he sells a new customer we want to know all possible about him—his habits, his age, whether married or single, whether he has ever failed or burned out; and as a matter of positive and specific information we want him to tell us if so and so is building a new house or a new residence, or if he is drinking or gambling, or having trouble with his family affairs, or bought a new automobile.

Now, all of these things, and anything else that the house deems advisable, should be printed in terse, intelligent language and made into a permanent feature of the salesman's price book. It will help him, it will help the house, and it will prevent mistakes and confusion. The daily bulletins are issued to him and the daily or weekly changes are made in his price book. This follows as the night the day. B. D. Crane.

LIVINGSTON HOTEL AND CAFE

Cor. Fulton and Division
 Grand Rapids

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.

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

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

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

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

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, Prop.

AMERICAN PLAN

Artesian Water Steam Heat

\$2 Per Day

Sample Room in Connection

Hotel Charlevoix

Detroit

EUROPEAN PLAN

Absolutely Fire Proof

Rates, \$1 for room without bath;
 \$1.50 and upwards with bath.

Grinnell Realty Co., Props.
 H. M. Kellogg, Manager



VAN TONGEREN CIGAR CO., Makers
 HOLLAND, MICH.



"The End of Fire Waste"

COMPLETE APPROVED

Automatic Sprinkler Systems

Installed by

Phoenix Sprinkler & Heating Co.

Grand Rapids, Mich.
 115 Campau Ave.

Estimates Free

Detroit, Mich.
 909 Hammond Bldg.

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, Feb. 19—Mrs. R. Gearing, manager of the Pimper Dry Goods Co., 2235 Gratiot avenue, left last week for an extended trip to Florida and Cuba.

Dr. A. D. Vandervelpen, druggist at 35 Alfred street, leaves this month for New Orleans, where he will attend the world famous Mardi Gras.

Louis Oppenheim, general merchant of Elkton, was a Detroit business visitor last week. Mr. Oppenheim owns branch stores in Caseville and Arcadia.

In lieu of the recent cold snap, we cannot help but wonder just what time next summer the ice shortage will be publicly announced.

D. K. Glogower, representative for the Leland Surgical Co., of Coshohoc-ton, N. Y., has returned from a two weeks' trip to Cleveland. Mr. Glogower recently moved to Detroit, which he will make his permanent headquarters.

J. Steinberg, men's furnishings, 117-119 Michigan avenue, has moved into an adjoining store, pending alterations on his stores.

According to reports, the Gratiot Avenue Business Men's Association has taken a firm stand toward the abolishment of trading stamps and coupons. Circulation of petitions asking members not to use either received many signatures. The Association also voted to close two evenings each week.

E. T. Kelly, manager of the local agency of the National Cash Register Co., of Dayton, gave a banquet to the Detroit organization, at which time he took occasion to compliment his associates for their successful season's work. Mr. Dozier and C. Umrath, of the Dayton sales department, attended the banquet and addressed the salesmen.

Joseph Brandt has been appointed special city representative for Burnham, Stoepel & Co.

D. J. Russell has opened a men's furnishing goods store at 476 Fern-dale avenue.

S. Dwork will open a millinery and women's ready-to-wear store at 1461 Michigan avenue in a short time. Mr. Dwork has just returned from a business trip to New York.

Charles Welker, Past Counselor of Detroit Council and department manager for the National Grocer Co., is in Beechwood, Ind., where he is convalescing, following an illness of several weeks.

Enthusiasm over the dancing party to be given Saturday night is manifested by nearly all members of Cadillac Council. The party, which promises to assume the proportions of a life sized ball, minus the elaborate costumes and inflated admission fee, is in charge of officers and past officers of the Council. Martin Reed is chairman of the committee. Admission price will be 50 cents.

Frank Pfeiffer, baker at 506 Third avenue, managed last week to have his named linked with that of one Charlie Chaplin in the newspapers, when he routed two bandits by spreading several fresh pies over the countenances of the holdup men when they demanded he hand over his money.

F. J. Zielinski, of Manistee, was in Detroit this week in the interest of his department store.

C. O. Brush, former department manager for the William Barie Dry Goods Co., Saginaw, has become affiliated with Crowley Bros. and will act as special underwear and hosiery representative for that firm.

Joseph Lyle, formerly of Ronceverte, West Virginia, where he was connected with a local retail drug store, has moved to Detroit, where he has accepted a position with Parke, Davis & Co.

R. Martin has opened a grocery and meat market at 3127 West Jefferson avenue.

Purely personal: Somewhere in this growing city is Orla E. Jennings. When his whereabouts are ascertained, may the writer arrange for a short telephonic interview?

An invitation has been extended and accepted by Supreme Auditor Manley J. Hemans to attend the Grand Council meeting of the U. C. T. in Bay City next June. Grand Counselor Fred Moutier, who released the good news this week, is highly elated over the prospect, as Mr. Hemans, without a doubt, is one of the most popular Supreme officers who ever held an office—at least this statement goes when relating to Michigan, and unless he plays Dr. Jekyll and Mr. Hyde with his personality in other states his popularity is well nigh Nation wide with members of the organization. His visit will be an official one, having been sanctioned by the Supreme Executive Committee.

S. Mondrus has opened a tailor shop at 3092 Jefferson avenue, East.

Glen W. Pope, department manager for the Herpolsheimer Co., Grand Rapids, was in the city on a business trip a few days ago.

According to assurances of members of the U. C. T. from all parts of the State, Lou J. Burch, candidate for Grand Treasurer, will not lack for support. A. C. MacEachron, M. G. Howarn and Cliff Starkweather, all seasoned campaigners, are in charge of Mr. Burch's campaign.

G. W. Ransome, member of Cadillac Council, and up to the time of his illness in the employ of the Ford Motor Co., is confined to his home, 391 Courtland avenue, in a serious condition.

The drug store of J. A. Wolfson, 597 Linwood avenue, was entered by burglars last week and goods valued at \$25 taken.

Another well attended and enthusiastic meeting was held by Detroit Council last Saturday night. Each succeeding meeting meets with greater attendance and renewed interest. Senior Counselor Brevitz evidently has hit upon a scheme that has a real "pull" behind it for bringing out members, always difficult because of the thousands of perpetual counter attractions in our fair city.

We've just gotta hand it to good old Budd Mendel, in charge of the pipe department for Lee & Cady. Budd is of German birth, but is American all over. Like all who have the interest of the land of their birth at heart, Budd feels that the editor of the Tradesman is a bit too pronounced in his criticism of the Kaiser's cause but, writes Budd, "This is a free country and each one is entitled to his own opinion." Well, Budd, we can just imagine how the Kaiser feels—once we tried to boycott the city of Grand Rapids and what a vocabulary that editor does possess!

John T. McNally has been appointed traffic commissioner of the Detroit Board of Commerce to succeed A. F. Waterfall, who resigned to accept a position with Dodge Brothers.

Past Counselor Shellfish, of Council 651, Syracuse, N. Y., visited Detroit Council Saturday night.

Sam Weinberg, general merchant of Prescott, was in Detroit this week on a business trip.

Charles Gregg, formerly with Marshall Field & Co., has joined the sales force of Crowley Bros.

"Back up the President," writes the Chicago scribe, Charles Reattoir. In case of a fight we are willing, for one, to get back of anyone.

Otto Cook, by resigning from the dignified and hazardous occupation of Tradesman correspondent, has again demonstrated that there is something in a name. Cooks are always difficult to keep.

F. C. Schoen, veteran automobile salesman, has joined the sales force of the Bembs-Robinson Co., local distributor for the Hudson Motor Co.

The C. R. Wilson Body Co. has secured the building formerly occu-

ried by the Hargreaves Manufacturing Co., at 60 West 18th street, and will use the plant for manufacturing closed bodies of all sorts.

Frank Girard, well known pioneer dry good salesman, for the past ten years with Crowley Brothers, has resigned to engage in the real estate business.

A new factory building will be erected by the Robert Keller Ink Co., on Brooklyn avenue. The plant will have a frontage of 80 feet, a depth of 50 feet and will be four stories high.

A judge in the East sentenced a man to obey his wife for one year. Our particular sentence lasts until the final illness.

Fred J. Platte, member of the grocery firm of Peter J. Platte, Jefferson avenue, East, left the store to assume his new duties as sales agent for the Platte-Chalmers Co., authorized Ford agent.

H. T. Ames, formerly of Chicago, has moved to Detroit where he will open a branch of the Sexton Castor Motor Oil Co., of Chicago. The location of the factory branch has not been announced.

At the twenty-third annual convention of the Michigan Retail Hardware Dealers' Association, held in this city last week, James Tyre, of the Tyre Hardware Co., Grand River avenue, was elected President.

And yet, who knows, the Secretary of Cadillac Council may astonish us by using one of our stamped envelopes.

Walter E. Judd, former sales manager of the L. J. Robinson Co., Chalmers distributor, has become interested in the Strasburg-Miller Co. and has also become Vice-President and General Manager of the company, which is distributor of Liberty cars.

Kirk Taylor, formerly connected with the Evapco Manufacturing Co., in the capacity of sales and advertising manager, has been appointed head of the advertising department of the White Star Refining Co. The local agency of the company is the Elmer W. Brown Co., 967 Woodward avenue.

Palmer E. Winslow, formerly with the Hupp Motor Car Corporation, has become a member of the firm of Geo. A. Drake & Co., stationers, printers and office outfitters. Before joining the Hupp organization, Mr. Winslow was connected with the Peninsular Press, besides having had several years experience with allied lines.

The friends of Roy Riker, representative for the past nineteen years for Standart Brothers, will read with sorrow of his bereavement last week in the death of his wife. Mr. Riker's home life was ideal and the blow will come doubly hard in the knowledge that the two sons, twins, are left motherless at the age of 2 years.

