

MICHIGAN TRADESMAN
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Thirty-Fourth Year

GRAND RAPIDS, WEDNESDAY, MARCH 7, 1917

Number 1746

The American Freedom

IF THERE be any description of rights which more than any other should unite all parts of the Union, it is unquestionably the right of the person.

No matter what his vocation--- whether he seeks his subsistence amid the dangers of the sea, or draws it from the bowels of the earth, or from the humblest occupations of mechanical life--- wherever the sacred rights of an American freeman are assailed, all hearts ought to unite and every arm be braced to vindicate his cause.

Henry Clay.



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.

BLACK FLAG INSECT POWDER

Nationally Advertised
Naturally Sold

Glass Package Makes
Quality Permanent

Gilpin, Langdon & Company
Baltimore, Maryland

The Iron Safe Clause

in Fire Insurance Policies,
which is frequently used as a
club by unscrupulous insur-
ance adjusters to coerce mer-
chants who have suffered loss
by fire to accept less than the
face of their policies, has no
terrors to the merchant who
owns a York fire proof safe.

This safe is carried in stock and
sold at factory prices by the Western
Michigan representative of the York
Safe & Lock Co.

GRAND RAPIDS SAFE CO.

GRAND RAPIDS, MICHIGAN



Trade Mark Reg U. S. Pat. Office

CERESOTA

The Guaranteed
Spring Wheat Flour
Always Uniformly Good

Manufactured by
**The North Western Consolidated
Milling Co.**

MINNEAPOLIS, MINNESOTA

Distributed by
The Judson Grocer Co.

The Pure Foods House
GRAND RAPIDS, MICHIGAN

MICHIGAN TRADESMAN

Thirty-Fourth Year

GRAND RAPIDS, WEDNESDAY, MARCH 7, 1917

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PLAIN POINTS ON PUNCH.

One of the biggest little words in current use to-day comes to us from the ringside—namely, punch.

As originally used by the fellows who coined it, the word covers, in general, splendid fighting qualities in a pugilist.

For instance, when you say of a fighter, "he's there with the punch," you mean that he is still game to the core and physically-fit.

In other words, he's capable of, and disposed to, put up a good fight. The other fellow may surpass him in reach, but even at that he isn't going to have any walkover.

Maybe the other fellow can inflict hard punishment and he may also have a fine slant of his own on the science of the game; but even so, the fellow with real punch may be trusted to give a good account of himself.

From which it appears that punch is a somewhat composite thing; that is to say, it is in part physical and tangible (strong, muscular, well-trained arms and speed), and partly mental and intangible (i. e. unshaken faith in one's ability to win).

And the intangible quality in this composite product—punch—is even more important than the physical. Which sometimes brings to mind a very old saying, namely: "As a man thinketh in his heart so is he." So punch is a thing that proceeds from the innermost parts of a man's being.

No matter how much of a giant a pugilist may be, if he loses his punch he is done for. He may have no end of science, but without punch he'll win no battles from worthy opponents. For, without punch, he's whipped at the start.

In every department of the big game of life, the thing we call punch is that inmost success-quality which enables a man to put it, to win out, to make good, to get away with it. He may be handicapped, outclassed, severely punished and even fouled, but he's not beaten until his punch is gone; for, if he's worsted in one bout, he comes back strong in the next.

Salespeople, department heads, storekeepers—in fact, everybody in any way interested in the game of

modern business—must have punch to win out. Modern business has often enough been called a fight—and there is a sense in which the term is a correct one as so applied—if we understand by it that our real opponents are not other people and other business concerns, but stubborn and unpromising conditions, adverse and untoward circumstances, and difficult and unpromising situations.

If one is a salesman, his ambition should be to master the elements of successful salesmanship; to understand the fundamental things, without a grasp of which no salesmanship can win; to know the goods, and to know how to explain, unfold and play up the selling points of the commodity, whatever it is one is attempting to sell, so the prospective customer will come to want it—and want it hard enough to buy it.

If one is at the head of a department, it is naturally expected of him that he make good. He understands this perfectly. A trust has been committed to him. He must prove worthy of the trust. And the chief factor in this matter of managerial worth, is punch.

And so it is with the store owner or proprietor. If he's a real fellow—a man of force, decision, merchandising ability, and fine fighting qualities, he'll make good.

Back of every kind of a success that man can achieve, in fact, we find, if we probe deep enough, the same underlying quality in the man; namely the will to make good; the unshaken confidence in the man that he can—and will—win out; in other words, punch.

So punch is not a material asset, but a mental quality—and more precisely, the will to win. If a man finds himself deeply and incurably discouraged by a discouraging situation, he is losing his punch; if cowed by competition or opposition, or depressed and perplexed by a seemingly forlorn and desperate situation, his punch is getting away from him.

As long as he retains his punch, he's in the fight; but once he loses his punch, good night!

A St. Louis man urges President Wilson to proclaim a week for a "car fast." During that week travelers would be expected to remain at home or wherever they are and shippers would forego all shipments, except perishable freight. The man's idea is that this "car fast" would enable the railroads to clear their terminals of loaded cars and be prepared for new business at the end of the "fast." Such a fast would practically suspend business and might prove to be worse than the present congestion of freight.

REFUND DAY.

This is a special day which comes once a month in the plans of certain enterprising merchants in order to stimulate trade. It savors just enough of the popular game of chance to attract attention. For even though the majority of people are not gamblers, there is a certain fascination for them in the game of chance; especially where, as in the instance cited, it seems to cost nothing to give it a trial and may result in gain.

No one knows which day in a certain month is to be designated Refund Day—perhaps not even the proprietor—until the second day of the following month. That there will be one, however, is made plain through the advertisements in the local paper. Customers are urged to save all their slips for purchases made during the month since they may be entitled to some of the money refunded. Of course, those living near may be sure of getting the price of something free by making a small purchase every day in the month. On the other hand, it is those who make the large purchase on the lucky day who are materially benefitted by the arrangement.

To the merchant this means forfeiting all receipts for a certain day in the month. Can he afford to do this? He thinks that the increased patronage will warrant such a promise. The offer is such that the influx of trade is not for a day or a week, but for every day in the month. It attracts those out of town, some of whom might not find it convenient to be present were not the period so fully extended. Doubtless after the novelty wears off, the attraction may be less. But it is the new things always which lure the crowd, and as an experiment it seems well worth the trial. The only preparation is a complete record of each individual sale, together with the date on which it was made.

One way of meeting high living costs is doubtless by the conservation of food fish. At the instance of the Massachusetts Fish and Game Commission, the similar commissions of all the other New England states and New York have been meeting in Boston. A permanent organization has been formed, and it is proposed to place a programme of constructive bills before the several Legislatures. It is hoped to prevail upon the Legislatures to give uniformity to the laws fixing the minimum length of lobsters. It is also hoped to restock the depleted Eastern waters with salmon, shad, bass, and other food fish. One commissioner, Crompton, of Connecticut, pointed out the anomaly in a situation by which California fish markets, supplied from water originally stocked

with New England fish, pay ten cents each for shad of from seven to ten pounds—the price seems incredible—while New England markets have to pay \$1.50 for the same fish. Once shad were so plentiful in the East that a common article in the indentures of apprentices stipulated that the youths should not be served them more than twice or three times a week. The decay of the shad fisheries through the greed of various exploiters in a regrettable story.

The number of candidates for State Insurance Commissioner has increased from six to an even dozen. Charles Holden, of Grand Rapids, having thrown his hat in the ring. The local insurance agents, acting under instructions from their employers, are still supporting Wm. A. Waite, of Detroit, the combine candidate. Governor Sleeper is constantly being interviewed by friends of the various candidates, but gives out no intimation of his intention. In the meantime prominent representatives of the insurance combine flamboyantly assert that their cause is safe in the Governor's hands, because he made them an ante-election pledge that he would appoint a man acceptable to the combine. The Tradesman dislikes to accept this claim, because Governor Sleeper went into office with the distinct statement on his lips that he had made no pledges prior to his election. The quickest and most effectual way to disprove the claims of the insurance cohorts—if they are false—would be to announce at once that the people are to have a voice in the administration of the insurance department for the next two years—for the second time since the department was created!

WANT A HALF NICKEL COIN.

A resolution asking Congress to create and place in circulation a 2½ cent piece to facilitate "split nickel" retail transactions, was adopted at last week's convention of the Minnesota State Grocers' Association.

Leatherless shoes will not be as bad as one might imagine. The head of a big retail shoe business says that shoes made of canvas, cork and rubber will be as durable and stylish as those produced from leather. If they are stylish they will sell, no matter what they are made of, or how they are made.

John Stuart Mill once said: "Almost all the advantages which man possesses arise from his power in acting in combination with his fellows, and by accomplishing by the united efforts of numbers what could not be accomplished by the detached efforts of individuals."

Gabby Gleanings From Grand Rapids.

Grand Rapids, March 5—Dan R. Wood, who for several years has been employed in the G. J. Johnson barber shop, has gone into business for himself and is now proprietor of the Morton House barber shop in the basement at 80 Monroe avenue. Mr. Wood has with him his former associates, George Holland, Frank Slam-band and John Mishler. Dan has always been very popular with the traveling fraternity and will be sure to enjoy a share of their patronage in his new venture.

One of the busiest places in the busy town of Fennville is the Fennville Baking Co., conducted by Leon Bell. About a year ago Mr. Bell started his enterprise with one large oven. The popularity of his goods has increased so rapidly that he has been compelled to install ovens of double the capacity of his original ones. Mr. Bell is a hustling young man with a pleasing personality and is deserving of the success which he has obtained.

Past Senior Counselor Fred E. Beardslee, of Grand Rapids Council, has been confined to his home for several days with an attack of the grippe. Last Saturday Mrs. Beardslee had the misfortune to sustain a severe fall. The latest report is that both are on the gain.

Earl Cassada, who for many years was pharmacist at the C. N. Woodworth store, has engaged in business for himself under the name of the Robinson Road Pharmacy at the corner of Lake Drive and Robinson Road. Mr. Cassada is a hustling young man of good morals and much ability and we predict that he will be very successful in business. Earl says he will be very glad to have all the boys who carry the grip make his store headquarters. Probably he thinks he can sell them la grippe tablets.

J. I. Wernett is the proud possessor of a new Hudson Super-six.

Mrs. Milo Christenson, of Trufant, is in Butterworth Hospital, where she underwent a severe operation last Wednesday. Mr. Christenson, who is manager of the John Christenson Hardware Co., is staying in the city in order to be near his wife. The latest reports are that she is getting along very nicely.

G. F. Cleveland has sold the equipment of the Diamond Hotel, at Thompsonville, to J. H. Bidleman, of Ludington, who is an experienced hotel man, having formerly conducted the Hunter's Inn, at Scottville. Mr. Cleveland will engage in the automobile business, probably at Cadillac.

C. H. Tibbitts and H. W. Tibbals, the "Ceresota Twins," are in the territory for a few weeks for the purpose of interviewing every grocer and flour dealer in Western Michigan who is not already a Ceresota distributor.

Mrs. Kinney, proprietor of the hotel at Walton Junction, has been called to Alberta, Canada, on account of the serious illness of her father. The Kinney Hotel is very popular among traveling men. Wm. E. Sawyer.

Circus men have been holding a meeting in Chicago to protest against the unjust taxation of carnivals and other outdoor shows. They say that it is unjust discrimination when they are forced to pay a tax in every state, for their mission is to amuse, and amusement has kept the country out of war. Furthermore, in case of war, the circus showmen stand ready to move as many armies as are needed. They know how to do it in quick time and on short notice. They are prepared, if the Government is not. Their grievance is being taxed when they enliven the country.

Needless Information.

With some show of virtue the office of home economics of the Federal Department of Agriculture has issued Bulletin 468 on the preparation and use of potatoes as food. It might find equally timely monographs on how to raise mushrooms and on how to avoid heat prostration. Its work is filled with harmless suggestions and with information already in the possession of practically every woman of ordinary intelligence.

The reader of the pamphlet is told that "potatoes are easy to cook in a variety of ways" and that they furnish starch in a readily digestible form and it is also said that care should be taken in peeling potatoes in order to avoid waste. Further, the bulletin boldly asserts that practically the only loss which occurs when potatoes are baked in their skins is of the water which they contain and which escapes as steam. Potatoes which contain green coloring matter, through exposure to light, are likely,

the bulletin says, to have a disagreeable flavor and therefore such potatoes should be avoided or the green spots should be cut out.

All this may have its value, but, to be worth while, the bulletin should have included instructions for getting the potatoes. In the present condition of the produce market it is useless to cumber one's brain with unessential and trivial details as to cooking something which has already become a memory. After securing the potatoes the housewife may be depended upon to find a satisfactory method of cooking them. The Federal pamphlet has missed the point of its story.—Hartford Courant.