James M. Goldstein.

Sidelights on Celery City and Environs.

Kalamazoo, Feb. 19—Jacob Kindlerberger, President and general manager of the Kalamazoo Vegetable Parchment Co., was Tuesday elected President of the Chamber of Commerce to succeed Frank H. Milham, who for two years has been the executive head of the organization. Dr. W. E. Upjohn was re-elected Vice-President; Robert E. Staebler, Second Vice-President; Frederick S. Parsons, Vice-President of the First National Bank, was named as Treasurer.

The name of Charles A. Blaney, of Kalamazoo, well known in Republican circles of the State, was sent to the Senate this morning for appointment to the Jackson State Prison Board of Control. The Board appointment is one of the most important that the Governor had to dispose of at the present time and it goes as a signal honor to the Kalamazoo man. The position is one requiring large business and financial experience and the Governor selected Mr. Blaney out of a large field of avail-

able nominees. The Kalamazoo man will occupy the position on the Board formally held by O. H. L. Wernicke, of Grand Rapids.

The Kalamazoo Sand and Gravel Co. begun operations on the Stoddard pit to-day. With the exception of washing equipment everything has been placed and will be used immediately in filling the first order, which will be sent as soon as transportation facilities permit.

Captain Robert L. Wright, of Company D, Michigan National Guard, has been retained as Assistant Secretary of the Chamber of Commerce in this city. Announcement of his engagement was made Saturday. He entered upon his duties in this capacity this morning.

Fifteen hundred Dodge motor cars are to be stored in Kalamazoo temporarily, thus relieving the congestion at the Detroit factory. Unable to secure freight cars for shipment and with no warehouse room available for finished cars, Dodge Bros., through their Kalamazoo distributor, H. J. Cooper, secured space in the States motor car plant. The cars will come to Kalamazoo overland and then as rapidly as possible will be driven to the dealers in the west for whom they are intended. Dodge caravans will be a common sight in Kalamazoo during the next sixty days.

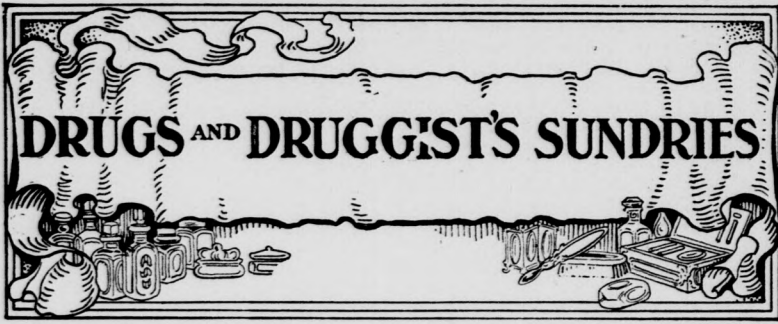
The Maxwell store No. 2, at 315 North Burdick street, will be reopened to-day with a new and complete stock of groceries. The store will hereafter be known as the A. & B cash grocery, the proprietors being Charles Alpaugh and J. B. Brown. The store will be conducted along the same lines as established by Mr. Maxwell.

The four bowling teams which will represent Kalamazoo in the American bowling congress at Grand Rapids have been selected. They will appear on the alleys for regular competition Monday, March 12. The local aggregations will go under the name of Kalamazoo Gazette, Hawthorne Paper Co., Kalamazoo Pant Co. and Henderson-Ames.

Eleven officials and members of the Grand Rapids Association of Credit Men attended the second meeting and banquet of the Kalamazoo Association in the Park-American Hotel Friday night and assisted in starting the local organization upon its work for the year. Louis Rosenbaum, President of the Kalamazoo Association, and ten speakers addressed the meeting.

W. S. Cook.

Information from salesmen, when intelligently rendered, is of the greatest assistance to the credit department. The opinion was expressed at a recent credit education conference in New York that it is only a matter of time before credit managers will realize that potentially the most valuable collectors of "worth while" information are their salesmen whom they train to see and to observe. The start is to be made by impressing the salesman with the idea not only of looking about him but of retaining the photographic evidences of conditions in the customer's store that looking about him has registered upon the visual area of his brain. The speaker told the conference that "when your salesmen have been taught to see and to observe as you wish them to see and observe, they will certainly lay stress in their advices to you, upon the habits, the methods and the morals of the man. They may go into detail and tell you whether he is devoted to the enterprise which he controls or whether he permits or endures loose ends and careless methods; whether his living expenses are larger than the income from his business would warrant; whether his divergencies from the path of devotion to his business are merely for healthful recreation or are due to the fascination of speculation or of social vices; which puts you in possession of the sort of information that you cannot obtain from mercantile agencies and that no attorney, with his eye upon the law of libel, would venture to write you, and you have at your fingers' ends bed rock data upon which you can feel safe in basing your lines of credit."



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.

TWO DECADES.

Steady Growth of the Van Tongeren Cigar Business.

It is an old saying that a new year started right will be full of happiness and prosperity. Perhaps that is why Herman Van Tongeren, veteran cigar maker and popular public-spirited citizen of Holland, decided to commence operations in his new cigar factory location the first of 1917.

Because of the increased demand for his goods Mr. Van Tongeren was forced to seek larger quarters. To be able to take care of his trade and the steady increase in his wholesale cigar business Mr. Van Tongeren has moved his factory from 12 East Eighth street to the commodious A. C. Rinck building, 58-60 East Eighth street. His working force commenced turning out cigars in the new location January second.

Besides his factory business, Mr. Van Tongeren has a large retail business at 12 East Eighth street. He will continue to conduct this business in the old loca-



tion, using much of the space formerly used for factory purposes for storing, thereby providing for the storage of a larger stock of goods.

Mr. Van Tongeren's new cigar factory is one of the most up-to-date to be found in this part of the State. He started the business with a substantial increase in his working force and his output of cigars will be much greater than formerly. The adoption of all modern improvements and conveniences has made his factory a quiet, well regulated wheel of business.

The new factory is the outgrowth of twenty years of consistent plugging and careful thinking. It was just that long ago that Mr. Van Tongeren put his first box of cigars on the market, the

well known H. V. T.'s. These were soon succeeded by the famous Star Green cigars which enjoyed an unusually large sale in this vicinity for many years.

Still H. V. T. was not satisfied. He wanted to produce a better article. The Kum Bak, marketed about six years ago, made a big hit with smokers, but it remained for the Knickerbocker brand to deliver the knockout blow.

This cigar was placed on the market about two years ago and it now has the



distinction of being the factory leader. Judging from the unprecedented demand for this brand it must be the twenty years of thought in a neat 5 cent package. It has been hailed as the finished masterpiece. Demand for Knickerbockers more than anything else forced Mr. Van Tongeren to secure larger quarters.

The Knickerbocker is now made in three 5 cent sizes, namely, the Knickerbocker original, the Knickerbocker five and the Knickerbocker Havana. These cigars are wrapped with foil tissue by a machine of Mr. Van Tongeren's own invention. This wrapping keeps the cigar moist, holds the aroma in the tobacco leaf and reduces the chance of the cigar breaking in one's pocket to a minimum.

This Holland manufacturer and merchant, besides constantly boosting his own business, has proven himself to be a firm believer in the American theory of economics to the effect that everyone profits by increased efficiency in all other business. He is a public booster from the drop of the hat and a determined backer of all legitimate business.

Report of Last Examination Session.

Muskegon, Feb. 19—The following candidates were successful at the January examination of the Michigan Board of Pharmacy:

Registered Pharmacist.
 Aronstamm, Geo. C., Detroit.
 Allan, Clare F., Wyandotte.
 Baumer, John H., Saginaw.
 Goodrich, E. M., Carbondale, Ohio.
 Glover, Hugh W., North Branch.
 Holloway, Guy E., Corunna.
 Hornsby, Roy, Detroit.
 Hersz, Wm. H., Detroit.
 Hoffer, Robert, Detroit.
 Hazel, James K., Ann Arbor.
 Johnson, Willis, Muskegon.
 Ludlow, Archie C., Newberry.
 Mugler, Geo. A., Detroit.

Marquette, Wm. H., Kalamazoo.
 Phelps, Danl. W., Detroit.
 Piotrowski, H. S., Manistee.
 Perkins, Charles P., Detroit.
 Rupp, Myrtle E., Bay City.
 VanBree, F. A., Zeeland.
 Waldman, Rudolph, Detroit.
 Registered Druggist.

Beers, Clayton, Perry.
 Briggs, Marion M., Kingsley.
 Beers, R. L., Detroit.
 Black, R. C. (Grades), Detroit.
 Cook, Edward, Detroit.
 Evans, Orlie C., Detroit.
 Gadin, Theodore A., Ford, Ont.
 Hunt, Stanley, Detroit.
 Hadis, George, Detroit.
 Holdreith, C. A., Detroit.
 Lawrence, Peter (Grades), Holland.
 McMillan, D., Detroit.
 Sofen, Israel (Grades), Detroit.
 Schlissel, Abner, Detroit.

The next examination will be held at the Evening Press Hall, Grand Rapids, March 20, 21, 22, 1917.

Candidates must file their applica-

tions with the Secretary at least one week before the examination and must furnish affidavits showing that they have had the practical experience required, and furnish satisfactory evidence to the Board that they have completed work in the public schools equivalent to tenth grade. (See section 10.)

Applications for examination and blank forms of affidavits for practical or college experience may be obtained from the Secretary.

Fee for Registered Pharmacists, \$5; fee for Registered Druggist, \$3. Fee for re-examination: Registered Pharmacist, \$3; Registered Druggist, \$2.

Another examination will be held at the Chemistry Building, University of Michigan, Ann Arbor, June 19, 20, 21, 1917. Charles S. Koon, Sec'y.

Advertising to the topic of co-education, perhaps it should be "co-education."



It's Pure. That's Sure

Piper Ice Cream Co.
 Kalamazoo, Michigan

Soda Fountains and Store Fixtures

We are well aware that zero weather prevails but there has never been a winter in Michigan without a spring and never a spring without a summer, and therefore, we are approaching our trade especially at this time in the interest of Guarantee Iceless soda fountains, appliances, fruit juices, and supplies of all kinds.

We are distributing agents for the Wilmarth Show Cases and Store Fixtures. We have lately very thoroughly reorganized our department for the sale of these lines with very satisfactory results, having sold more fountains and fixtures in the last six months than we have ever sold in a year previous to this time.

Manufacturers of these lines have lately conceded that the wholesale druggist is the proper outlet to the retail drug trade. We have been able to verify this statement.

Our Mr. Arthur W. Olds is an experienced man and to any one of our customers who contemplates putting in a soda fountain or buying new fixtures or replacing fixtures, we respectfully ask that you mention the same to us by letter or to one of our drug travelers. Our message especially at this time is that the spring and summer are soon here and the very best service can be given at the earliest possible dates.

Hazeltine & Perkins Drug Co.
 Wholesale Druggists Grand Rapids, Michigan

Has a Mail Train Every Week.

Mears, Feb. 19—Has been some time since I broke out in the Tradesman. Your dear readers have enjoyed a peaceful rest for a month now, as I have been "flat on my back" for about that time. As this has been the first real siege of sickness in my eighty years' sojourn in this neck of woods, I don't enjoy the novelty; but it has been an awful experience for the rest of the family. But I am bound to fool the traveling men. I am going to get well for spite.

By some fatal error there has been a report spread around the State that we people North of Muskegon are not getting good railroad service this winter. That is a libel on the P. M. We have been getting regular trains, but on a winter schedule. We get a mail train every week and two freights a month, the fifth and fifteenth, although on account of the big demand for coal in Hades, the freights did miss us in January and so far this month, but even I, with a reputation as a kicker, can't complain when we miss only three trains in a bad winter. We have lots of snow—way up to your ankles if you dive in head first. I have only two orders for goods billed to me in 1916 that have not yet arrived.

It is pretty quiet from a business standpoint up here. I wish I had a few more clerks, so I could fire some one to save expenses.

It is getting my goat sitting here all day listening to twenty or thirty heat soakers, roasting their shins and Wilson. Gee, I can pick out a couple of chinnners that can settle the war in five minutes any time Wilson asks it.

One of our county papers came out last week with a big scare head special, stating the Kaiser had declared a bloody war. I don't know why the Kaiser should pick Hart, Michigan, out of the whole United states to declare war on, unless it is because Roach's big canning factory is lo-

cated there. I wonder some of these newspaper war pipe dreamers haven't reported seeing German submarines in Lake Michigan.

I don't know when a mail will go out or when you will get this. Sending a letter now is like when I was mining gold on the Yukon and trying to mail a letter out by boat back home.

Say, friend Stowe, I almost owe you an apology. You recall I wrote you last fall, stating I thought you were too severe on the Kaiser in your paper. You see this is a strong Republican township—about twenty Republicans to one Democrat—and composed of a big lot of foreign born Germans, Swedes, Norwegians, Belgians, etc., and they were all ready to yell, Hoch, der Kaiser! last fall. Now, since there has been a little trouble brewing between Germany and the United States, to a man they are ready to yell, "To Hell with the Kaiser!"

Well, I am writing too much dope. Pick out what you want and blue pencil the rest. Chronic Kicker.

Jonathan Carnes, a Salem sea captain, is said to have brought the first shipment of pepper to the United States. That was in 1795. Other captains found they could make money by importing pepper and Salem became known as the pepper port. Up to the time Capt. Carnes brought the pepper the people went without that seasoning or they may have used a substitute.

Heystek & Canfield Co.

Wholesale
Wall Paper Paints
Window Shades Factory Supplies
GRAND RAPIDS, MICH.

"I Can't Afford

To close my soda fountain down, even in snug winter," said a successful friend of ours, in substance, the other day.

"Brings me too much new business.

"Of course, fountain patrons often buy other things on the side—

"But the real beauty of the fountain is, that it pulls so many new people into my place. It takes new blood, and lots of it, to make a real healthy, growing business like ours. The fountain gets 'em in, we get acquainted, sell 'em our regular line, and they stick! I figure my fountain pays me a handsome profit in new customers every month in the year."

This dealer uses ONLY PIPER'S DELICIOUS ICE CREAM. PIPER'S, always uniform, rich and smooth, constantly increases his fountain's reputation. The fountain attracts the right class of customers, and these new customers are building our friend a bigger business.

Looks pretty obvious, doesn't it?

More and more, discriminating people are calling for PIPER'S, because it really is the one best ice cream. Just one trial shipment will demonstrate what PIPER'S will actually do for you. Isn't it time you looked into the matter?



Claude G. Piper

Wholesale Distributor
Both Phones 2388

No. 286 Bridge St., N. W.

Grand Rapids, Mich.