**LIVE WIRE COLLECTION SERVICE**

No collection, no charge

We begin where others leave off

We work just as hard on claims of \$1.50 as we do on larger claims

Prompt Reports and Remittances

PURVIS MERCANTILE AGENCY

99 Fort Street, W.

DETROIT



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

Barney says—

By Golly, I couldn't understand for a long time why the Company wouldn't let any customer buy very much of our package coffees at one time, but when I see the Coffee Department running nights to fill orders, I guess the Company's policy was right again.

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS

Activities in Michigan Cities.

Written for the Tradesman.

The aldermen of Holland have decided that a sewage treatment plant for the city is absolutely necessary. At present much of the sewage is allowed to enter Black Lake and River.

E. Clark Austin, of Lansing, former Secretary of ex-Governor Ferris and Secretary of the State Pardon Board, has accepted a position as Secretary of the Battle Creek Chamber of Commerce.

Albion has a commercial organization which ought to take in everybody. It is called the Boosters and Knockers' Club. The proposition to turn the clock ahead an hour and run on Eastern time was advanced at a recent meeting and all but nine of the members favored the plan.

The industrial committee of the Battle Creek Chamber of Commerce will make a survey of the manufacturing interests there. It is thought that Battle Creek concerns are sending out of town for material and work that could be secured at home. In another city where such a survey was made it was found that a wood working concern had a large amount of left over material that was being wasted and a picture moulding plant was established which is now operating with 125 men.

Bay City has voted to extend its white way system. The West side lights will be continued from Walnut street East to the Michigan Central tracks, while on the East side of the river the system will be extended on Water street to Third street and on

Third street from Water to the East end of the bridge approach.

The Manistee Board of Commerce is busy on plans for a new hotel to replace Briny Inn, which was recently destroyed by fire. The committee on retail trade is working to secure a rest room for farmers and visitors, where they may leave their purchases, eat their lunches, etc. The city hopes to secure a new leather factory and has prospects of other industries.

Muskegon has taken first steps toward establishing a wholesale and retail city market. The site is Dock street on the water front, where four or five acres of land are available, and the market master is Jacob Hess, of Norton township, Secretary of the Muskegon County Horticultural Society. Special attention will be given to the wholesale end and to carlot and boat shipments to the big markets across the lake. It is expected that farm and orchard products will be offered in quantities which will attract many buyers from the big consuming centers and that agriculture will be stimulated in Muskegon and adjoining counties.

Ishpeming reports twenty-four fires during the past year. Thirteen of them were of incendiary origin.

Almond Griffen.

If you are in business to stay, you will find that to-morrow's development and success will be in direct proportion to the way you treat the children to-day.

Sidelights on Celery City and Environs.

Kalamazoo, March 5—After a lapse of three years, it was announced last Saturday that John H. Burke is again to become active in the real estate business in Kalamazoo. He has associated with him his two sons, John H. Burke, Jr., and Edmund, and will conduct the business under the firm name of J. H. Burke & Co. In addition to real estate, the concern will also deal in general insurance, handling all branches of that business.

The Barley Motor Co. will begin the manufacture of the beautiful Roamer models in its new Kalamazoo factory this week. The task of getting ready for production has been skillfully and expeditiously handled. Fifteen carloads of machinery and material were unloaded and placed last week and practically a like amount is now en route from Streator, Ill., to this city.

George W. Downey and John A. Stekete, of Kalamazoo, are financially interested in a proposition which will revolutionize the motor industry. It is the Augustine rotary engine, designed by B. F. Augustine. Cylinders have been entirely eliminated and the contrivance is much less intricate than the average automobile motor. Another interesting point is the weight. A 50 horse power rotary engine weighs less than 300 pounds, while a motor of similar capacity weighs between 800 and 900 pounds.

Fred Clayton Butler, former Secretary of the Kalamazoo Commercial Club and for more than two years Secretary of the Board of Commerce of Jamestown, N. Y., has just been elected Secretary of the Chamber of Commerce of the Tonawandas, an organization composed of business men of Tonawanda and North Tonawanda, N. Y., at a salary of \$5,000 a year.

J. L. Menne, of Galesburg, who for some time has been engaged success-

fully in the foundry business, finds that his quarters are not sufficiently large and is moving his business to Constantine.

The first of the new stores to be completed in Mendon is that of F. D. Estes, pharmacist. The new store was erected by Floyd Miller, contractor of Kalamazoo. The main floor is 22 x 65 feet and is well lighted by indirect lighting system.

Arrangements for the third annual convention of the Real Estate Association of Michigan, which will be held in Kalamazoo March 29 and 30, will be partially completed at a meeting of the Kalamazoo Real Estate Exchange Monday night. Plans are being made by the Kalamazoo real estate dealers to entertain at least 300 visitors during the two day meeting.

Harley Gwilt, of Dowagiac, has sold his grocery to South Bend parties and has purchased a farm southwest of the city, where he will reside in the near future.

A. F. Welsh has been promoted to manager of the Kalamazoo branch of the Hoover Bond Furniture Co.
W. S. Cook.

There is one woman living on Long Island who is sensitive about any reference to mince meat. She was making some the other day, but found she needed more raisins. On her way to a store she met her brother and told him she would warm up some feed for his chickens. The brother went on to his sister's home, and seeing a pot on the stove he carried it out and fed the contents to the hens. Imagine the feelings of his sister when she returned home with the raisins and learned that her choice mince meat had been eaten by the hens.

A WOMAN

when she is buying butter for her table, feels surer of the butter you offer her if it has that rich, golden color that comes by using Dandelion Brand Butter Color.

Insist that the butter you buy must be colored with

Dandelion Brand Butter Color

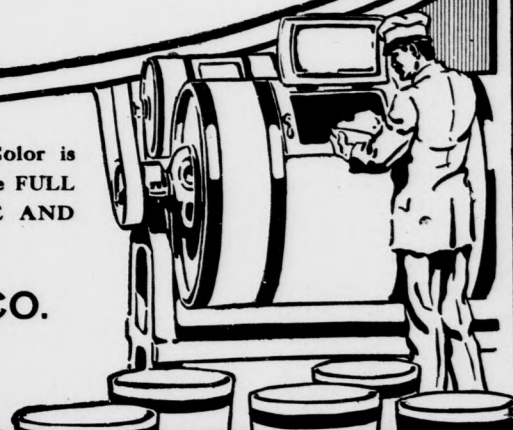


We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS, STATE AND NATIONAL.

WELLS & RICHARDSON CO.

BURLINGTON, VERMONT

And 200 Mountain St., Montreal, Canada



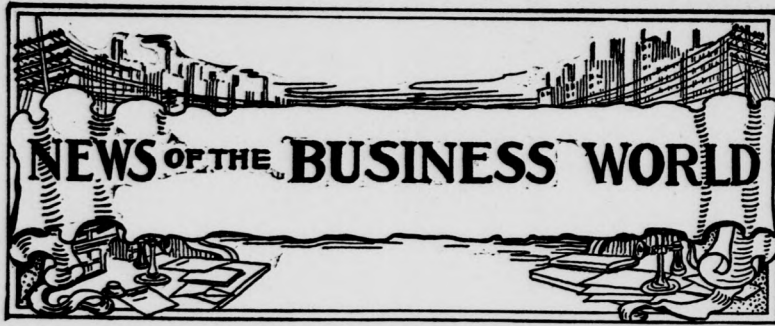
Dandelion Brand



Butter Color

The color with

the golden shade



Movements of Merchants.

Sheridan—A. C. Kidder succeeds S. E. Almack in general trade.

Whitehall—Mrs. Bertha Moog will open a millinery store April 4.

Carson City—Edwin F. Webster succeeds H. G. Sessions in general trade.

Muskegon—Ray R. Grayhill will engage in the shoe business about March 26.

Detroit—The Towar-Ayers Co. has increased its capital stock from \$50,000 to \$100,000.

Detroit—The Dewey-Bergeron Motor Co. has changed its name to Warwood Motor Sales Co.

Detroit—The Eureka Vacuum Cleaner Co. has increased its capital stock from \$25,000 to \$100,000.

Saginaw—John W. Ladd Co., jobber of dairy supplies, has increased its capital stock from \$50,000 to \$150,000.

Muir—William A. McLaren has sold his stock of general merchandise to J. W. Rice, who has taken possession.

Harietta—Charles Ogden has purchased the stock of the Stanley Hardware Co. and will continue the business.

Mendon—Ray Danley is erecting a store building which will be occupied by M. J. Swonk, with a stock of groceries.

Lowell—S. Guidi, recently of Ionia, has purchased the stock of the Greenville Fruit Co., taking immediate possession.

Sparta—E. W. Smith has sold his general stock to Putnam & Son, who will continue the business at the same location.

Otsego—Weldon Smith has sold his bakery to B. S. Jackson, recently of Kalamazoo, who will continue the business.

Detroit—Charles H. Jury has sold his interest in the Wolverine Rubber Sundries Co. to his partner, A. W. Ryerson.

Muskegon—Magoon, Conger & Swanson, coal dealers, have increased the capital stock of their concern from \$5,000 to \$15,000.

Empire—Fire destroyed the plant of the Empire Lumber Co. March 4. Loss about \$50,000. Insurance partially covered the loss.

Detroit—The Erdman-Guider Co. engaged in auto painting and trimming has increased its capitalization from \$20,000 to \$50,000.

Lansing—The Moistair Heating Co. has engaged in the sale and installation of heating systems with an authorized capitalization of \$2,500, all of which has been subscribed and paid in cash.

Sturgis—Kalder & Scattergood, Inc., dealer in phonographic accessories, has changed its name to the Kalder Engineering Co.

Stanton—Henry M. Bachman, who has been engaged in the drug business here since 1873, died recently, after a long illness, aged 67 years.

Muskegon—The John Hale Hat Co., conducting a chain of stores throughout the State, has opened a branch at 96 West Western avenue.

Honor—Carl R. Palmer has sold his stock of groceries and dry good to O. A. Hobson and will devote his entire attention to his meat market.

Detroit—Cary Meyer, formerly in business at Pinckney, has purchased the drug stock of W. L. Seibert at Kercheval and Cadillac avenues.

Woodbury—Harler Harn has purchased the A. J. Laughlin stock of general merchandise and will continue the business at the same location.

Ionia—William Payne has sold his store building, meat stock and butcher's equipment to Lee Jones, recently of Lowell, who has taken possession.

South Haven—C. H. Cunningham has sold the Johnston Hotel to its former owner, A. D. Williams, who will remodel it and continue the business.

Three Rivers—Fred McCally has purchased a half interest in the plant of the Armstrong Machine Works. The business will be continued under the same style.

Detroit—The Ion-O-Lex Co., manufacturer of drugs and medicines, has increased its capital stock from \$1,000 to \$50,000 and changed its name to The Dionol Co.

Saginaw—The Peoples Market Co. has been organized with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed and paid in in cash.

Albion—Thieves entered the August Kamp grocery store, on South Superior street, Feb. 28 and carried away considerable stock and the contents of the cash register.

Rockford—George A. Porter has purchased the interest of C. B. Weller in the grocery stock of Porter & Weller and will continue the business in his own name hereafter.

Eaton Rapids—Eldred Bros., meat dealers, have dissolved partnership and the business will be continued by John Eldred, who has taken over the interest of his brother Charles.

Holly—Harvey C. Gordon has purchased the clothing and men's furnishing goods stock of F. M. Haddon, in whose store he has been a clerk for the past fourteen years, and will continue the business under the style of H. C. Gordon & Co.

Owosso—George North, DeForest Benson and Frank J. Post have engaged in the plumbing and heating business at 308 West Main street, under the style of North & Co.

Ypsilanti—Dupont & Beranek, grocers at 305 Michigan avenue, have purchased the grocery stock of the Ypsilanti Grocery Co., and will continue the business as a branch store.

Detroit—C. C. Platte has purchased the pharmacy of Louis A. Koch, 1237 Lafayette avenue, East. Mr. Platte has been on the road for Lamont & Carliss, New York, for some time past.

Big Rapids—A. B. Andrews, recently of Kendallville, Ind., has purchased the confectionery, fruit and cigar stock of Frank C. Duffy and will continue the business at the same location.

Lapeer—T. M. Henderson has purchased the Riley Brosius stock of general merchandise and will continue the business at the same location, adding lines of groceries, shoes and clothing.

Arcadia—Fire destroyed the plants of the Arcadia Furniture Co. and the Arcadia Mirror Co. March 4, entailing a loss of more than \$100,000. The loss is only partially covered by insurance.

Vriesland—Meengs & De Jonge, dealers in general merchandise, have dissolved partnership and the business will be continued by John De Jonge, who has taken over the interest of his partner.

Detroit—The Pack-Wolin Shop has been incorporated to deal in gowns, wraps and millinery with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Whitehall—C. G. Pitkins has purchased the interest of his partner, Glenn H. Johnson, in the drug and stationery stock of C. G. Pitkins & Co. and will continue the business under his own name.