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 .. 67@ 71	Citric .. 96@ 1 00	Muriatic .. 2 1/4@ 3	Nitric .. 8@ 15	Oxalic .. 65@ 75	Sulphuric .. 2 1/4@ 3	Tartaric .. 96@ 1 00
Ammonia	Water, 26 deg. .. 8 @ 12	Water, 18 deg. .. 5 1/4@ 9	Water, 14 deg. .. 4 1/2@ 8	Carbonate .. 14 @ 16	Chloride .. 25 @ 35				
Balsams	Copaiba .. 1 25@ 1 50	Fir (Canada) .. 1 25@ 1 50	Fir (Oregon) .. 4 1/2@ 5 00	Peru .. 4 25@ 4 60	Tolu .. 60@ 80				
Barks	Cassia (ordinary) .. 25@ 30	Cassia (Salgon) .. 90@ 1 00	Elm (powd. 35c) .. 30@ 35	Sassafras (pow. 35c) .. 30@ 35	Soap Cut (powd.) .. 23@ 25				
Berries	Cubeb .. 80 @ 85	Fish .. 15 @ 20	Juniper .. 8 1/2@ 15	Prickly Ash .. @ 30					
Extracts	Licorice .. 38@ 40	Licorice powdered .. 70@ 75							
Flowers	Arnica .. 1 75@ 2 00	Chamomile (Ger.) .. 90@ 95	Chamomile (Rom) .. 80@ 85						
Gums	Arnica .. 1 50@ 1 60	Acacia, 2nd .. 45@ 50	Acacia, 3rd .. 45@ 50	Acacia, Sorts .. 25@ 30	Acacia, powdered .. 40@ 50	Aloes (Barb. Pow) .. 30@ 40	Aloes (Cape Pow) .. 20@ 25	Aloes (Soc. Pow.) .. 40@ 50	Asafoetida .. 1 00@ 1 10
Asafoetida, Powd.	Pure .. 1 15@ 1 25	U. S. P. Powd. .. 1 30@ 1 50	Camphor .. 1 04@ 1 07	Guaiaic .. 45@ 50	Guaiaic, powdered .. 40@ 60	Kino .. 70@ 75	Kino, powdered .. 75@ 80	Myrrh .. @ 40	Myrrh, powdered .. @ 50
Opium	Opium, powd. .. 24 00@ 24 20	Opium, powd. 26 .. 26 50@ 26 70	Opium, gran. .. 26 50@ 26 70	Shellac .. 50@ 60	Shellac, Bleached .. 55@ 65	Tragacanth .. 2 50@ 3 00	Tragacanth powder .. 2 25	Turpentine .. 10@ 15	
Insecticides	Arsenic .. 15@ 20	Blue Vitriol, bbl. .. @ 16	Blue Vitriol, less .. 17@ 25	Bordeaux Mix Dry .. 14@ 20	Hellebore, White .. 35@ 40	Insect Powder .. 30@ 50	Lead, Arsenate .. 10@ 30	Lime and Sulphur .. 15@ 25	Solution, gal. .. 37 1/2@ 43
Ice Cream	Piper Ice Cream Co., Kalamazoo .. @ 75	Bulk Vanilla .. @ 80	Bulk Fancy .. @ 75	Brick Vanilla .. @ 25	Brick Fancy .. @ 30				
Leaves	Buchu .. 1 75@ 1 85	Buchu, powdered .. 1 85@ 2 00	Sage, bulk .. 67@ 70	Sage, 1/4s loose .. 72@ 78	Sage, powdered .. 55@ 60	Senna, Alex .. 70@ 75	Senna, Tinn. .. 40@ 45	Senna, Tinn. pow. .. 50@ 55	Uva Ursi .. 18@ 20
Oils	Almonds, Bitter, true .. 15 00@ 16 00	Almonds, Bitter, artificial .. 7 75@ 8 00	Almonds, Sweet, true .. 1 25@ 1 50	Almonds, Sweet, imitation .. 65@ 75	Amber, crude .. 1 75@ 2 00	Amber, rectified .. 2 50@ 2 75	Anise .. 2 00@ 2 25	Bergamont .. 8 00@ 8 20	Cajeput .. 1 35@ 1 60
Almonds, Sweet, imitation	Cassia .. 2 50@ 2 70	Castor .. 2 40@ 2 50	Cedar Leaf .. 1 25@ 1 40	Citronella .. 90@ 1 20	Cloves .. 2 00@ 2 20	Cocanut .. 27 1/2@ 35	Cod Liver .. 4 75@ 5 00	Cotton Seed .. 1 35@ 1 45	Croton .. 1 50@ 1 80
Cubeb	Eigeron .. 5 00@ 5 20	Eucalyptus .. 1 75@ 2 00	Hemlock, pure .. @ 1 00	Juniper Berries .. 20 00@ 20 20	Juniper Wood .. 2 75@ 3 00	Lard, extra .. 1 00@ 1 10	Lard, No. 1 .. 95@ 1 05	Lavender Flow. .. 5 50@ 5 75	Lavender, Gar'n .. 1 25@ 1 40
Lemon	Lime .. 2 00@ 2 25	Linseed, bbl. .. @ 97	Linseed, bld less .. 1 02@ 1 07	Linseed, raw, bbl. .. @ 96	Linseed, rw, less .. 1 01@ 1 06	Mustard, true, oz. .. @ 2 00	Mustard, artifil oz. .. @ 2 25	Neatsfoot .. 1 00@ 1 10	Olive, pure .. 2 50@ 3 50
Olive, Malaga	Olive, Malaga, yellow .. 1 85@ 2 15	Olive, Malaga, green .. 1 85@ 2 15	Orange, Sweet .. 4 00@ 4 20	Origanum, pure .. @ 2 50	Origanum, com'l .. @ 75	Pennyroyal .. 2 25@ 2 50	Peppermint .. 3 25@ 3 50	Rose, pure .. 18 00@ 20 00	Rosemary Flows .. 1 50@ 1 75
Sandalwood, E.	Sassafras, true .. 1 25@ 1 45	Sassafras, artif'l .. 50@ 60	Spearmlnt .. 2 75@ 3 00	Sperm .. 1 15@ 1 25	Tansy .. 3 50@ 3 75	Tar, USP .. 30@ 40	Turpentine, bbls. .. @ 59	Turpentine, less .. 67@ 72	Wintergreen, tr. .. 5 50@ 5 75
Wintergreen, sweet birch	Wintergreen, art. .. 1 35@ 1 60	Wormseed .. 5 50@ 5 75	Wormwood .. 3 75@ 4 00						
Potassium	Bicarbonate .. 1 90@ 2 00	Bichromate .. 55@ 60	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 .. @ 2 00	Iodide .. 3 50@ 3 60
Permanganate	Prussiate, yellow .. @ 1 50	Prussiate, red .. @ 3 50	Sulphate .. @ 1 10						
Roots	Alkanet .. 1 25@ 1 30	Blood powdered .. 20@ 25	Calamus .. 50@ 55	Elecampane, pwd. .. 15@ 20	Gentian, powd. .. 30@ 35	Ginger, African, powdered .. 20@ 25	Ginger, Jamaica .. 30@ 35	Ginger, Jamaica, powdered .. 30@ 35	Goldenseal pow. .. 7 50@ 7 70
Ipecac, powd.	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	Squills, powdered .. 45@ 65	Tumeric, powd. .. 13@ 20	Valerian, powd. .. @ 1 00						
Seeds	Anise .. 35@ 40	Anise, powdered .. 40@ 45	Bird, ls .. @ 10	Canary .. 8@ 12	Caraway .. 85@ 90	Cardamon .. 1 80@ 2 00	Celery (Powd. 40) .. 30@ 35	Coriander .. 20@ 30	Dill .. 25@ 30
Fennel	Flax .. 7 1/2@ 13	Flax, ground .. 7 1/2@ 13	Poenugreek pow. .. 15@ 20	Hemp .. 8@ 12	Lobelia .. 40@ 50	Mustard, yellow .. 19@ 25	Mustard, black .. 19@ 25	Mustard, powd. .. 22@ 30	Poppy .. @ 75
Quince	Rape .. 10@ 15	Sabadilla .. @ 35	Sabadilla, powd. .. 35@ 45	Sunflower .. 7@ 10	Worm American .. @ 25	Worm Levant .. 1 00@ 1 10			
Tinctures	Aconite .. @ 95	Aloes .. @ 75	Arnica .. @ 1 45	Asafoetida .. @ 1 35	Belladonna .. @ 1 65	Benzoim .. @ 1 10	Benzoim Compo'd .. @ 1 60	Buchu .. @ 1 50	Cantharadies .. @ 3 00
Capsicum	Cardamon .. @ 1 20	Cardamon, Comp. .. @ 1 05	Catechu .. @ 75	Cinchona .. @ 65	Colchicum .. @ 65	Cubeb .. @ 1 45	Digitalis .. @ 80	Gentian .. @ 90	Ginger .. @ 1 20
Guaiaic	Guaiaic .. @ 1 10	Guaiaic, Ammon. .. @ 1 00	Iodine .. @ 2 00	Iodine, Colorless .. @ 75	Ipecac .. @ 90	Iron, clo. .. @ 90	Kine .. @ 1 00	Myrrh .. @ 1 10	Nux Vomica .. @ 95
Opium	Opium .. @ 4 50	Opium, Camph. .. @ 1 05	Opium, Deodorz'd .. @ 4 50	Rhubarb .. @ 84					
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 1/4	Ochre, yellow less 2 .. @ 5	Putty .. 2 1/4@ 2 50	Red Venet'n bbl. 1 1/4 .. @ 4	Red Venet'n less 1 1/4 .. @ 5	Vermillion, Amer. 25 .. @ 30
Whiting	Whiting bbl. .. @ 1 75	Whiting .. 2 1/4@ 2 50	L. H. P. Prep'd .. 1 90@ 2 00						
Miscellaneous	Acetanalid .. 68@ 75	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@ 6 00	Calomet .. 2 17@ 2 25	Capsicum .. 30@ 35	Carmine .. 6 50@ 7 00
Cassia Buds	Cloves .. @ 40	Cloves .. @ 35	Chalk Prepared .. 5@ 8 1/2	Chalk Precipitated .. 1@ 15	Chloroform .. 75@ 85	Chloral Hydrate .. 92@ 2 17	Cocaine .. 5 95@ 6 15	Cocoa Butter .. 80@ 90	Corks, list, less 70% .. @ 10
Copperas, bbls.	Copperas, less .. 2 1/2@ 2 7	Copperas, powd. .. 4@ 16	Corrosive Sublm. .. 1 98@ 2 05	Cream Tartar .. 56@ 60	Cuttlebone .. 45@ 50	Dextrine .. 7@ 10	Dover's Powder .. @ 3 00	Emery, all Nos. .. 6@ 10	Emery, powdered .. 5@ 8
Epsom Salts, bbls.	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% .. @ 1 1/4	Glauber Salts bbl. .. 2@ 5
Glauber Salts less	Glue, brown .. 18@ 25	Glue, brown grd. .. 20@ 25	Glue, white .. 20@ 28	Glue, white grd. .. 20@ 30	Glycerine .. 62@ 75	Hops .. 45@ 60	Hops .. 45@ 60	Iodine .. 4 50@ 4 60	Iodoform .. 5 90@ 6 00
Lead Acetate	Lycopodium .. 1 75@ 2 00	Mace .. 85@ 90	Mace, powdered .. 95@ 1 00	Menthol .. 4 75@ 5 00	Morphine .. 11 35@ 12 00	Nux Vomica .. 20@ 25	Nux Vomica, pow. .. @ 20	Pepper, black pow. .. @ 35	Pepper, white .. @ 40
Pitch, Burgundy	Quassia .. 12@ 15	Quinine .. 85@ 1 00	Rochelle Salts .. 45@ 50	Saccharine oz. .. @ 1 80	Salt Peter .. 42@ 45	Seidlitz Mixture .. 40@ 45	Soap, green .. 20@ 25	Soap, mott castile .. 13@ 15	Soap, white castile case .. @ 8 50
Soap, white castile less, per bar	Soda Ash .. 4 1/2@ 10	Soda Bicarbonate .. 2 1/2@ 6	Soda, Sal .. 2@ 5	Spirits Camphor .. @ 7 1/2	Sulphur roll .. 2 1/2@ 6	Sulphur Subl. .. 3@ 7	Tamarinds .. 15@ 20	Tartar Emetic .. @ 80	Turpentine Ven. .. 50@ 80
Vanilla Ex. pure	Witch Hazel .. 70@ 1 05	Zinc Sulphate .. 10@ 15							

LARGER THAN EVER.

Concluded from page one.)

Our office has collected, through its collection department in the past year very close to \$6,000 in bad accounts. One year ago our Association launched the publication of a monthly magazine, the Merchants' Review. We have had a very successful year and we wish to take this opportunity of thanking the manufacturer and jobber and all who give us their support in the way of advertising. We well realize that without their support a publication of this kind would be impossible. We are entering this year with a greater determination to double our membership, and with the new system put in operation, the first of the year, we feel assured of a very successful year.

Cadillac: During the year we have passed through a series of trials which has resulted in the cementing together of the members of the Association in a stronger organization if possible than ever before. The organization of a Chamber of Commerce threatened for a time to disrupt our work of the past six years, but the friendly spirit of co-operation that had gradually grown amongst the members in their meeting each other so frequently saved the day for our Association. We feel that there can be no dividing of interests with any other. We must be whole heartedly in favor of fully co-operating with each other on the problems that affect our business or our efforts are in vain and too much cannot be said of the good that has been ours in the past six years. Our meetings come on the last Friday in each month and we extend to you an invitation to attend some of the meetings if you are ever in our city on our meeting nights. We fully realize the honor you have bestowed on our Association by selecting our friend and local Secretary, J. M. Bothwell, as the Secretary for this Association and his report would indicate that he has made as good a showing in the State work as he has done in the work in Cadillac. The success of any association depends on the energy put into it. If the members work faithfully for its interests there is no doubt but they will get back fourfold the amount they put in. We have received that amount of benefit in our town and there does not seem to be any reason why any town properly organized should not receive the same amount of benefit. Our credit system continues to give untold benefit to the extent that we can with more confidence than ever deny a person of doubtful credit the privilege of opening an account which we believe is the proper time to do your collecting. Know your men by getting their record before trusting them with your goods. This is one of the privileges we enjoy with the use of a Credit System. While our records show that in the period we have used ours, delinquent and slow pay accounts have been elevated very nearly 60 per cent. It was our privilege as well as pleasure to have a visit from Mr. Lake at our annual meeting and banquet, at which time we took advantage of the large attendance to take up a little collection to help pay Mr. Loell for services rendered in connection with our present Garnishee Law. The enactment of this law was a step in the right direction and every retail merchant should help pay the bill. At this same meeting we went on record as being unalterably opposed to trading stamps and coupons under any and all conditions as we do not believe a law that would stop the one could give the other the privilege without being unconstitutional.

Bay City: Our Association is in a good, healthy condition. We have a large membership with the best grocers and butchers in the city. Our meetings are held every two weeks with a large percentage of the members in attendance. The routine of

business is conducted in a business-like manner by capable officers elected and respect and courtesy is shown by all officers and members. Our annual dues are \$3 per member. Our annual outing is a thing we always like to speak about and the reason is that it is a howling success from year to year. Our last outing was again held at Wenona Beach, and there was an attendance of 15,000 people, including visitors from Saginaw and other nearby villages who took an active part in the programme of the day. Our organization receives a percentage of the gate receipts also a percentage of the revenue from the concessions, which adds a neat sum to the balance in our treasury. This year Bay City also had a pure food show, which was, indeed, a success. Much credit for the success of this show is due to the combined efforts of the officers of the Association who were very ably assisted by two of our worthy ex-Presidents, William McMorris and Martin L. DeBats. Out of the proceeds of this show, we have contributed to all charitable institutions of the city, such as hospitals, childrens and women's homes, etc., thus proving to the public that we are not an organization of selfish motives or gains. We take an active part in our Board of Commerce, in which the organization as a whole has a membership; also the members as individuals have memberships. The people of Bay City have great respect for us as an organization. At Christmas time we gave every member in good standing a dividend check for \$10, which was a surprise to some and appreciated by all. We also have a death benefit of \$50, payable to the family of a member in good standing. We heartily endorse the organization of a State Fire Insurance Co. and have all confidence that the chairman, Joseph Primeau, and the members of his Committee on Insurance, will work out all problems successfully and to the benefit of all concerned. The merchants of Bay City are very much opposed to trading stamps and coupons and to have this nuisance cut out. During the convention the delegates from our city would like to hear discussions on the following subjects: Delivery-man, Collections, Misleading advertising. With best wishes that we may again meet in Saginaw in 1918.

Battle Creek: At the first meeting of the local Battle Creek Association in March, 1916, a resolution was offered that we have a question box at each meeting, the same as was conducted at the convention in February. This proved to be very educational, as questions were brought up and discussed and remedies suggested in reference to all problems that come up before the retail merchant every day. This was practiced for about six months. Later the question box developed into open meeting discussion on all matters pertaining to retail business. Early in May the question was brought up before the Association, "what can we do to increase our business?" Several merchants reported that large consuming families were leaving their territory, going to Detroit, Flint and other points about the State. As a remedy, the Association appointed a committee on "Get a Factory Movement," to work in conjunction with the Chamber of Commerce to get new enterprises to Battle Creek. In the past year Battle Creek has succeeded in getting four factories, the Bennett Oven Co., the Tinsman Implement Co., glove factory and the Rich Twist Drill Co. The Rich Twist Drill Co. at this time is employing 200 men and pay an average of 31 1/2c per hour, not including the executive force. In order to keep posted on the rising costs for the past six months, we have been publishing all changes in the market from day to day through our bulletin. These figures are furnished by our local jobbers. Therefore, when any

particular article has advanced, the retailer is at once posted on the wholesale price, so that he might arrange the price accordingly. In the past year, in the face of the enormous raising on all food stuffs and the small margin of profit, we have had but two failures in business. Within the past two weeks the first steps have been taken to educate the public that they can no longer carry unpaid balances and that all accounts must be paid in full each week or pay day. The first educational notice to the public appears through the local news papers and later, signs will be placed before the cashier's desk in all stores, stating that on and after a certain date no balances will be carried and that no further credit accommodations will be extended to those having an unpaid balance. At the present time we are working on revising our rating files and a new guide will be published and delivered about April 10. Great care has been taken in compiling the ratings, as parties who were considered good pay and prompt last year, are very slow pay at the present advance in the price of food stuffs. At this time the loss of one bill of goods means the loss of three times the amount a year ago.

Lansing: The Lansing Retail Grocers and Meat Dealers' Association are pleased to report a prosperous and successful year. During the year twenty-one meetings have been held with good substantial attendance. In March, 1916, the Association held a pure food show in the new Prudden auditorium which proved of great interest to the public, very satisfactory to exhibitors and netted the Association close to \$700. A delegate to the National convention at New Orleans was sent with full expenses paid by the Association. In August, 1916, the Association gave an annual picnic at Pine Lake with an attendance of 8,000. Through the fall season three meetings were held at which representatives of the local wholesale houses made talks upon trade conditions. The attendance at these meetings was exceptionally large and very gratifying to the officers, and helped to stimulate interest in Association matters. Our credit rating system, which for the last year has been leased to a Lansing firm for operation, has given the best satisfaction we have ever had, which leads the members of the Association to believe that the system

can be operated even to greater advantage by the Association itself, so that notice of termination of said lease has been served and an office in a modern office building will be rented and a man and stenographer put in charge. At an expense of \$50 the Association purchased necessary files and blanks and placed same in the police office for the purpose of recording all removals throughout the city. Authorized delegates are sent to this convention with railroad and hotel bills fully paid and ten delegates with one-half of expenses paid. February 1, 1917, the annual banquet was given to the members, active and honorary, and their employes—at which over 600 covers were spread. Annual dues have heretofore been \$2 per active member, but this year dues were raised to \$12 per member, which entitles each member to the benefits of the credit rating system. On the increase of rates, a small proportion of the members dropped out, but not sufficient to in any way impair the enthusiasm in the Association. After paying all expenses of the different undertakings of Association, funds on hand exceed \$1,000.

Brief reports were also submitted by delegates from Caro, Cass City, Clare, Harbor Springs, Pigeon and Port Huron.

President Lake announced that he and Secretary Bothwell had called upon Food Commissioner Woodward the first day he took office and, on behalf of the retail grocers of the State, had pledged co-operation in carrying out the spirit of the food laws of the State. They had been very hospitably received and felt that Mr. Woodward can be depended upon to administer the laws in a fair and impartial manner and with due consideration to the rights of the retailer.

Messrs. Lake and McMorris spoke on behalf of the exhibitors in the food show and urged the delegates to show a spirit of reciprocity in dealing with the firms who had made possible such a successful show.

The meeting then adjourned.

Tuesday evening the delegates attended the food show in a body.

The Weaver Organ & Piano Co. has changed its name to Weaver Piano Co.

GROCERY PRICE CURRENT

CRACKERS National Biscuit Company Brands

Table listing various National Biscuit Company products and prices, including Baronet Biscuit, Cameo Biscuit, Cheese Sandwich, Chocolate Wafers, Fig Newton, Five O'Clock, Giver Snaps, Graham Crackers, Lemon Snaps, Oysterettes, Peanut Sandwich, Pretzencos, Royal Toast, Social Tea Biscuit, Saltine Biscuit, Saratoga Flakes, Soda Crackers, Tokens, Uneda Biscuit, Uneda Jinjer Wayfer, Vanilla Wafers, Zu Zu Ginger Snaps, Zwieback.

Other Package Goods Barnum's Animals, Soda Crackers NBC, Family Size Package 2 50

Table listing bulk goods such as Animals, Atlantics, Avena Fruit Cakes, Arrowroot Biscuit, Bonnie Doon Cookies, Bouquet Wafers, Brighton, Canto Cakes, Cartwheels, Plain, Cartwheels, Iced.

Table listing various biscuits and cookies including Cecelia Biscuit, Cheese Tid Bits, Chocolate Bar (cans), Chocolate Drops, Circle Cookies, Cocoanut Taffy Bar, Cocoanut Macaroons, Choc. Honey Fingers, Coffee Cakes, Copla Cakes, Cracknels, Crumpets, Cream Fingers, Crystal Jumbles, Dinner Pail Mixed, Extra Wine Biscuit, Fig Cakes Asstd., Fig Newtons, Fireside Peanut Jumb, Fluted Cocoanut Bar, Frosted Creams, Frosted Raisin Sqs., Fruited Ovals, Fruited Ovals, Iced, Full Moon, Ginger Drops, Graham Crackers, Ginger Snaps Round, Golden Rod Sandwich, Hippodrome Bar, Honey Block Cakes, Honey Cakes, NBC, Iced, Honey Fingers Asst., Household Cooks, Iced, Imperials, Jubilee Mixed, Kaiser Jumbles, Leap Year Jumbles, Lemon Biscuit Square, Lemon Cakes, Lemon Gems, Lemon Wafers, Lemon Thin, Lorna Doone, Luxury Biscuit, Macaroon Jumbles, Mandalay, Mary Ann, Marshmallow Pecans.