Detroit—The W. E. Canton Co. has merged its general mercantile business into a stock company with an authorized capital stock of \$10,000, all of which has been subscribed and \$6,000 paid in in cash.

East Jordan—C. J. Malpass, for the past fifteen years manager of the Malpass Hardware Co. store, has purchased the stock and will continue the business under the style of the C. J. Malpass Hardware Co.

Muskegon—The Leahy Co. has been re-incorporated to continue corporate existence with an authorized capital stock of \$42,000, all of which has been subscribed and paid in in cash. The company handles dry goods.

Saginaw—Demers Bros. have sold their stock of clothing and men's furnishing goods located in East Saginaw to Heavenrich Bros. & Co. and will devote their entire attention to their clothing store on Court street.

Munising—William H. Bowerman has purchased the interest of his partner, Wellington C. Tate, in the furniture and undertaking stock of Tate & Bowerman and has admitted his son, Mervin, to partnership and the business will be continued under the style of Bowerman & Son,

St. Ignace—William H. Wood, dealer in fruit and confectionery, died at his home March 3, following a general breakdown, due to old age. Mr. Wood has been identified with the business interests of the town for the past thirty-seven years.

Hudson—Byron J. Foster, who has been connected with the Boies State Savings Bank for nearly twenty-five years as clerk, cashier and manager, has resigned to organize a third bank in Hudson to be known as the Hudson State Savings Bank. Among his associates in the new institution are Carl B. Spitzer and Horton C. Rorick, of Toledo, and Oscar F. Foster and Wm. N. Derbyshire, of Hudson.

Hudson—Edward Frensdorf, who has been Vice-President of the Boies State Savings Bank for many years, has been elected President to succeed the late Stephen A. Eaton, Charles F. Kefuss succeeds Mr. Frensdorf as Vice-President. Mr. Frensdorf is also Vice-President of the First State Savings Bank of Hillsdale, Vice-President of the Tecumseh State Savings Bank and director of the Security Savings & Trust Co., of Toledo.

Manufacturing Matters.

Detroit—The Seaver Manufacturing Co. has changed its postoffice to Port Huron.

Jackson—The Jackson Carburetor Co. has increased its capital stock from \$10,000 to \$25,000.

Detroit—The Detroit Heating & Lighting Co. has increased its capital stock from \$50,000 to \$150,000.

Detroit—The Welded Steel Barrel Corporation has increased its capitalization from \$50,000 to \$150,000.

Battle Creek—The Battle Creek Bread Wrapping Machine Co. has increased its capital stock from \$100,000 to \$150,000.

Muskegon—The Lakey Foundry & Machine Co., manufacturer of motor castings and machinery, is building a \$200,000 addition to its plant.

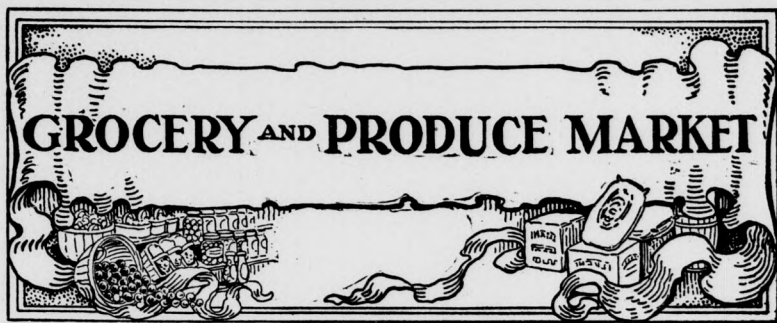
Saginaw—The S. L. Eastman Flooring Co. suffered a loss by fire March 2, amounting to about \$75,000. The loss was partially covered by insurance.

Detroit—The Michigan Brass Co. has been organized with an authorized capital stock of \$10,000, all of which has been subscribed, \$1,500 paid in in cash and \$8,500 paid in in property.

Ypsilanti—The Scharf Tag & Label Co. has increased its capital stock from \$50,000 to \$100,000 and changed its name to the Michigan Tag Co. and changed its postoffice to Grand Rapids.

Highland Park—The Acme Lumber Co. has been organized with an authorized capital stock of \$150,000, all of which has been subscribed, \$1,209.58 paid in in cash and \$98,730.42 paid in in property.

Detroit—The Bollstrom Engineering Co. has engaged in business at 1401 Majestic building to manufacture motor vehicles, parts and materials with an authorized capital stock of \$100,000 of which amount \$51,050 has been subscribed, \$50 paid in in cash and \$51,000 paid in in property.



Review of the Grand Rapids Produce Market.

Apples—Spys and Hubbardstons, \$6 per bbl.; Baldwins, Tallman Sweets and Greenings, \$5.25@5.50 per bbl.

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 steady, on the basis of last week's quotations. Local dealers hold fancy creamery at 39c and cold storage creamery at 34c. Local dealers pay 28c for No. 1 in jars and 23c for packing stock.

Cabbage—\$10 per 100 lbs.

Carrots—\$2.25 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.

Eggs—The market is 1c lower than a week ago. Local dealers now pay 30c for fresh, holding case count at 32c and candled at 33c.

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

Grape Fruit—\$4.50@5 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 \$4.25 for choice and \$4.50 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. for pure. Maple Syrup—\$1.40 per gal. for pure.

Mushrooms—75@80c per lb.

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

Onions—Home grown \$10 per 100 lb. sack for red or yellow. Spanish range as follows: Small crate, \$4; ½ crate, \$7; large crate (140 lbs.), \$13.50.

Oranges—California Navals, \$3.50@3.75.

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 command 90c per basket.

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

Potatoes—The market is 25@50c per bu. lower than a week ago. Local dealers hold at \$2.75 per bu.

Poultry—Local dealers pay as follows, live weight: old fowls, light, 18@19c; medium, 17@18c; heavy (6 lbs.) 16@17c; springs, 18@19c; tur-

keys, 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 \$3.25 per 100 lb. sack.

Sweet Potatoes—Kiln dried Delaware Jerseys, \$3 per hamper.

Tangerines—\$5.50 per box for either 106s or 196s.

Tomatoes—\$5 for 6 basket crate, Florida.

Turnips—\$2.25 per 100 lbs.

The Grocery Market.

Sugar—The market is in a most peculiar position. Charles N. Remington, who has been a merchandise broker at this market for thirty-six years, says he has never experienced such a condition before. The American is quoting granulated at 7c, f. o. b. New York or New Orleans, but is accepting only such orders as it sees fit to ship. Other refiners are quoting as high as 8c for shipment within two weeks. The Holland Sugar Co. and the Michigan Sugar Co. are both accepting orders at 7.90c, New York basis of freight. One of the problems which refiners are confronted with is to make deliveries where they are most needed. Exaggerated reports of the likelihood of an actual famine only serve to bring about abnormal conditions, the public rushing to lay in supplies far beyond present needs and creating an undue drain upon production, which makes it more difficult for producers to meet the situation. It should be understood that those refineries which are "out of the market" have not stopped making deliveries to their customers and carrying out contracts previously made. All of them are still distributing supplies.

Tea—There is a firm tone since supplies are moderate and holders are disinclined to make concessions to buyers. It is pointed out that little tea will arrive until the next crop, and in the event of war even this movement may be badly hampered. Some circles still believe that a duty is only a question of time, as the Government will need additional revenue for military and naval expenditures. London advices note that the liquor restrictions have had the effect of largely increasing the demand for tea, and the possibilities of the situation have not been lost on the London tea market. In less than a fortnight the prices of tea in bond have jumped 3c per pound, in spite of the fact that there are large stocks in the United Kingdom, sufficient for every one for a long time to come, and that further

large consignments are due to arrive very soon.

Coffee—The coming crop is going to be very large and the embargo by certain foreign countries on coffee is increasing the weight of the very large available supply. All grades of Rio and Santos are probably ¼c lower this week than last, with very dull business. Milds are unchanged and quiet.

Canned Fruits—Apples still dull at ruling quotations. California canned goods show no change. Small Eastern staples are scarce, firm and quiet. The can situation continues to disturb the packers. Can manufacturers have no surplus and claim not to be able to get enough tin plate to accumulate any surplus. If they do not get sufficient tin plate an actual famine in cans might result.

Canned Vegetables—While there may have been some hesitation on the part of certain members of the trade to follow the advance in canned goods during the past week, the market has been particularly strong and has shown not the slightest evidence of any weakening tendency. The war developments, becoming more serious each day, have acted as a strengthening factor and there seems to be no doubt in the minds of operators generally that all supplies will be needed which can be purchased. There is abundant evidence that all canners will work their plants to full capacity, provided they can secure the raw material and sufficient tin in which to pack the goods. The most interesting feature has been the heavy buying of future tomatoes, the prices of which, however, have been maintained on a basis of \$1.30 for standard No. 3s and \$1 for No. 2s. Spot Southern Maine style corn has actually been sold as high as \$1.50 in a large way, which is considerably more than twice the regular price. Future price on this grade of corn averages \$1.10. Peas are still firm and unchanged.

Canned Fish—Salmon continues in strong position, with spot prices firmly maintained and most holders of red Alaska refusing to sell under \$2.50, although an occasional small sale is reported at \$2.25. Sardines are in light supply and prices largely on a nominal basis and subject to special agreement between buyer and seller rather than to any market quotation. Tuna is also scarce.

Dried Fruits—Advices from the Coast indicate that some attention is being paid to future prunes, but there is not a great amount of interest manifested on the part of local buyers as yet. Some packers were quoting 5c a short time ago, but they are now asking 5½@5¾c, with a premium of ½c on 40s and 1c on 30s. There has been considerable business done on the Coast in all dried fruits in the expectation of an increase in the freight rates on April 1. So far as local jobbers are concerned, they claim to be well supplied for the present at least. Offerings on the spot continue fairly liberal and it is still possible to do business slightly under the Coast basis. The feeling in

regard to prunes is strong, and the war developments are regarded as a bullish factor in the belief that any large increase in the armed forces of the United States would result in the placing of large orders for foodstuffs, of which prunes would form a considerable part. The California Peach Growers Association is willing to accept orders for 1917 peaches under the Association's regular terms, firm at opening prices; but the Association will not accept any subject-to-approval-of-price orders. Any orders placed will be for August-September shipment only, except small less-than-carload quantities of peaches desired to be moved with prunes and raisins in mixed cars in October, which will be accepted under the same basis, firm at opening prices. There also appears to be a little preliminary interest in future raisins, particularly for seeded, and some quotations of 16 ounce have been made on the basis of 7¼c; but this price was soon withdrawn.

Rice—The market is firm and active, a large business being done in the South since the stimulation of the scare in the foodstuff situation. The mills have advanced sharply, as a result of being compelled to protect themselves against the rise in rough rice, for which the farmer is obtaining full prices. In fact, some of them are pursuing the course of withholding supplies from the market despite the large profit at present values. Locally, the demand continues very good with full prices secured for all kinds.

Cheese—The market is very firm at an advance of ½c. Fancy June cheese is in very light supply and the receipts of the current make very moderate. Warehouse holdings are also lighter than usual. The home consumption is fair and there is also some little export buying. The general outlook for the near future is for slightly higher prices. Some Oregon and California cheese has been shipped to Eastern markets and is being taken at 1c per pound under fancy Wisconsin and York State.

Provisions—The market is firm. Smoked meats have advanced ½c per pound during the week, due to the light supply and short killing. Lard is also very high and shows a further advance of 1c during the week. Speculative quotation on lard is \$18.37 per hundred against a normal quotation of \$12. There is a very light killing of heavy hogs. Compound lard is firm and unchanged, with the probability of an advance of ½c during the coming week. Canned meats are very firm with 10 per cent. advance on roast, corned and boiled beef. Ox tongues in tin and glass are very scarce. Dried beef is firm and unchanged, with a fair demand. Barreled pork is very firm at about the recently reported advance. Supply is very light and the situation strong.

Salt Fish—There has been no change in mackerel during the week and nobody is expecting Lent to make much difference, as stocks of all grades of mackerel are very low, particularly small sizes. Prices show no change for the week.

GONE TO HIS REWARD.

A. S. Musselman, President Commercial Savings Bank.

Amos S. Musselman died at his home in this city Monday evening. His death caused a decided shock to his friends and the community, although reports of the critical character of his illness had reached the public a few hours in advance of his death.