Table listing various cookies and specialties including Molasses Fruit Cookies, Oatmeal Crackers, Orange Gems, Penny Assorted, Picnic Mixed, Pineapple Cakes, Priscilla Cake, Raisin Cookies, Raisin Gems, Royal Toast, Reverser Asstd., Richwood, Rittenhouse Biscuit, Snaparoons, Social Tea Biscuit, Spiced Jumbles, Spiced Wafers, Sugar Crimp, Superba, Tokens, Trilby Creams, Vanilla Wafers, Butter Boxes, N B C, Square, N B C, Round, Soda, N B C Soda Crackers, Premium Sodas, Saratoga Flakes, Oyster, Dandy, Oysters, N B C Oysters Square, Specialties, Nabisco (10 cent tins), Nabisco (No. 204 Tin), Lorna Doone, Anola, Anola (202 Tin), Lotus, Small Tins, Lotus, Small Cans, Lotus, Large Cans, Above quotations of National Biscuit Co., subject to change without notice.

THE WAUKESHA SPRING WATER COMPANY

WAUKESHA, WIS., U. S. A.

America's Royal Table Beverages



PARK'S ORIGINAL AUTOMOBILE CARTON

Noted for Superior Excellence of Quality

INVITES THE INVESTORS OF AMERICA

To Join with Them in One of the Most Profitable Businesses Ever Presented to the Public

Letter From the President

Gentlemen:
It is hardly necessary for us to formally introduce ourselves to the people of America. We are one of America's Institutions.

Waukesha Springs, Waukesha Water and Waukesha Beverages—chief among the list being the famous Waukesha Ginger Ale—are so widely known and have been in such general use at home, abroad and down in our sister Republics to the South, that we have only to mention Waukesha anywhere in the civilized world, and at once the name is recognized and receives honorable mention from the one who hears it spoken.

Prohibition Has Won Its Fight

Every State in the Union is about to enforce prohibition. Already a large number of states have abolished the liquor traffic. It is generally admitted that America will soon be entirely dry. WE ARE FACE TO FACE WITH THE PROPOSITION OF PROVIDING A TEMPERANCE NATION WITH TEMPERANCE BEVERAGES.

Naturally we must prepare to meet this new order of things and be ready to respond to the calls which already are coming to us in steadily increasing numbers from the dry territory for the far-famed Waukesha Ginger Ale, and other bottled beverages, as well as the waters from the Celebrated Waukesha and Silurian Springs. These are acknowledged to be the finest table waters in the world—and rightly so.

Park's Famous Waukesha Products

It is not necessary for us to dwell at any great length upon the virtues of Park's Waukesha Spring Water products—PARK'S WAUKESHA GINGER ALE, SARSAPARILLA, ROOT BEER, CLUB SODA and SPRING WATER. These have a world-wide reputation for excellence.

Looking Forward.

What we must do now is to provide the sinews of war—the facilities to care for this great increase which is ours for the asking. A new plant, with the most improved machinery and equipment must be built at once—not a day is to be lost.

This year we should be in Working Order to supply the increased demand for Waukesha beverages, a demand already greater than we can supply, and which will assume proportions from now on that should place this company in a position where it can dominate the beverage business of the world. The foundation has been well laid.

We invite you to join us in completing the work which has been so well started, and go forward with us to success.

THE WAUKESHA SPRING WATER COMPANY.
Louis M. Park, President.

A Direct Appeal to the Investing Public

When the question of the expansion of this company's business was first proposed the directors gave careful consideration to the best plan to follow in offering its stock to the public. The decision was unanimously reached to go direct with it to the people—to deal direct, and not follow the usual methods. We had a good name—had developed a good business and under ordinary conditions of the trade would have combined to make substantial gains each year.

**This is the First Offer of this Stock
It May Never Be Offered Again**

WAUKESHA SPRING WATER COMPANY

Louis M. Park, President Plant and Springs: Waukesha, Wisconsin, U. S. A.

DISTRIBUTING HOUSES: Waukesha, Chicago, Philadelphia, Pittsburgh, Los Angeles, Louisville, Minneapolis, St. Paul, Detroit, Cincinnati, Kansas City, New York, San Francisco, New Orleans, Memphis.

Special Offering of Stock by The Waukesha Spring Water Company

Incorporated Under the Laws of Wisconsin

**\$100,000 7% Cumulative Preferred; par value \$10 per Share
with a bonus of Common Stock—par value \$5 per Share.
Fully Paid—Non Assessable—No Bonds.**

We offer, subject to prior reservation and advance in price, the unsold part of an allotment of 10,000 shares amounting to \$100,000.00 par value, of the 7% Preferred Cumulative Stock if, when, and as issued, of the Waukesha Spring Water Company with a bonus of One (1) share of Common with each Two (2) shares of 7% Preferred Cumulative Stock, when fully paid for as per our terms of sale.

On account of the wide acquaintance enjoyed by the President of this company, and the popularity of the Waukesha Spring Water Company, and the Park's Waukesha and Silurian Spring Water products, we expect a large over-subscription of this allotment of stock, which carries with it the added attraction of a Common Stock bonus, as set forth in the table herewith.

If the business of the company, under the new policy of expansion, reaches the proportions we anticipate, this Common Stock will be an exceptionally valuable holding.

We advise an immediate response by those interested, either by all cash subscription or by the easy payment plan

We Need a Greater Plant

We must build a new plant. This plant must be equipped with the most improved machinery. We will employ more people—and to do this we must have money. And so we have come to you direct, and will ask you to join us in this work of expansion.

Not a day is to be lost. This will be a great year for us.

We own our Springs—We show a plan of the new building, which we propose to build. We own 13 acres right in the heart of the beautiful city of Waukesha. All railroad and interurban trains stop directly in front of our present plant. A pretty park is laid out in which are situated our two springs. The Waukesha and The Silurian. This is the favorite playground of the city.

Water from the Silurian Spring is shipped in our own cars for distribution in the large cities of the country after bottling.

You will be amazed to know that an overflow of nearly 200,000 gallons of the waters from these springs are carried away every day and lost. We must conserve this water. **Every gallon should be turned into money.**

A Capable Man at the Helm.

Louis M. Park, President of the Waukesha Spring Water Company is perhaps the best known beverage man in the world.

For over twenty years Mr. Park has been engaged in manufacturing and marketing high grade food products, spring waters and beverages. He enjoys an international reputation for originating goods of high quality and for designing packages and containers having a distinct originality and individuality.

These are factors which in themselves have proved valuable aids in the sale of his products.

In recent years he has been actively engaged in the development of the business of this company and has built up a splendid organization through distributing houses located in all the principal cities of this country and Canada.

He has prepared the way for his company to expand and grow to great proportions. He is the right man to guide the future destinies of this company. With an enviable record among business men everywhere, forceful and aggressive in his business dealings, he will lead the Waukesha Spring Water Company to success when his present plans for increasing the capacity of the plants are carried out as they will be under his capable direction.

Bear In Mind

That the Waukesha Spring Water Company is nationally known. Opportunities to join in such a business are exceedingly rare—and when our story is read, as it will be in all parts of this country, the response will be immediate.

The special allotment of 10,000 shares with common stock bonus should be taken in a few days.

And in order that you, who may be reading our story, may not be disappointed, we advise your sending in your subscription to-day with remittance to cover.

This is a going business. It has always been successful. It deserves to take its place among the great business enterprises of America, which it will when we carry out our well defined plans to put it up where it rightfully belongs—which we propose to do with due dispatch.

NOTE: This business is one that is not affected, nor will it be affected by "wars or rumors of wars."

The facts are that the beverage business in America has greatly increased since the beginning of the European war. Imports of foreign waters and beverages have practically ceased.

WRITE US TO-DAY.

Address all communications and make all checks, drafts, money orders or express orders to the order of the Waukesha Spring Water Company.

How To Buy Stock

\$20.00 buys 2 shares of 7% Preferred Stock and 1 share of Common Stock.

\$40.00 buys 4 shares of 7% Preferred Stock and 2 shares of Common Stock.

\$60.00 buys 6 shares of 7% Preferred Stock and 3 shares of Common Stock.

\$80.00 buys 8 shares of 7% Preferred Stock and 4 shares of Common Stock.

\$100.00 buys 10 shares of 7% Preferred Stock and 5 shares of Common Stock.

Other amounts in proportion.

Easy Payment Plan Without Interest

\$4.00 cash and \$4 a month for 4 months buys 2 7% Preferred Shares and 1 share of Common Stock.

\$8.00 cash and \$8 a month for 4 months buys 4 7% Preferred Shares and 2 shares of Common Stock.

\$12.00 cash and \$12 a month for 4 months buys 6 7% Preferred Shares and 3 shares of Common Stock.

\$16.00 cash and \$16 a month for 4 months buys 8 7% Preferred Shares and 4 shares of Common Stock.

\$20.00 cash and \$20 a month for 4 months buys 10 7% Preferred Shares and 5 shares of Common Stock.

Other amounts in proportion.

PURCHASE COUPON

This Coupon Secures Stock

Write to-day and enclose this coupon to—
**WAUKESHA SPRING WATER COMPANY,
WAUKESHA, WISCONSIN.**

Gentlemen: You may enter my subscription for shares of the 7% Preferred Cumulative Stock. With each two shares bought and paid for I am to receive one share of Common Stock, without cost to me, as a premium.

I desire to purchase on the following terms: \$..... cash and \$..... per month for months.

Upon completion of payments mail shares to me at the address given below:

Name

Address

City or Town

State

Note: If you are not ready to purchase, write us for further information.

SPECIAL PRICE CURRENT

12

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

13

Table with 2 columns: Item Name and Price. Includes categories like Butter Plates, Wire End, Churns, Clothes Pins, Egg Crates, Faucets, Mop Sticks, Pails, Toothpicks, Traps, Tubs, Washboards, and Wood Bowls.