Amos S. Musselman was born on a farm eight miles from Gettysburg, Pa., October 19, 1851. He attended common school until he was 15 years of age, when he entered the Pennsylvania College, at Gettysburg, where he pursued the classical course for three years. The death of his father compelled him to leave college and take the management of the farm, on which he remained two years, when he resumed his studies at the Gettysburg College. The panic of 1873 resulted in the failure of an enterprise with which he was connected and in which he had invested his entire means, necessitating a change in his plans for the future, and he thereupon entered Eastman's Business College, at Poughkeepsie, N. Y., whither he went in 1875. He took the entire commercial course at this institution, and was so proficient on graduation that he was engaged to teach in the banking and business department of the institution. In October, 1876, Mr. Musselman came to Grand Rapids, and accepted a position with the firm of Graff & McSkimmin, jobbers of teas, coffees and spices at 56 Kent street, representing Peter Graff, whose entire time was engrossed by his milling interests. The firm subsequently purchased the wholesale grocery establishment of Samuel Fox & Co. and Mr. Musselman remained with the house until January, 1877, when he resigned to take the position of book-keeper with Hibbard & Graff, who were at that time the leading flour millers of the city. On the failure of this firm in February, 1881, Mr. Musselman decided to embark in the wholesale grocery business, and in June of that year the firm of Fox, Musselman & Loveridge, composed of James Fox, Amos S. Musselman and L. L. Loveridge, opened for business on South Division street. This copartnership continued for five years, when Mr. Musselman purchased the interests of his partners and formed a copartnership with William Widdicomb under the style of Amos S. Musselman & Co. Three years later the firm name became Musselman & Widdicomb, and the place of business was changed to the Blodgett building, on South Ionia street. In February, 1893, Mr. Widdicomb retired from the business and the firm was succeeded by a corporation, with a paid-in capital stock of \$70,000, of which Mr. Musselman was the President and General Manager. As an evidence of the esteem in which he was even then held by the business public it is only necessary to refer to the fact that his associates in the company included men of large means and great shrewdness, and that when it was known he was to have the management of a newly-organized grocery

company many of the leading financiers of the city were among those whose application for stock could not be granted.

So prosperous was the house and so aggressive was the management that two branch houses were subsequently established—one at Traverse City, under the management of Howard A. Musselman, and another at Sault Ste. Marie, under the management of John Moran. Both of these houses soon came to be strong factors in their respective localities and carved out for themselves careers quite as creditable, relatively speaking, as that enjoyed by the Grand Rapids house.

Mr. Musselman was one of the chief factors in the organization of the National Grocer Co. and was elected First Vice-President. On the

Commercial Savings Bank, which he served to the best of his ability up to the day of his death.

Mr. Musselman was a charter member of the Grand Rapids Board of Trade and a director of the Board of Trade until it was superseded by the Association of Commerce. He also served that organization in the capacity of President and Treasurer. He also acted as chairman of the Committee on Statistics and the record he made in that office caused him to be selected by the Census Bureau, on the recommendation of the Board of Trade, as the most eligible person to prepare the manufacturing statistics of this city for the general census of 1890. This duty was discharged so acceptably as to win for him the encomiums of the Census Department.



Amos S. Musselman

retirement of Mr. Higginbotham, in 1905, he was elected President, continuing in that capacity until 1910.

Mr. Musselman was for several years Vice-President of the Grand Rapids National Bank, but subsequently identified himself with the Fourth National Bank, which he served well and faithfully in the capacity of director. He was also a director in the allied banks, the Commercial Savings Bank and the Peoples Savings Bank. He was a director of the Tillamook Yellow Fir Co. and President of the Boyne City Lumber Co. He was also connected, financially and officially, with numerous other leading industrial and manufacturing institutions. Two years ago he was elected President of the

Musselman acted as chairman of the Executive Committee and much of the success of the campaign was due to the energy with which he directed the work of the several committees and hundreds of workers. On the successful termination of the struggle Mr. Musselman's name naturally came into prominence in connection with the office of Governor and many of his friends urged him to enter the field. Their importunities were so urgent that in 1910 he became a formidable candidate for the position. Unfortunately, the competition developed into a three-sided affair and, inasmuch as Mr. Musselman declined to expend money with a lavish hand, as his competitors were able to do, he was unsuccessful. As soon as it was announced that Governor Osborn would not run for a second term, Mr. Musselman announced his candidacy and made a most creditable campaign, but was defeated by Woodbridge N. Ferris on account of the Progressive split in the Republican party. Had he been elected, he would have exalted the office and given the people a clean administration which they would long look back on as a model.

Mr. Musselman had been a member of the Westminster Presbyterian church ever since he came to Grand Rapids, and was one of its most prominent and hard-working members. He took an active part in the organization of the Madison Avenue Presbyterian church, of which he was practically the founder. When he took hold of the project there was only a small Sunday school. Now there is a prosperous and growing church society, located in a building of its own.

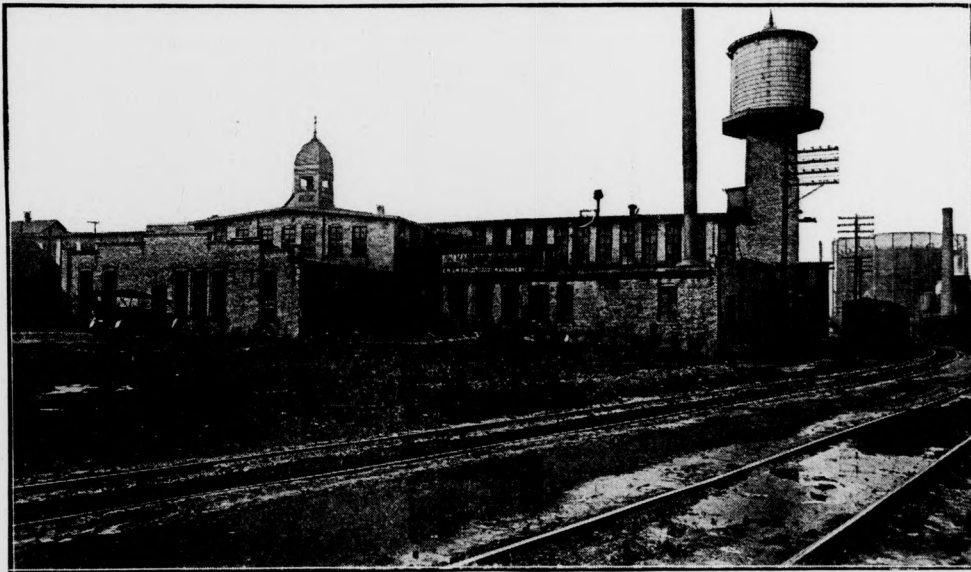
Mr. Musselman was a member of the Masonic fraternity, including the Knights Templar; the Knights of Pythias, Royal Arcanum and the Peninsular and Kent Country Clubs. He was a member of the Board of Trustees of the Michigan Reformatory at Ionia for twelve years, retiring with a most excellent record as to vigilance and faithfulness.

Mr. Musselman was married in 1877 to Miss Ella Hostetter, of Lancaster, Penn. For many years they resided in a comfortable home at 38 South Prospect street, but about nine years ago they purchased a tract of land on Robinson road, overlooking Fisk Lake, on which they erected one of the most beautiful and commodious country houses in Michigan. Mrs. Musselman died about four years ago and two years ago Mr. Musselman married Mrs. Margaret Burrell, of Washington, D. C.

Mr. Musselman was faithful to his business, his family, his church and his ideals. Quick in speech, prompt in action and somewhat abrupt in manner, he impressed many as superficial in his conclusions, when, as a matter of fact, every decision was based on well grounded principles which were adopted early in life and were never afterward deviated from or forsaken. Mr. Musselman lived a useful life in this community and his passing will leave a void it will be impossible to fill.

Here It Is!

Here It Is!



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Grandville Ave. and P. M. R. R.

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THIS CONFIRMS our original and all subsequent announcements of the GEM for Grand Rapids. This is a bona fide purchase of this property on a strictly business basis.

CLASS OF SERVICE	SYMBOL
Day Message	Blue
Day Letter	Blue
Night Message	Red
Night Letter	Red

WESTERN UNION
TELEGRAM
NEWCOMB CARLTON, President

CLASS OF SERVICE	SYMBOL
Day Message	Blue
Day Letter	Blue
Night Message	Red
Night Letter	Red

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GRAND RAPIDS, MICHIGAN
March 3, 1917.

TELEPHONES
CITIZENS 7645
BELL M. 2849

Deuel & Sawall, Inc.
Financial Agents,
Grand Rapids, Mich.

Gentlemen:-

I am authorized by the Board of Directors of the Gem Motor Car Corporation to advise you that at this date we have placed contracts for materials aggregated in excess of \$400,000 for delivery at Grand Rapids within the next year, and have made substantial cash deposits on same to insure prompt delivery at the specified time

Other contracts are pending and will be closed just as soon as consistent with good business management.

Very truly yours,

GEM MOTOR CAR CORPORATION.

C. O'Neill
President.

The Best Automobile Investment Open to Public Subscription Today

An opportunity to invest in a home concern, and make money while boosting your own home town.

Get on the Band Wagon—Show your faith in Grand Rapids, and help to put it on the motor map.

Ask for Demonstration—Order your car now so as to have it when the first warm spring days come.

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SOLE MANUFACTURERS OF
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ORCHARD WAGONS

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Auto Bodies

Grand Rapids, Mich., March 3, 1917.

Gem Motor Car Corporation,
Grand Rapids, Michigan

Gentlemen,

We are enclosing herewith signed order and copy of contract covering 1,000 light delivery bodies for installation on your chassis.

We shall endeavor to demonstrate that we here in Grand Rapids can produce in this line a better article than can be secured anywhere in the United States.

Thanking you for this contract and assuring you that we shall try to make our business relationship thoroughly and permanently satisfactory, we are,

Yours very respectfully,

THE BELKNAP WAGON COMPANY

By *J. F. Hendrickson*
Secy.



GEM MOTOR CAR CORPORATION

405 - 6 - 7 MURRAY BUILDING
GRAND RAPIDS, MICHIGAN
March 3, 1917.

TELEPHONES:
CITIZENS 7645
BELL M. 2849

The directors of the Gem Motor Car Corporation take this opportunity to express their appreciation of the courtesy and the very valuable assistance extended to them by the officers of the Michigan Trust Company and the Grand Rapids Savings Bank, at a time when such a friendly attitude and material assistance are most effective.

Very truly yours,

GEM MOTOR CAR CORPORATION.

C. O'Neill
President.

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(Unlike any other paper.)

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E. A. STOWE, Editor.

March 7, 1917.

HUGGING PHANTOMS.

The fantastic scheme of Germany to embroil Mexico and Japan with the United States is about as sane as all the other notions which the Germans cherished in the early months of the war. They had built the highest hopes upon their system of espionage and the talent of their agents for intrigue. India was at once to burst into revolt against the British empire. Egypt was to start a revolution. In Ireland a civil war was to stab England in the back. We saw the Casement expedition from Germany—at once absurd and pathetic—but perhaps did not fully realize how its utter failure set in a strong light the preposterous expectations of it entertained in Berlin. The truth is that the elaborate German official method of gathering intelligence from all over the world poured more stuff into the German brain than it could grasp. As the American humorist said, it is better not to know so many things than to know so many things that are not so.

The German government has repeatedly taken the position that it would hesitate at no measure to gain its ends. Its theory is that Germany is fighting with her back to the wall and will seize any weapon that may save her life. German kultur is so unspeakably precious to mankind that the whole world had better be drenched in blood than let it perish. If the Eastern hemisphere has been set aflame, why spare the Western? Let the entire globe be whelmed in earthquake and eclipse rather than that Germany should confess defeat. To the German official mind, this would simply be the heroic attitude of a nation determined never to submit or yield. To the unbiased judgment of sober men, however, it cannot but seem the final proof that the German government has gone stark mad.

What must impress every sane reader of the Zimmerman note is less its moral offence—its indications of duplicity in dealing with the United States—than its inconceivable folly. If we were to get a body of international alienists to pass upon the disease by which the German government is afflicted, they might easily agree to call it a brain storm. Such is the mania that prevails at Berlin

that impossible things are thought as easy as turning over the hand. Could the German Foreign Secretary be such a fool as to think that the Mexicans could be such fools as even to dream of conquering the United States and winning back their "lost territory?" Yet the Germans have been praised as the great "realists" in world-politics! Here they are, however, hugging phantoms. Their vision of the civilized world seems to be a compound of Machiavelli and the Arabian Nights.

The effect of this fresh evidence of German duplicity and stupidity will cause a decided crystallization of opinion throughout the country. Among German-Americans, in particular, it will deepen the conviction that the German government has long since ceased to speak for the German people. As for the ultimate and cumulative effects, they will doubtless be to strengthen the belief that the desperate acts of the German rulers argue the existence of an international madman, whom it is becoming increasingly an international duty to place under restraint.

BAGGING THE U-BOATS.

It may be too early to call the renewed submarine campaign a failure, but it is admittedly falling far short of its advance notices. The tonnage destroyed in February is much less than half the rate of destruction that German authorities said would mean the starvation of England. The rate has appreciably fallen off in the past week, although, of course, the shipping held in port by fear of submarines is a part of the effectiveness of the U-boat plan.