14

Table with 2 columns: Item Name and Price. Includes categories like Window Cleaners, Yeast Cake, Axle Grease, Baking Powder, Tea, Soap, and various household items.

15

Advertisement for Morton's Salt and Fitzpatrick Brothers' Soap Chips. Includes images of salt and soap containers and descriptive text.

16

Advertisement for White House Coffee. Includes an image of a coffee tin and descriptive text.

17

Advertisement for Procter & Gamble Co. products including Ivory soap, Swift's Pride, and various cleaning supplies. Includes a list of items and prices.

WRITE FOR PRICES

Advertisement for The Only Five Cent Cleanser. Includes an image of a Kitchen Klezner cleanser tin and promotional text.

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 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 as to business done. Investigate if interested. Rate \$2.50. Miller House, Carson City, Mich. 831

For Sale—An up-to-date hardware and the only tin shop in town or within twenty miles distance. Will inventory about \$5,000, or will sell tin shop, tools and stock. Cheap rent. The best location in Michigan. Address No. 868, care Michigan Tradesman. 868

Money Maker—Location for candy kitchen and ice cream parlor in live town; brick building; modern; centrally located; no opposition. T. E. Donovan, 1021 Kilburn, Tomah, Wisconsin. 847

Shoe Stock For Sale—Inventory about \$9,000. Will sell very cheap. Good stock. Going out of business. Will exchange for Detroit property. Address Burnstein Hardware Co., 411 Gratiot Ave., Detroit. 849

For Sale—Prosperous restaurant in a live railroad town. Established twelve years. Write for terms. Ed. Sweet, Jr., Darien, Wisconsin. 850

For Sale—Dry goods stock in good condition. Will invoice about \$4,600. Great opportunity for any one looking for a location. Will sell 75 cents on dollar. Address Box 114, Shepherd, Mich. 851

For Sale—Grocery and meat market. Want to retire from the retail business. Modern fixtures, central location. All cash trade. About \$7,000 worth of business during January. Will rent building. Are you looking for a good established business, write at once. Address No. 852, care Tradesman. 852

A live wire and capable newspaper man with a reputation desires to change location. I have a fine equipment of machinery and type. A small bonus from a live small town where there is no paper or a town of 1,000 where there is room for a second paper will be considered. Address Ieland, care Tradesman. 863

For Sale—In live manufacturing town, stock of groceries to invoice \$1,000. Can reduce lower. Fixtures \$500. Doing a daily cash business of \$75. Will stand close investigation. Address No. 865, care Tradesman. 865

Mr. Merchant—We have conducted stock reducing and closing out sales for the largest firms in Michigan. Write us for terms and open dates. Wholesale house references furnished. Saranac Sales Co., Beulah, Michigan. 866

I have two country newspapers for sale. They are both good propositions and are located in good little towns. Trade or cash. Address W. L. F., care Michigan Tradesman. 864

For Sale—Good flour and feed mill, water power and 22 acres land. Price \$9,000. For terms write H. S. Preston, Hartland, Michigan. 867

For Sale—520-acre Ranch. Stock and grain. 80 acres under cultivation, five miles woven wire fence. Good soil, good crops, good grazing, well watered, two miles from two railroads. Good ranch buildings, good roads, telephones and R. F. D. Abundance game and fish. Trout streams and lakes close by. Good reasons for selling. \$17.50 per acre buys it all. W. J. Cooper, Mt. Pleasant, Mich. 853

Drug Store For Sale—Opposite Court House, Muskegon. Established twenty-five years. Address Hazeltine & Perkins Drug Co., Grand Rapids. 854

Wanted—Clean business gentleman willing to invest \$1,000 with services at good salary and commission, 10 per cent. returns guaranteed on investment for 1917. May pay 25 per cent. This is your chance to get in on the inside of a manufacturing business which promises to be one of Kansas City's greatest enterprises. It's your most promising opportunity. Write Akers National Stove & Mfg Co., 2509 E. 15th St., Kansas City, Missouri. Reference. 855

Kalamazoo starts to boom; paid labor \$17,000,000 in 1916. \$20,000 Kalamazoo property for men's clothing, haberdashery or general merchandise. A. Frank Tyler, Kalamazoo Michigan. 856

For Sale—New 220 account American Credit Register. Used one year. Will sell for one-half of first cost. I. C. Grill Hubbardston, Michigan. 858

Exchange—40 acres Kalkaska County, valued \$700, for auto or removable stock merchandise. What have you? No junk considered. G. A. Johnson, Edgetts, Michigan. 859

General Merchandise Store For Sale—Good running stock, will invoice around \$6,000. Will discount for cash. G. R. Bonebrake, owner, Stockdale Kansas. 860

For Sale—\$21,000 stock of dry goods, ready-to-wear shoes, in the best town in Southern Illinois. Fine farming community, heart of oil field, business established ten years. Annual sales \$65,000. Strictly cash. The best store in the county. Only one other dry goods store in the town. No agents or trades but a fair cash price to interested parties. Chas. D. Carter & Co., Lawrenceville, Illinois. 861

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

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

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

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. 846

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—Drug store in a Northern Michigan town of 500. Fine chance for doctor who desires to run store in connection with his practice. No doctor here now. Address Opium, care Michigan Tradesman. 840

For Sale—Excellent opportunity for some one to buy a well established dry cleaning business centrally located. Owner has been in dry cleaning business twelve years and wishes to retire. Willing to teach buying party all the essentials of the business to continue to run same successfully. Address P. O. Box 173, Muskegon, Michigan. 846

Meat Market—Strictly cash business; no delivery; refrigerating plant and modern. Netting 40 per cent. on investment. Requires \$5,000. Address G. W., Box 145, Independence, Kansas. 838

The Oklahoma Lease Holding Co.—Has increased their capital stock to \$50,000 and we are now ready to place a limited amount of stock on the market at \$12.50 per share. This company has paid 8 per cent. dividends and will pay 30 per cent. more sometime the coming month. We want some live salesmen. Write or wire us for stock. Oklahoma Lease Holding Co., 317 Majestic Bldg., Oklahoma City, Oklahoma. 842

Drug Store For Sale—In town of 500. Good business. Stock invoices \$1,400. Rent \$8 per month with living rooms. Proprietor wishes to attend pharmacy school. Miller Drug Co., Burlington, Michigan. 843

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—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

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

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—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

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

For Sale—Stock of groceries and fixtures inventorying \$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—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

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

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

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

HELP WANTED.

Wanted—A capable book-keeper with capital to invest. Investment guaranteed against loss. No risk. Fair interest. Good location, pleasant work. Married man desired. Investigate. Address No. 837, care Michigan Tradesman. 837

Wanted—Young man to work in clothing store, salesman and window trimmer. State age, experience and salary expected. Bert Lampkin, Ionia, Mich. 844

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

SITUATIONS WANTED.

Window Trimmer and experienced salesman wishes position in small city. State particulars in first letter. Address No. 848, care Tradesman. 848

Wanted—A position by an experienced clerk, in grocery or hardware store, who is a Christian man, 47 years of age. John Graybill, Clarksburg, Illinois. 862

Wanted—Position by married man of 35 as salesman or manager of men's clothing and furnishings goods store. Has had 20 years experience and can furnish best of reference as to honesty, ability and habits. Could take small cash interest in good proposition. Address No. 857, care Michigan Tradesman. 857

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
Citz. 5288

BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

Grand Rapids, Feb. 13—In the matter of the Arcadia Co-Operative Co., Arcadia, bankrupt, the final meeting of creditors has been held. The final report of the trustee, showing total receipts from all sources of \$1,176.75, disbursements of \$393.12 and a balance on hand of \$783.63, also showing additions of \$21.73, making a total balance on hand of \$805.36, was approved and allowed. The first dividend of 10 per cent. heretofore declared in this matter was then declared on those claims which have been allowed since the payment of the same, certain administration expenses were ordered paid and a final dividend of 16 per cent. declared and ordered paid.

Feb. 14—Van Le Roy Simmons, Grand Rapids, has filed a petition in bankruptcy. Adjudication has been made and the matter referred to Referee Corwin, in the absence of the district judge. The schedules of the bankrupt reveal the liabilities to be \$3,265, consisting of both secured and unsecured claims. The assets are \$3,041, of which \$1,210 is listed as real estate, and \$1,500 worth of property is claimed as exempt. No meeting of creditors has as yet been called. Following is a list of the creditors listed by the bankrupt:

Creditors Holding Securities.
John B. Martin, Grand Rapids \$450.00
Emma Simmons, Lake Odessa ... 300.00
A. W. Penny, Cadillac 50.00
Peoples Savings Bank of Cadillac
Farmers and Merchants Bank of
Lake Odessa 300.00

Unsecured Creditors.
H. C. Auer, Cadillac \$ 25.00
Arthur J. Brown, Grand Rapids ... 80.00
G. C. Stewart, Cadillac 8.43
J. W. Harvey Co., Cadillac 11.46
Dowstra & Kryger, Cadillac 27.75
Cadillac Veneer Co., Cadillac 38.00
Drury & Kelly Hardware Co.,
Cadillac 2.00

Kentucky Engraving Co., Louis-
ville, Ky. 3.00
Paper Mills Co., Chicago 19.00
J. W. Butler Paper Co., Chicago ... 69.00
Western States Envelope Co.,
Milwaukee 52.00
Dudley Paper Co., Lansing 324.00
Keystone Type Foundry, Phila-
delphia, Pa. 100.00