In the meantime what of the defensive agencies that England is employing? True to its policy, England keeps absolutely silent as to the means employed and the results attained. Now and then we get a hint or a brief glimpse, but little that is definite. Officers of the Mongolia, which arrived in New York the other day, told with much detail of seeing 187 captured submarines in Plymouth harbor. Returning Americans—no less a man than President Butler of Columbia among them—have stories that run into even higher figures. We have just learned of the 550 craft built last year for the British government by a single American firm, to be used in chasing submarines, and we know that they were only one of the agencies in the work.

There are grim stories of the great nets used, of the assistance of airplanes, of the work of the thousands of trawlers, but so little that is definite and tangible that when an armed merchantman sinks a submarine there are big headlines to tell the world of it. England may never tell the whole story of its defense against the submarine menace, but it is altogether likely that enough facts and figures will come out, officially or unofficially, after the war, to make the story one of the most stirring and significant of the whole record.

It is a good thing for some people that the necessities of life don't include brains.

THE REAL REASON.

Attorney General Gregory states that the investigations by the Department of Justice of alleged conspiracies to raise the prices of food have developed no evidence to justify indictments except in two or three cases. This is an upshot similar to that which has followed several undertakings of that sort by the Federal Government. Unquestionably combination and extortion have been practiced in a small way at many points, but the existence of great trusts controlling prices has not been proved nor is there any considerable evidence. It has been as plain as anything could be that the main cause of high prices is poor crops. It is not surprising, however, that even people who have no political ambitions insist on investigation of these subjects, for the high prices are a severe burden on many persons. Even to those with whom the advance makes comparatively little difference the spectacle of some of the quotations is extremely impressive. For example, so simple and common a product as cabbage rose from a low price of \$7 per ton in 1916 to a high of \$160 per ton in 1917. It is said that one of the reasons for the advance in this article was an extraordinary rise in the chemicals used for killing insects on the growing plants. The farmer thought it more economical to let his cabbages die than to pay these high figures. He made a mistake that time surely. It is one of the curiosities that potatoes have sold at \$6 per bushel in Aroostook County, Me., which is one of the special habitats of that vegetable. Many similar curiosities may be found in running through a comparative price list.

FUTURE OF AUTO TRADE.

There are yet, 5,000,000 people in the cities and towns who can afford machines. They alone will give the factories of the country all the business that can be handled for a good many months. But it is the farmers of the United States to whom the manufacturer looks to keep up his business. There are fully 5,000,000 of them who can afford autos; and they have scarcely begun to buy them yet. The 25,000,000 horses and mules upon the American farms will be—must be—displaced by machines. It takes five acres of land to support each horse—a total of 125,000,000 acres devoted to this purpose; and every one of those acres would support a person. It requires about 12,500,000 people to take care of those horses and mules; yet they only work an average of four hours a day. They "eat their heads off," in the parlance of their owners, about twice every year. And economy dictates that autos shall displace them.

That is a large, almost an inspiring, vision. It is eloquent of American business enterprise and daring. Yet it must be remembered that the enormous demand for automobiles now for some months past is due to the prosperity that the war has brought and that it would be dangerous to rely upon a continuance of that demand

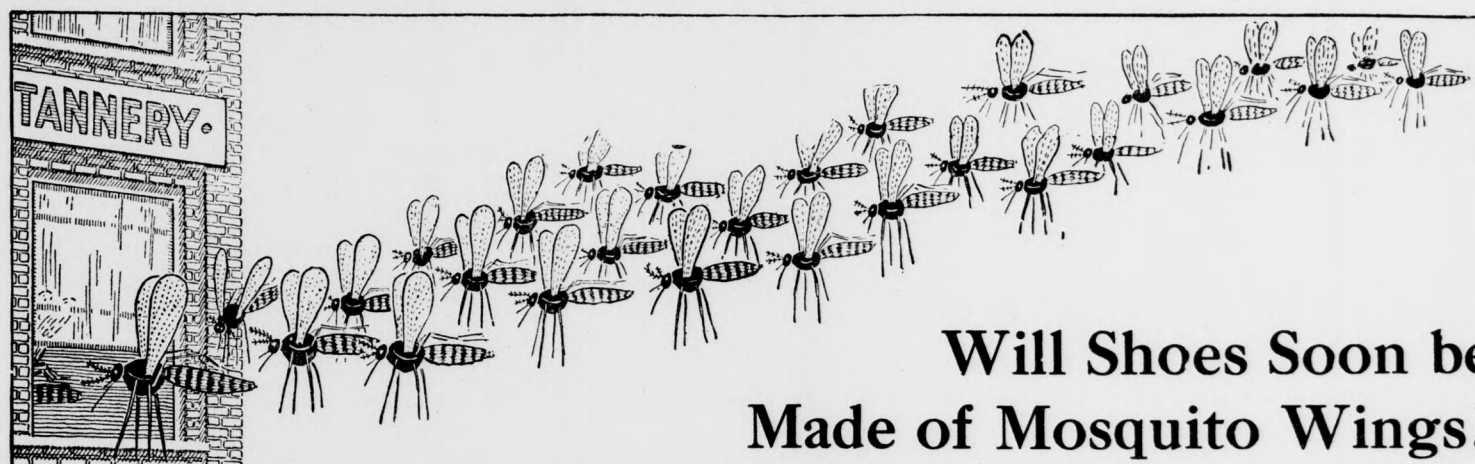
after the war. Whatever domestic falling off there is, however, may be atoned for by the European demand. Europe must be rebuilt no matter how heavy her war debt, and it will be cheaper in the long run to use machinery than to do without it. At present exports of automobiles constitute only a small proportion of the total American production. It may be otherwise later on. And there is another factor of no small importance. Once a man or a family has had an automobile, that man or family will strain resources to the utmost rather than do without a machine. Probably that is a fact upon which the manufacturers rely heavily.

DRY GOODS ORGANIZATION.

If there is any line of business which feels the necessity of organized effort in this State it is the dry goods dealers. Some of the merchants in the larger cities belong to the National Retail Dry Goods Association, which is an excellent organization, albeit it caters exclusively to the large dealer whose sales exceed say a million dollars per year. The small merchant whose sales range from \$25,000 to \$200,000 per year has no central body he can appeal to for advice, assistance or co-operation. An organization that could hold meetings at central points two, three or four times a year and devote an entire day to discussion and action on matters vitally affecting the retail dry goods trade would be a valuable adjunct to the dry goods dealer. By confining the meetings to a single day and by embodying in the by-laws an iron-clad provision that no banquets, dances, receptions or entertainment features be tolerated under any circumstances, a member could attend frequent conferences of the organization without feeling that he was taking an undue amount of time from his business.

The Tradesman offers this suggestion with a full knowledge of the situation and bespeaks for the project the co-operation and criticism of the trade.

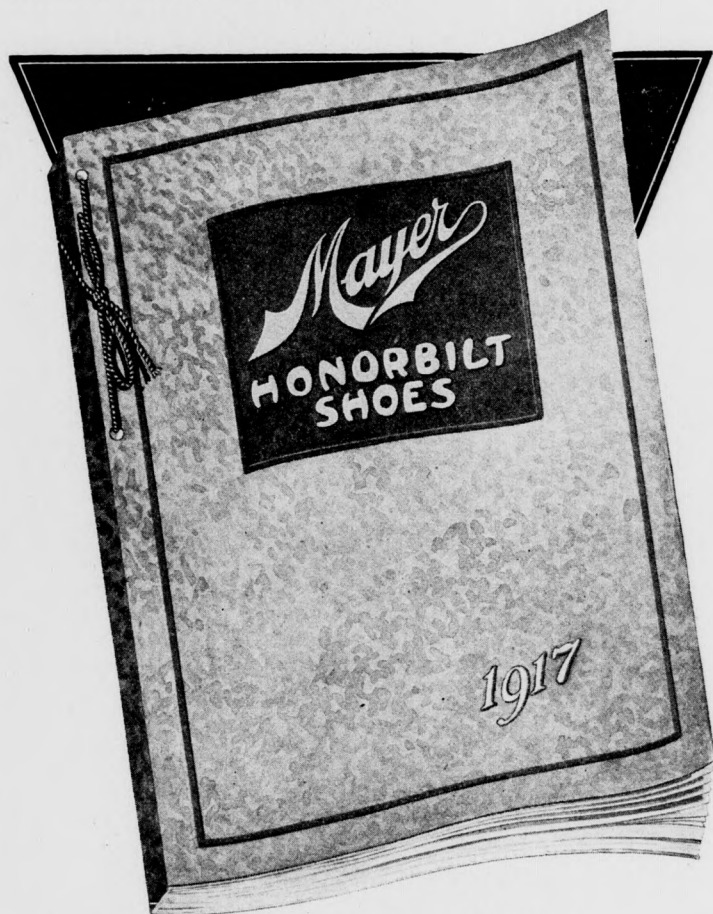
The old adage has it that money makes the mare go and that is nowhere else more true than in war. The European belligerents are compelled to serious resorts to raise funds with which to carry on hostilities. The new British war loan has already reached seven hundred million pounds, the equivalent of three and a half billion dollars, the success of the undertaking being even more marked than was expected. The Germans are having their financial troubles, too, and a general appeal has gone out all over the empire that men and women sell their jewels and other gold valuables to neutral powers, the funds thus realized to be used in carrying on the war. The appeal says that for the present gold ornaments of historic or special artistic value are not included in this requisition, but the intimation is that they may be before long. It is evident that Americans can not understand or appreciate the sacrifice being made by the belligerents in the terrific contest which is going on in Europe.



Will Shoes Soon be Made of Mosquito Wings?

THERE has been much talk about substitutes for leather. The press has been printing columns about it—experts are laboring to solve the problem. Although interested in all this activity, nevertheless, we stand as firm as ever on our 37 year old policy of "Only genuine leather and the best of it for Honorbilt Shoes."

When you buy Mayer Honorbilt Shoes you are certain of the best the market affords in leather and workmanship.



1917 Catalog Now Out

Our new catalog is now ready. It is a buyer's index to the best the market affords; to the latest creations in footwear for men, women and children. Fill out coupon and send in by return mail and copy will be sent you.

F. Mayer Boot & Shoe Co.
MILWAUKEE, WIS.

Mayer's HONORBILT SHOES

Now Headed Your Way!

Our men are now out with the new Fall Line which has all the qualities that have so consistently established the fame of Honorbilt Shoes. The best selling staples as well as new numbers that for style and appearance fill all the up-to-the-minute demands of Dame Fashion—the new creations, individual, stylish and trade compelling.

COUPON—Fill Out and Return

M. T.

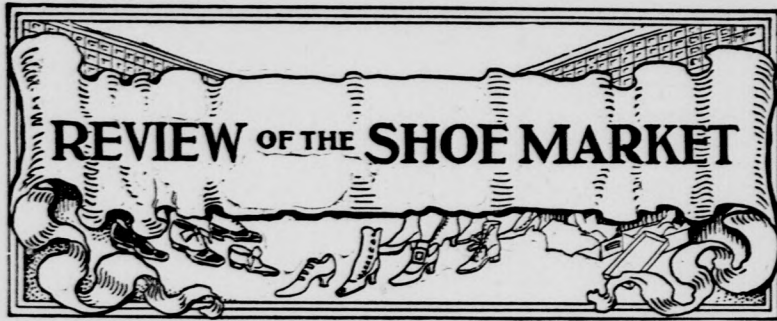
F. Mayer Boot & Shoe Co.
Milwaukee, Wis.

Gentlemen: Send me your 1917 catalog and have your salesman call.

Name

Town

State



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

Advertising Novelties and Souvenirs for the Shoe Store.

Written for the Tradesman.

Have you noticed that there has been a dearth of advertising novelties in this country since the great European war got under way? The cause for it is not far to seek: most of our advertising novelties came from Austria, and the British blockade has made it utterly impossible for importers to fetch in the merchandise. I have a friend who was building up a fine business in advertising novelties; was just fairly getting on his feet when the war broke out. His business stopped over night, one might say; he simply couldn't get the goods. Here is another humiliating example of American dependence. Why can't such things be produced in this country as well as in Austria? And it doesn't make good the alibi to assert that labor is so much cheaper in Austria; for, while that is true, advertising novelties are made, for the most part, by automatic machinery; and this country leads all other countries in the production of automatic machinery. It occurs to the writer that there is a fat opportunity for young American inventors and producers to get busy, on profitable lines, devising and placing on the market sundry small commodities of the advertising novelty and souvenir class. Shoe jobbers and retail shoe dealers are fairly hunting for them, and so are dealers of many other lines. They are badly needed.

What Is a Novelty?

It is a little difficult to say precisely what a so-called advertising novelty is. To put the matter in a somewhat crude fashion, it is a little, inexpensive article, of new and fresh design and of a more or less serviceable nature, and capable of carrying at least the firm name and location, if not some further printed matter of a publicity sort.

But inasmuch as this article is meant for shoe retailers especially, we limit our discussion to novelties that can be advantageously used by this class of merchants.

In the past we have had some very good shoe store novelties. Of late they have become conspicuously scarce.

It is of the nature of a novelty that it be something new and different. You can't use the same old device year in and year out. It soon loses its charm, in other words its pulling power. And it ought to be something that can be used for something

or other. And among advertising novelties for the shoe store there should be at least three or four general classes: namely, advertising novelties for women, for men, for children, and for little people. In the teen age period there really should be two classes of advertising novelties: those intended for girls and those designed for boys. At this period—especially during the earlier portion of it—there is a very sharp and clear line of cleavage between these two classes of growing folk: boys don't want to be sissies, and they don't want to have on their person anything that might render them liable to such a heinous charge.

The small commodity of vest-pocket size is better for the shoe dealer than a larger, more cumbersome (like as not, more expensive) article. It has more advertising value.

Shoe Store Souvenirs.

The writer does not attempt to draw a hard and fast line of demarcation between advertising novelties and so-called souvenirs. The latter class would include, of course, a good many articles that would hardly be designated as advertising novelties: for instance calendars, coin-purses, bill-folds for men and women, and toys, such as balloons, kites, tops, marbles, etc. etc. for boys, and fans, dolls, doll-accessories, etc. for little girls, and wooden rulers for school children of both sexes, book bags, pencil-boxes, book straps and the like.

Almost any of these items suggest further undeveloped possibilities. For instance, take the ruler. Instead of a plain twelve-inch wooden ruler, why not a twelve, eighteen or twenty-four inch folding, celluloid ruler for men and boys? It could be inexpensively produced, and made to fold in four-inch sections so it could be carried in the vest pocket. And under the head of toys, why not a bow and quiver of arrows, connecting up the boyhood imagination of to-day with the boyhood sports of other days? or an old-fashioned pop-gun or squirt-gun? or, to get over to something entirely new and different, souvenir boomerangs patterned after the famous South African (or is it an Australian) weapon?

At one time the folding button-hook made a big hit. For all I know, it may still be a good article in certain localities. But it just occurs to me that a good article—a modification or extension of the same idea—could be produced for men and boys. It could be provided with handles like a knife, and supplied with a blade at one end and a button hook at the other; or, instead of a regular knife-blade, maybe a nail-file could be pro-

Satisfied Customers Are Co-partners



They remain so as long as their purchases from you are profitable to them.

It is sound business policy to purchase Rouge Rex Shoes for your working men's trade.

They are profitable for you, they are profitable for your customers.

Rouge Rex Shoes are our own manufacture and our own tannage of leather, sole and upper.

Mail orders promptly taken care of.

HIRTH-KRAUSE COMPANY

Hide to Shoe

Tanners and Shoe Manufacturers

Grand Rapids, Michigan

It Means Just This



When you sell a pair of R. K. L. shoes to your customer, you are confident of the backing of a firm that has made dependable shoes for fifty years.

Remember a satisfied customer is your best advertiser.

R. K. L. shoes will bring you a lot of good advertisers.

Write for a catalogue.

Rindge, Kalmbach, Logie Company

Grand Rapids, Mich.

vided. Or the nail-file idea could be worked up in some other type of souvenir. There are further souvenir possibilities in the watch-fob, card-case and celluloid memoranda-sheets for the vest pocket. Indeed there are just oodles of good ideas that remain to be worked out resulting in further shoe store novelties. And there is a tremendous latent demand for them. Aggressive retail shoe merchants the country over are fairly itching to get in touch with the house that can supply such commodities.

Business-builders.

Advertising novelties and souvenirs possess a pulling power out of all proportion to their cost.

There is no better advertising investment open to the retail shoe dealer than an investment in advertising novelties and souvenirs of the right sort.

Many of them in the past have been carried in the pocket by shoe store patrons until they were fairly worn out in service. They were useful in some way or other, and easily carried. So they had permanent advertising value. Every time they were used, the user, thought of the concern that put them out.

Handing out advertising novelties and souvenirs provides a way for the development of the personal-touch idea. It is of the nature of a gift, a little token of appreciation from dealer to customer; and it creates a good impression. It serves to cement the relationship between store-keeper and store-patron; it makes for friendship, confidence, and good will.

All this being true, it is too bad there isn't a larger and better assortment of advertising novelties and souvenirs to select from. It is a fact that stocks in these lines are running low in the houses that cater to the trade among shoe dealers as well as merchants in other lines. And it is to be hoped that this condition will not continue indefinitely. Why can't America produce as good advertising novelties as Austria? Why must shoe dealers wait for such goods until the big war is over? It may be a long wait, judging from present indications. Why don't ambitious young American inventors and producers of advertising novelties and souvenirs get busy? There is a big and inviting field, a few apparently are inclined to enter therein.

If this article should result in getting somebody started in this field, the writer will feel more than repaid for his time and pains in pointing it out.

Cid McKay.

When the boss is away his assistant poses as a wise guy.

Mail Order House Hard Hit By Country Merchant.

The Pittsburg, Kansas, Sun, recently published the following item:

"A Pittsburg merchant is offering a theater ticket free for every Sears, Roebuck & Co. and Montgomery Ward catalogue left at his store. Already a dray load has been brought in, most of them by children. The parents of some of these youngsters will think of something they want to order in a few days. They will be unable to find their catalogue and will come to the store and buy the article needed. If this scheme should be adopted all over the United States, the loss incurred by the mail order houses would amount to millions of dollars each year."

The Tradesman has in mind a Michigan merchant who accomplished the same result by offering to pay any child bringing in a mail order catalogue 10 cents in currency. The children passed the word along until the merchant had accumulated over a ton of catalogues. Then the children began writing for catalogues. The cost of writing was only 2 cents and the net profit to the child was 8 cents on each catalogue handled. The demand for catalogues was so frequent, while the orders from that locality were so few and far between that the mail order house sent a representative to the seat of trouble to ascertain the cause of the anomaly. He soon discovered the occasion of the unprecedented demand for catalogues and on reporting the situation to the house, the latter issued an order that no more catalogues be mailed to any one at that postoffice. The result is that the merchant who inaugurated the plan of purchasing the catalogues is now practically exempt from the deprivations of mail order competition.

The Tradesman commends this plan to other merchants in the belief that it may work well in other localities as well.

Wanted to Know.

An Irishman having just landed in New York got a position on the railroad as flagman at one of the principal crossings. One day came the "20th Century Limited" about twenty minutes late. The Irishman held out his red flag and stopped the express. The engineer jumped off very much angered, and asked the Irishman why he had stopped the train when he knew they were twenty minutes late. The Irishman replied: "That's just what I wanted to know. Where have you fellows been for the last twenty minutes?"

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

TAKING INVENTORY

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

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

Neal 3 DAY WAY

Is the best, surest, safest remedy known to medical science for

DRINK HABIT

A harmless, vegetable remedy given with no bad after effects. No hypodermics used. It positively removes the craving desire for liquor and **DRUGS** at the end of treatment, or money back.

Neal Institute

534 Wealthy, S. E. GRAND RAPIDS
Both Phones PERRY MILLER, Manager

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 '912

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.

PRESTIGE

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

Bertsch Shoes for Men

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

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

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

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

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

It will add much to the **PRESTIGE** of your store.

THEY WEAR LIKE IRON

HEROLD-BERTSCH SHOE CO.

Manufacturers of Serviceable Footwear **GRAND RAPIDS, MICH.**



"The End of Fire Waste"

COMPLETE APPROVED Automatic Sprinkler Systems

Installed by

Phoenix Sprinkler & Heating Co.

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



Chickens Come Home to Roost.

The country is now reaping, in the present congestion of transportation, the harvest from seeds sown by the Interstate Commerce Commission in 1910 when it refused any advance in rates requested by the railroads. It is true the submarine situation and the dearth of vessels is a factor in the situation, but the difficulty goes deeper than that—the inability of the railroads to secure capital with which they could make provision for the growth of business they knew was to come. There has been an intermittent embargo on almost all roads for the past fifteen months and the food situation has become really serious. There is no such thing as prompt delivery and in many cases the inability to get raw material and fuel has been the means of curtailing production. In some instances it has compelled a shut down of factories. The truth is the railroads are unable to perform their functions properly and yet Congress proposes to impose a 10 per cent. income tax, the regular 2 per cent. up to profits exceeding 8 per cent. by \$5,000 and 8 per cent. on all excess over that. The situation is one which needs serious consideration. If the scheme is carried through the fabric of our preparedness structure promises to be riddled like a sieve, rendering abortive the labor performed in rearing it. It must be remembered that after the war Europe will need capital for reconstruction. It will be kindly furnished through the capital forced out of American business by the asinine 10 per cent. excise tax, or, to put it in plainer language, the 10 per cent. penalty on doing a successful business unless one is a professional man or a dabbler in the products of the soil. Food riots have occurred in New York and Philadelphia and yet 5,000,000 bushels of potatoes are held up at Aroostock, Me., because the Bangor & Aroostock Railroad was unable to obtain coal to run its trains.

As predicted in the Michigan Trademan, the Federal Farm Loan Bank plan has not been the howling success expected. Only \$130,000 of the \$9,000,000 capital needed has been publicly subscribed and the United States Government must now come forward with \$8,870,000 to make up the necessary capital. This shows conclusively that the farmers who are served by their local banks without being penalized for such service, and without becoming responsible for the debts of others, are contented to deal as they always have done with their local banker who knows their needs and who takes a friendly interest in their welfare. The Farm Loan

Bank will never become popular in Michigan.

It is noticeable that American bankers have been steadily reducing their balances with London banks, having drawn down approximately \$100,000,000 since January 1. The ostensible reason is the growing tightness of money in New York. This is naturally believed to be a flimsy excuse and that the withdrawals are a part of the preparation to take care of a possible United States war loan of \$500,000,000.

So far as thrift goes, the people of the United States might well follow the example of the Swiss. In that sturdy, independent little republic there are 554 savings depositors out of every thousand of the population. The figures in Denmark and Sweden are from 400 to 450 out of every thousand; France, 346; Holland, 325; Germany, 317; England, 302; Japan, 270; Italy, 220; and the United States, 99. Plenty of room and necessity for a continuance of a vigorous educational campaign at home.

There is a comparatively stagnant stock market and this is as it should be, because it shows little weakness, merely a let-up of speculation. There is a fair investment buying of stocks. In the bond market there is an excellent demand for good issues netting the investor 5 per cent. and over. This is especially true with regard to baby bonds, issues in denominations of \$25, \$50 and \$100 showing a tendency on the part of persons of medium means to place their surplus where it will earn money. A noticeable fact is that this demand is not drawing savings accounts from the banks. The purchases, especially in Detroit and Grand Rapids, are generally made by those who have hoarded their money in secret domestic receptacles and by those who had their money on deposit with the postal savings banks and desired to have it earn more away from Government control. Seasoned industrial and public utility bonds seem to be favorites. Another noticeable fact is that larger investors still favor bonds to other forms of investment, and when any of their issues fall due, or are called for payment, they immediately re-invest in bonds. A recent favorite with large investors is the one and two year 5½ per cent. secured notes of the Government of Great Britain and Ireland, netting the investor 6 per cent. These notes are secured by collateral deposited with the Bankers Trust Co., of New York, consisting of American stocks and bonds, Canadian and colonial bonds and Canadian Pacific and Grand Trunk securities at such a value as to leave a safe margin for market

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

GRAND RAPIDS NATIONAL CITY BANK CITY TRUST & SAVINGS BANK ASSOCIATED



CAMPAU SQUARE

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

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

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

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

action. These notes are further protected by the agreement to put up more security in case of depreciation in market value. These notes are convertible into twenty year 5 per cent. gold bonds of the Government of Great Britain and Ireland.

Although business has not fully regained its balance since Germany's latest submarine warfare announcement, there has been a decided growth of confidence reflected in the decline of marine insurance rates. The present time is regarded as a critical one in the world-war, in view of the possible participation of the United States in the conflict, and until peace has actually been established economic conditions are likely to be disturbed. The volume of business continues to be enormous and would be much larger if transportation facilities were improved.

The Republic Iron & Steel Co. has set an example in the way of sensible publicity that could well be followed by other corporations, especially some of the public utilities companies. It has decided to furnish its stockholders with full quarterly reports. Investors are growing better educated in matters financial and there is no question but that the securities of the corporation will be strengthened through this policy. If it were more generally followed some of the stocks of public utilities now hanging around 75, 80 and 85 would touch par and bonds of seasoned companies would easily cross the 90 mark. So long as a company is properly managed it should not hesitate to place in possession of the public full information as to its earnings, operations, etc. Those who have tried being frank with the people have found it profitable because in most minds there is a suspicion that if a company hides its operations and keeps under cover its earnings there must be a dark gentleman in the woodpile. This is too often entirely wrong, but it governs a great many in the purchase of securities.