Barnhart Bros. & Spindler, Chicago 16.00
Am. Type Founders Co., Cadillac ... 35.00
Cadillac Machine Co., Cadillac ... 6.00
Wm. H. Yearnd, Cadillac 50.00
Citizens Telephone Co., Cadillac ... 7.15
Sayles & Sorensen, Cadillac 3.00
Chris Kryger, Cadillac 4.00
Mrs. O. D. Legg, Cadillac 42.00
Frank Johnson, Cadillac 15.00
Mrs. Tillie Erickson, Cadillac 2.00
Gus Holmen, Cadillac 19.00
Webber-Benson Co., Cadillac 7.00
Jos. Widgren, Cadillac 3.00
Mrs. Robt. Johnson, Cadillac 20.00
Edwin Paquette, Cadillac 35.00
Emil Hector, Cadillac 69.00
Otto Hector, Cadillac 14.00
Cadillac Gas Light Co., Cadillac ... 28.75
Consumers Power Co., Cadillac ... 20.00
Manketlow Bros., Cadillac 290.00
Reed & Wheaton, Cadillac 40.00
Jacob Anspach, Cadillac 6.00
Torbeson Drug Co., Cadillac 14.00
Mrs. E. C. Eagle, Cadillac 15.00
Enterprise Machine & Auto Co.,
Cadillac 30.00

Drs. Miller & Miller, Cadillac ... 28.00
Olson Shoe Company, Cadillac ... 4.50
Webber-Ashworth Co., Cadillac ... 120.00
G. R. Press, Grand Rapids 3.00
Central Mich. Paper Co., Grand
Rapids 163.76
Bingham & Sons Mfg. Co., Chicago ... 6.00
Ulman Phillipott Co., Cleveland ... 15.00
Union Paper & Twine Co.,
Detroit 16.00
Miss Elsie Stebbins, Detroit 19.00
National Correspondence School of
Law, Chicago 20.25
Security Transfer Co., Grand Rapids 8.50
Leon E. Phillips, Grand Rapids ... 17.00
H. Drebin, Cadillac 83.65
E. A. Prange, Grand Rapids 29.00
National Credit Clothing Co.,
Grand Rapids 14.00
Tuttle-Slater Co., Cadillac 28.00
Unknown 14.00

In the matter of Charles P. Sherman, bankrupt, Lake City, the first meeting of creditors has been called for Feb. 26.

In the matter of The Fair, bankrupt, Grand Rapids, the referee has decided several of the contested matters. The salary claim of John W. Kingsbury, wherein he sought to be allowed \$2,000 for his services, has been disallowed on the grounds that he was an officer of the corporation and as such not entitled to claim salary. The rent claim of Kingsbury, for rent of the premises occupied by the receivers and trustee, has been allowed, but payment withheld until the adjustment of the other matters now before the court touching the interests of John W. Kingsbury, individually. The claim of Phillip Cowan as alleged manager of the fur department in the sum of \$2,000 has been entirely disallowed. The referee found that there was never any contract with Cohan on which to base the claim. The salary claim of Harry Abrams in the sum of \$2,000, based on an alleged

agreement that he was to have this sum in addition to his regular weekly wage, was disallowed in its entirety. The referee found that there was never any such agreement as would bind the corporation. The matter of the claim of the Merchants Gold Stamp Co. is still undecided. As to the matter of the petition of the Merchants Gold Stamp Co. to reclaim property in the hands of the trustee, it is expected that these matters will be decided at an early date, after which the estate may be finally closed.

Feb. 19—In the matter of the Peerless Manufacturing Co., bankrupt, Holland, the first meeting of creditors was held this day. Appraisers were appointed and Arthur Van Duren elected trustee and his bond fixed at \$1,000.

In the matter of Denis McGrath, bankrupt, Grand Rapids, the final meeting of creditors has been held and a dividend of 10 per cent. declared and ordered paid.

In the matter of the Hallock Advertising Agency, bankrupt, Grand Rapids, the final meeting of creditors has been held. A dividend of approximately 25 per cent. will probably be declared in this matter.

Manufacturing Matters.

Detroit—The Brennan Truck Co. increased its capital stock from \$1,000 to \$40,000.

Detroit—The Victor Screw Works has increased its capital stock from \$25,000 to \$250,000.

Hastings—The Crystal Creamery Co. has opened a cheese factory in connection with its plant.

Kalamazoo—The Kalamazoo Loose Leaf Binder Co. will build a large addition to its plant.

Muskegon—The Central Paper Co. has increased its capital stock from \$350,000 to \$1,400,000.

Detroit—The Detroit Graphite Co. has increased its capital stock from \$350,000 to \$600,000.

Detroit—The McAdamite-Aluminum Co. has increased its capitalization from \$1,000 to \$160,000.

Ypsilanti—The Lewis-Geer Manufacturing Co. has increased its capitalization from \$10,000 to \$60,000.

Mt. Clemens—The Pullman Steel Spring Co. has changed its name to the Superior Steel Spring Co.

Ludington—The Stearns & Culver Lumber Co. has increased its capital stock from \$100,000 to \$165,000.

Detroit—The Detroit Fuse & Manufacturing Co. has increased its capitalization from \$15,000 to \$150,000.

Saginaw—The Brooks Manufacturing Co., engaged in furniture manufacturing has increased its capital stock from \$150,000 to \$200,000.

Kalamazoo—The Freeman Shoe Tool Co. has been organized with a capitalization of \$15,000 to manufacture and sell a shoe button remover.

Detroit—The Robinson & Cohen Furniture Co. has increased its capital stock from \$7,500 to \$110,000, and also changed its name to the Robinson-Cohen Co.

Rock—The Great Lakes Land & Timber Co. has been organized to manufacture forest products with an authorized capital stock of \$10,000, all of which has been subscribed and \$2,500 paid in in cash.

Flint—The Raymond F. Warner Co. has been organized to manufacture, assemble, design, sell and install lighting fixtures with an authorized capital stock of \$2,400, all of which has been subscribed and paid in in cash.

Mt. Clemens—The Macomb Motor Car Co. has been incorporated to manufacture, sell and repair autos with an authorized capital stock of \$10,000, all of which has been subscribed and \$7,500 paid in in cash.

Detroit—The Snyder-Barr Screw Co.

has engaged in the manufacture of worked and unworked metals at 554 Penobscot building, with an authorized capital stock of \$10,000, all of which has been subscribed and \$6,600 paid in in property.

Monroe—The Amendt Milling Co. has merged its branch at Ypsilanti into a stock company under the style of the Ypsilanti Grain & Elevator Co. with an authorized capital stock of \$25,000 of which amount \$12,500 has been subscribed and paid in in cash.

Detroit—The Ow-Ron Regulator Manufacturing Co. has engaged in business at 730 Penobscot Bldg., with an authorized capital stock of \$50,000, of which amount \$26,000 has been subscribed, \$3,500 paid in in cash and \$22,500 paid in in property. The company will manufacture water feed regulators and engines.

Will Hold Pure Food Show in March.

A pure food show to be under the auspices of the Grand Rapids Grocers and Meat Dealers' Protective Association will be given at the Klingman building, March 26 to March 31. The management of the show rests with a committee consisting of J. F. Gaskill, President, Arthur Cox, chairman of the Executive Committee and William P. Workman, Secretary.

It is expected, that from seventy-five to 100 of the largest grocers and meat houses in the country will be represented by space at the show. Demonstrations of the various ways of preparing food will be shown. Lectures on cutting the high cost of living and regarding the purity of foods will be among the features.

In addition to this there will be plenty of entertainment, as it is expected that the entire balcony of the Klingman building will be devoted to a restaurant and cabaret, which will include high class entertainment from in and out of the city.

Efforts will be made to distribute at least 60,000 tickets. The tickets will be distributed through the grocers and meat dealers and will be part of a great promotion proposition. In addition to this there will be ticket selling contests and other contests during the show, which will add zest to the occasion.

Applications for space are already being made; in fact, two applications were made the day following the announcement of the show.

The price of admission is to be placed at 10 cents, so that at this low figure it will be possible for every housewife and family head interested in cutting the high cost of living to attend and secure valued information.

This pure food show will be the best ever given in Grand Rapids and it will rank among the leading shows in the State. As a move to bring trade to the city, it will be one of the best. The business houses in the city will probably co-operate to such an extent that it will be the means of promoting a great deal of general and out of town trade in the city that week. The show will be advertised throughout this section of the State.

As a trade getter and educational feature it should be as big and attractive in every way as the automobile show.

The Farm of To-day.

We've bathed the bossie's tootsies, we've cleaned the rooster's ears; we've trimmed the turkey's wattles with antiseptic shears; with talcum all the guinea hens are beautiful and bright; and Dobbin's wreath of gleaming teeth we've burnished snow white. With pungent sachet powder we've glorified the dog, and when we have the leisure we'll manure the hog! We've done all in our power to have a barn de luxe. We've dipped the sheep in eau de rose; we've sterilized the ducks. The little chicks are daily fed on sanitized worms; the calves and colts are always boiled to keep them from the germs. And, thoroughly to carry out our prophylactic plan, next week we think we shall begin to wash the hired man. James J. Montague.

William Judson, President of the Judson Grocer Company, left last evening for Jacksonville, where he will be a guest at the Windsor Hotel for a few days. Mrs. Judson accompanies him.

The right way of doing things may be harder to learn, but is easier to do after it is learned and is a big time saver in the end.

BUSINESS CHANCES.

For Sale—Seven drawer cash register, floor cabinet, cost \$470; will sell \$250. Good as new. Hawley Merchandise Co., Bluefield, West Virginia. 869

WANTED — Stocks of Merchandise

Shoes, Clothing, Dry Goods, Etc.
If you want to retire from business get in touch with us. If you want to conduct a sale write or wire for terms. We can close you out complete.

UNITED SALES CO.
6 E. Main St. Battle Creek, Mich.

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

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 Forrest Ave., St. Joseph, Michigan. 790

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—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

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

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

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