Paul Leake.

Ahead of Them All.

A prominent physician, upon opening the door of his consulting room, asked:

"Who has been waiting longest?"

"I have," spoke up a man in a stentorian voice. "I'm your tailor. I delivered your clothes four weeks ago."

Proposed Sunday Closing Bill For New York.

After much discussion and planning the New York State Retail Grocers' Association has arrived at a draft for a Sunday closing bill which it has had introduced at Albany and which has already commenced to draw the fire of opposition. The Hebrew grocers are a unit against it and it is likely that the full strength of the delicatessen trade will join them in endeavoring to upset the bill; although on the other hand, retailers' associations generally throughout the State will work for its adoption. The bill in the main reads as follows:

"All manner of public selling or offering for sale of any property on Sunday is prohibited; except as follows:

"Meals may be sold to be eaten on the premises where sold at any time of the day.

"Caterers may serve meals to their patrons at any time of the day; delicatessen dealers shall not be considered as caterers within this subdivision;

"Prepared tobacco, milk, ice, soda water, fresh fruit, flowers, confectionery, newspapers, oil, tires, drugs, medicines and surgical instruments may be sold in places other than a room where spirituous or malt liquors or wines or groceries are kept or offered for sale, and may be delivered at any time of the day.

"Delicatessen dealers may sell, supply serve and deliver cooked and prepared foods between the hours of four o'clock in the afternoon and half past seven o'clock in the evening, in addition to the time provided for in subdivision one hereof.

"The provision of this section, however, shall not be construed to allow or permit the public sale or exposing for sale or delivery of uncooked flesh foods, or meats, fresh or salt, at any hour or time of the day."

In Danger.

"Broken your New Year's resolutions yet?"

"No, but you're tempting me to shatter one all to pieces."

"That so? What one?"

"The one I made not to murder people who ask fool questions just to start conversation."

TELEPHONE

Our Copper Metallic Long Distance Lines
AWAIT YOUR CALL

Connection with 95,000 Telephones in Detroit

240,000 Telephones in Michigan



Citizens Telephone Company

Saginaw Valley Trust Company

SAGINAW, MICHIGAN

No. 109 So. Jefferson Ave.

Authorized Capital and Surplus \$250,000.00

THE COMPANY ACTS AS EXECUTOR, ADMINISTRATOR, TRUSTEE, GUARDIAN, DEPOSITORY OF COURT MONEY AND IN OTHER RECOGNIZED TRUST CAPACITIES.

It allows 4 per cent. interest on Certificates of Deposits, and holds, manages and invests money, securities and other property, real and personal, for individuals, estates and corporations. It has the only complete set of ABSTRACT books covering all lands in Saginaw County, and is prepared to make your abstracts promptly.

OFFICERS:

George A. Alderton, President. W. J. Rachow, Secretary.
Wm. J. Orr, Vice-President. Wm. Meissner, Ass't Secretary.
S. E. Symons, Vice-President. Wm. B. Baum, Treasurer.
Charles E. Peckoyer, Manager Abstract Department.

Fourth National Bank

United States Depository



Savings Deposits

Commercial Deposits

3

Per Cent Interest Paid on Savings Deposits Compounded Semi-Annually

3 1/2

Per Cent Interest Paid on Certificates of Deposit Left One Year

Capital Stock and Surplus
\$580,000

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

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

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.

THE



GRAND RAPIDS, MICH.

177 MONROE AVE.

Complete Banking Service

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

Our 3 1/2 Per Cent SAVINGS CERTIFICATES ARE A DESIRABLE INVESTMENT

THE HOPE OF HUMANITY.

It Now Rests on the Shoulders of This Country.

Detroit, March 5—It appears that it has never occurred to anybody in this country to discuss the question of what the Germans living in the United States, if they were imbued with the spirit of Americanism, should consider to be their mission in regard to their unfortunate countrymen still living in Germany.

When I arrived at the White Star Line docks, then in Hoboken, forty-five years ago, I bowed down to kiss the soil of this free country, taking a solemn vow to do all in my power to persuade my countrymen to join me in a movement to liberate Germany also.

And what has been my experience? Whenever I broached the subject to any German, educated, uneducated, rich or poor, they told me—parroting what they had heard in their native land—"Germany is not ripe for a republic."

Why? Ever since the few small republics in Germany were destroyed by mediæval kingcraft and kaisercraft, the masses of the German people have been kept down by organized and well-armed monarchists. For centuries agitation for a republic was made impossible by the kings and kaisers. Thousands of men have been executed and imprisoned for daring to utter thoughts of liberty, and when finally the Social Democracy was organized, its leaders could not call upon the masses to free themselves from the yoke of militarism.

When Wilhelm Liebknecht came to New York, about thirty years ago, I asked him, "Why don't you work for a republic in Germany?" and he replied, "The monarchy has all the guns, the railroads, the telegraphs, the police, the courts, the prisons and the executioners, and we have nothing but our bare arms. How could we succeed in a revolution in a country where it is treason to question the whims and caprices of an insane monarch?" The moment they undertook such a campaign the Kaiser would order them shot instanter. Such is the boasted freedom of the German people in the grasp of the most monstrous tyranny the world has ever seen.

The Germans now living in this country are divided into two classes, the one being composed of persons whose education and economic condition bind them to the Kaiser and his brutal system, while the other is composed of workingmen who, glad that they have escaped from bondage, are bent only upon trying to improve their economic condition. They have neither leisure nor inclination to think of what they left behind them when they departed from their native soil.

The German newspapers in the United States, excepting the few Socialist papers, are dominated by men who make their living by catering to the tastes of the monarchists. They are all subsidized by the German government; their editors and reporters are all paid spys for the German government; their advertisers are all catspaws of the German government.

There you have the whole case in a nutshell. The Germans in America are unable to exert any influence upon those whom they left at home. They have no mission on earth except to make an attempt to better themselves economically.

But the Americans, born in this country, have a mission. They should teach their unfortunate fellow-beings emigrated to the shores of the land of liberty that humanity cannot enjoy life unless it liberate itself and destroy the system the natural consequence of which has been the present world-wide war.

The American press singularly fails in doing its duty in this respect. It does not teach the immigrants that the system prevailing in Europe must

needs result in war and destruction.

Why not tell those who come here to improve their economic condition that, if we had the European system in this country, we would also be in constant danger of war and devastation?

Tell them that, if Texas were a German kingdom, with a raving maniac at its head, a standing army, a state church, and a subsidized press constantly denouncing and insulting every other state and lying to the Texans that Louisiana, New Mexico and some other states were trying to conquer Texas; if New Jersey had an Austrian monarchical government, with an army, a state church, a perverse educational system and a lying press; if Ohio were French, with a French army and French grievances against Pennsylvania, New Jersey, Massachusetts and Connecticut; if Illinois were a Russian autocracy; if California were a Spanish kingdom, with a formidable army, a monarchical clergy and a perverted press; if New York were an English monarchy, with a formidable army and a government pledged to conquering the remainder of the United States; if all the other states were independent monarchies, each striving to down its neighbors—would we not then have the same trouble in this country that poor Europe has had for many centuries?

These questions should be constantly discussed by the American press, year in and year out—then we might ultimately expect an awakening of the foreign-born among our population, and its effect would gradually be felt in Europe. The Government of the United States would also become aware that it has a mission among the nations of the world: to republicanize and democratize all.

The French, after their Great Revolution, felt it to be their mission to republicanize Europe. But they did not succeed, because the "Holly Alliance" overwhelmed them when Napoleon, abandoning idealism, had become selfish and turned from republicanism to monarchism. Still, the French established a precedent. They had seen that monarchism was an evil, and they tried to stamp it out. That they did not succeed was not their fault. When they at last firmly established their present republic, they had their hands full in preventing the German monarchists from again robbing them and destroying their republican government.

The hope of humanity now rests with the United States. We not only must educate the foreigners in our midst to become liberty-loving, but we must also organize our resources in a manner so as to prevent any other power from invading and conquering this, our soil. Our army and navy must be stronger than any other two armies and navies on earth. We must have thousands of warships and aeroplanes to carry the Star-Spangled Banner to the farthest corners of the world, proclaiming the gospel of liberty to all mankind, so that ultimately all nations will join us in establishing the Republic of the World, the Parliament and Brotherhood of Man!

Otto Eberbach.

An awkward man may not be slow, yet he always wants a day of grace.

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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

Bankruptcy Proceedings in South-western Michigan.

St. Joseph, Feb. 26—In the matter of Maurice L. Jones, bankrupt, of Benton Harbor, the final meeting of creditors for the purpose of passing upon the trustee's final report and account was held at the referee's office. The petition of the trustee for the settlement and closing of the estate by the trustee, assigning to W. Worth Bean, Jr., certain shares of stock, was considered and it appearing that Russell M. Jones, the only remaining creditor of interest in said estate, was in favor of such settlement, it was determined that the matter be referred to the District Judge for approval. It was further determined that the trustee be not authorized to interpose objections to the bankrupt's discharge. Creditors having been directed to show cause why a certificate should not be made recommending the bankrupt's discharge and no cause having been shown, it was determined that such favorable certificate be made. The meeting was adjourned without day.

Feb. 27—In the matter of Edgar J. Hertel, bankrupt, of Kalamazoo, the adjourned first meeting of creditors was held at the latter place and the bankrupt sworn and examined by the attorneys present and referee without a reporter. After the examination it was determined that no trustee be appointed for the present, whereupon the meeting was adjourned for three weeks.

Feb. 28—In the matter of Lyndon Allen, bankrupt, of Kalamazoo, the first meeting of creditors was held at the latter place. No creditors were present or represented and no claims were proved. An order was entered determining the bankrupt's exemptions as claimed and that no trustee be appointed. The bankrupt was sworn and examined by the referee without a reporter, whereupon the first meeting of creditors was adjourned without day.

March 1—In the matter of Lucius W. Baker, bankrupt, of Otsego, the first meeting of creditors was held at Kalamazoo. No creditors were present or represented. No claims were proved, whereupon an order was entered that no trustee be appointed, and that the bankrupt be allowed his exemptions as claimed. The bankrupt was sworn and examined by the referee without a reporter and the first meeting then adjourned without day.

In the matter of M. W. Nelson, bankrupt, of Kalamazoo, former owner of the Original Dollar Hat Store, the first meeting of creditors was held at the latter place. No creditors were present or represented and no claims proved. An order was made that no trustee be appointed and the bankrupt allowed his exemptions as claimed. The bankrupt was sworn and examined by the referee without a reporter, after which the meeting was adjourned without day.

March 2—In the matter of Charles Rasak, Louis J. Rasak, and Rasak Brothers, a copartnership, bankrupt, of Dowagiac, an order was made calling a final meeting of creditors at the referee's office March 15 for the purpose of passing upon the trustee's final report and account, showing no receipts except cash advanced by the bankrupt of \$40 for the purpose of paying the actual administration expenses. Creditors were directed to show cause why a certificate should not be made by the referee recommending the bankrupt's discharge.

March 3—Joseph L. Mondey, a musician, of Kalamazoo, filed a voluntary petition and the matter, in the absence of the District Judge, was referred to Referee Banyon, who entered an order adjudication petitioner bankrupt. There are no assets above the stationary exemptions and the following are listed as creditors:

A. W. Walsh, Kalamazoo	\$75.60
Lee & Cady, Kalamazoo	92.85
Harnitt & Hewitt, Toledo	56.27
Thomas Dermody, Kalamazoo	10.55
J. J. O'Meara, Kalamazoo	9.30
Wayne Tobacco Co., Fort Wayne	45.90
Dolly Varden Chocolate Co.,	
Cincinnati	26.45
J. Bryer, Kalamazoo	3.30
P. C. Fulweiler & Bro., Philadelphia	16.25
Star Bargain House, Kalamazoo ..	2.87
Michigan State Telephone Co.	11.25
A. Vander Weele, Kalamazoo	3.20
Havana Importing Company,	
Chicago	10.50
Woodhouse Co., Grand Rapids ..	46.48
J. B. Weber, South Bend	48.08
M. E. Maher, Kalamazoo	57.72
Harry Watson & Company, Flint	23.05

American Briar Pipe, Chicago	24.65
Hoover Bond Company, Kalamazoo	50.57
Kalamazoo Ice & Fuel Co., Kalamazoo	1.25
Rysdale Candy Co., Grand Rapids	64.06
Payette-Walsh Co., Detroit	17.00
P. J. Bushhouse, Kalamazoo	11.00

\$708.15

Go Without.

Potato eating is a habit rather than a necessity. These articles are largely useful as stomach-stuffers. They fill up. They are by no means as nourishing as many articles that are comparatively cheap. Much of a potato is water and there has as yet been no raise in the price the city charges for water. Try that for a filler. Then, as for nutriment, rice or corn in any form, hominy or meal, is better. The trouble is that we are used to eating potatoes and habit is a hard master. The famous Aroostook county of Maine is the source of most of the potatoes consumed hereabouts and over there they have had the misfortune to lose by fire a good many that were stored, and, it is whispered, were insured. The loss made what remained worth more, and now comes the report that the Bangor & Aroostook road that brings the potatoes to market that are not burned will have to shut down for lack of coal. This will tighten the market, too. The remedy is simple. Go without. Take something else. The unhappy queen of France thought that the people were unreasonable, because when they couldn't get bread they wouldn't be satisfied with cake, but the cases are not alike. Potato is neither a necessity nor a luxury. As we said before, it is a habit. Try a cure. Swear off for a while and lose the appetite.—Hartford Courant.

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 - Boston Stock Exchange
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 - 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

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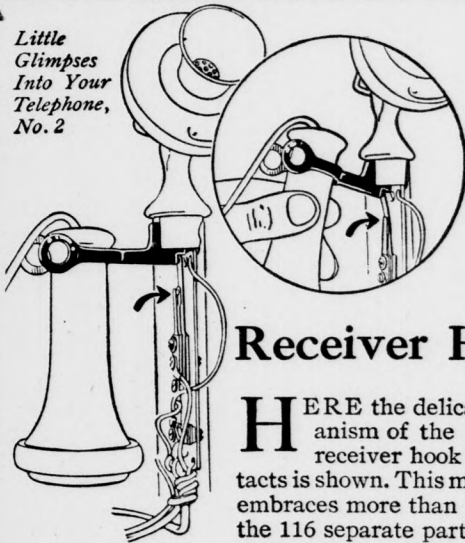
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The Receiver Hook

HERE the delicate mechanism of the telephone receiver hook and contacts is shown. This mechanism embraces more than a dozen of the 116 separate parts that go to make up a Bell telephone,

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When the receiver is "banged" into the hook repeatedly, parts are loosened and adjustments destroyed; if the receiver strikes the hook a lateral blow before it is down far enough to break the contact, the person on the other end of the line, if he has not had time to hang up, will hear a sharp, cracking noise that is far from pleasant.

You can help to safeguard the service by care in replacing the receiver.

Michigan State Telephone Company

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Manufacturer of

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Holland, Michigan



Ribbon Prices Firm—Return of the Sash.

A rise in prices from 25 to 30 per cent. need not surprise any buyer, owing to the raw silk values and higher cost of labor. Many houses have made small advances, but with ribbons in the swing of success a general advance commensurate with the cost of production is expected. The trade is well represented in New York now and a hopeful expectation is in the air. Jobbers have been looking for fancy ribbons to sell at 25 cents. The 19-cent ribbons is too ordinary to raise to 25 cents, but there must be good value for 25 cents. The use of ribbon seems increasing since Paris says sashes again, and garment makers are using ribbon on costumes while milliners are at work on entire and combination hats in which ribbon rules. Grosgrains and other ribbons range from 30 to 60 lignes, the favored widths now. Lingerie manufacturers are using ribbons in a liberal manner.

Broches are cut up and motifs of it are used as trimming on waists, dresses, etc. Narrow ribbons with a picot edging are put between layers of chiffon or lace as a harness trimming with dancing frocks. Flounces are made entirely of wide ribbon. Such colors as turquoise, black and white, spring green, malachite, old China, scarlet, gold, silver, periwinkle, tea rose, sand, chestnut, all colors from the American color card. The ribbon men are very hopeful, as they already see many boxes of narrow grosgrain unfolded in the spring millinery. In order to save the increased expense of the paper at least one manufacturer tried an inferior pattern strip down to half a yard from the end, but this economy did not work, as poor paper tore easily and in the end the better stock was continued.

Orders are running on grosgrain, narrow velvets, fancy wrap prints, a few moires and picot edged styles. The prints are decidedly of an Oriental effect. Entire hats of narrow ribbon continue among the midseason and new hats, but it has been expected that the first samples would be of this effect. Satins and moires of 70 to 84 lignes are being taken by the costume men. Summer frocks are to be freely ornamented with ribbon unless all signs fail. Sashes and girdles, ribbons tied at wrist and elbow of puffy sleeves all mean some extra yards of various widths. Hairbows worn by girls are also in again and black grosgrain for belts. Narrow two-tones of ribbon are here and all around better grades are required. Gold, turquoise and sapphire as well as jade green, begonia pink, sand and bisque are colors noticed in the new ribbon turbans.

All of the new shades and many of the old are continued in satin, as many of the manufacturers think that it is on plains, not fancies, that the season will be carried. Cheap printed ribbons have run low in quantity and the better grade in brilliant colors and larger designs are not inexpensive. The ribbons are becoming sporty as well as the coats, skirts and hats, as such designs as this betray: Begonia pink ground with satin stripes of same shade, half an inch wide; on edge is a stripe an inch wide; loosely thrown on this is a rose design in vivid colors and not widely spaced; also in Copen, maize, cream. Besides the favorite rose in warp prints are such designs as Persian, Arabian, Egyptian and the Chinese-Japanese-Oriental influence is felt in many of the new goods. Paisleys are seen, but manufacturers have not warmed to this style as was expected. The rose always sells so the rose remains; it appears in all colors.

It is thought that the Spanish influence in costuming is keeping modistes from ribbons for that is too precise to admit of the frivolous, dainty catching ribbon which should be freely used as it is one of our valuable productions and handsome besides.

Combination ideas in costumes will show the hat and sash or girdle matching, or a skirt and hat will be of some of the wonderful cottons and belt and hat-band correspond, but ribbon should be reflected from more than one part of the costume. Hats entirely of narrow grosgrain are in rows around or in up and down rows starting from the top of the crown. Bows of wider ribbon are high and slender. Large tassels are made of narrow velvet ribbon as the entire trimming of a small sailor. Narrow ribbon velvet is made into braided ends with a fringe of the same.

Manufacturers want fancies and wider goods for the fall and talk those features so strongly now that they will probably bring them in time. Edged goods are predicted for fall. Millinery jobbers are inclined to buy wider grosgrains; 54-60 lignes, and plain colors. They are also asking for deliveries due in March, but manufacturers can not often fill such requests in these days of rush. Moires having a corded edge have been "coming back" and are now here for the spring; changeable moired grosgrain are not plentiful, but are to be found with a tinselled edge. Picot edges are still here. Changeable Ottomans will trim sport hats.

Sashes probably interest the manufacturer more than any other one article as wide ribbon must be had and

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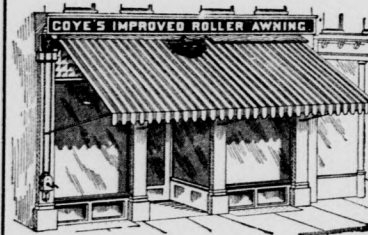


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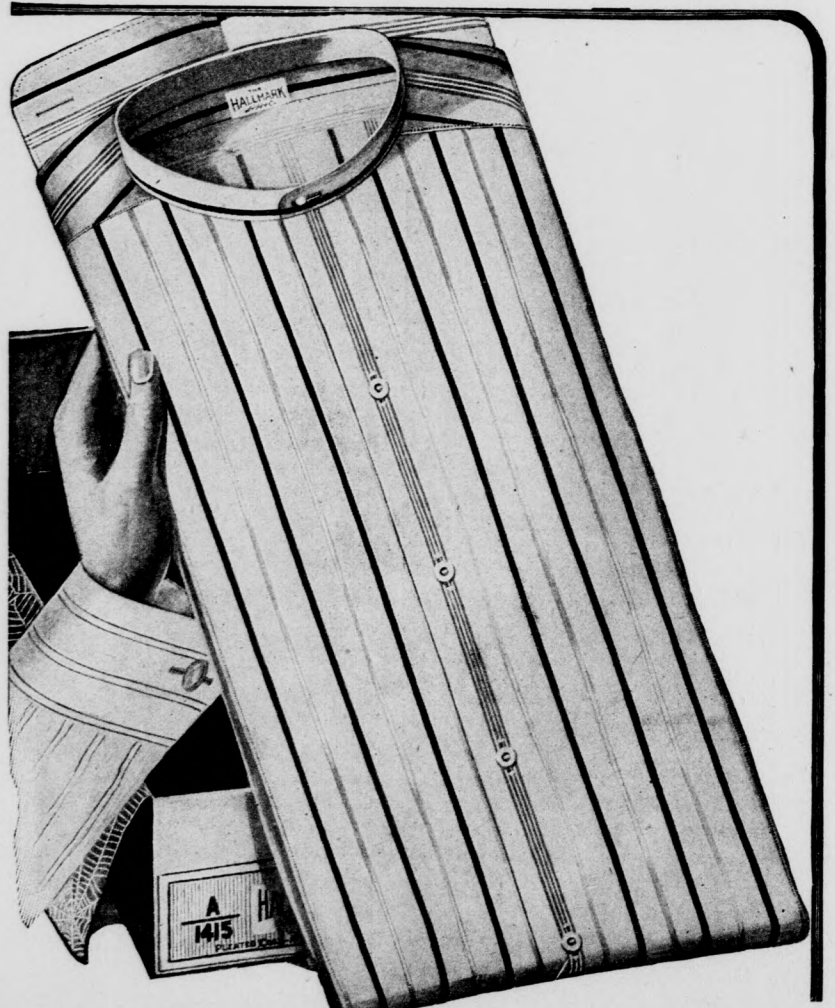
SAFETY in Buying means getting the goods and the quantities of goods YOU can sell at a profit. It means knowing what to buy and getting it at the right price.

You can be safe in buying when you buy from "Our Drummer." If you haven't the current issue handy, write for it.

Butler Brothers

Exclusive Wholesalers of
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New York Chicago
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GRAND RAPIDS DRY GOODS CO., Distributors, Grand Rapids, Michigan.

two yards and a half is as small a quantity as one can buy for a smart design, and they may use four. The Toreador sash requires three yards and is now given a finish of a bead fringe or tassel and a tiny row of bead embroidery on the ends, using beads in contrast. Narrow ribbon is used to embroider flowers, birds, etc., on hats and parts of the costume.

Salesmen now on the road, calling on the principal retail trade, continue to send in a good volume of orders. That trade is ordering both plain and fancy merchandise.—Dry Goods.

Pickings Picked Up in the Windy City.

Chicago, March 5—The Chicago Telephone Co. holds the record of making the smallest real estate deal in Chicago. It amounted to the rental of 23 inches for a yearly compensation of \$360 on a ninety-nine year lease. This was brought about on account of an individual owner owning the small piece of property which was needed by the Telephone Co. to complete one of its buildings.

Dr. B. J. Heetdirks, assistant hotel physician at the Morrison, in Chicago, has just received an appointment of head physician of the Northern Pacific Railroad Hospital, at Missoula, Mont. He is a Grand Rapids product. He left for his Western appointment March 1. From what information the writer can gather he stands an excellent chance of being appointed by the Northern Pacific as its chief physician. He requests any of his friends to kindly make themselves known when in Missoula.

A correction of last week's items: Instead of the Central Drug Co. taking over Blettner Apothecary, 4601 Broadway, it is the Maclean Drug Co., operating the Central drug stores. This company has not only taken over this store, but it is now reported it is about to close for three additional leases on prominent corners in the city of Chicago. The main store has in connection with it a first-class, up-to-date restaurant.

The Standard Oil Co. holds the record on amount paid on a real estate deal at 408-22 South Michigan avenue. The amount is \$3,500,000 and the building is known as the Karpen building. This purchase was made by the Standard Oil Co. to house its office force under one roof, instead of leasing a number of different buildings throughout the loop to take care of its increased business.

One of the latest improvement plans now being talked of in Chicago is that of the business people along Madison street, from Michigan avenue to the river. Their intentions are to improve and beautify this street, placing decorated lights the entire length of this section. They are now waiting for their incorpora-

tion papers from Springfield. It is predicted when this work is finished that 42nd and Broadway, known as the White Way in New York City, will be a second rater.

Conventions in Chicago last week were the Car Owning Managing Association and Chicago Whist Association at Congress Hotel; Illinois Retail Clothiers' Association at Sherman Hotel; Outdoor Showmen of the World at Congress Hotel; State Fair Secretaries at Auditorium. One of the novelties of the conventions held was that of the Outdoor Showmen of the World, they having gathered some of the freaks of the country, it was quite a sight to see some of them in the hotel lobby.

More than 5,000 persons attended the public opening last Thursday night of the Chicago Arena, one of the greatest ice skating rinks in America. The building, which is at Thorndale avenue and Broadway, houses an ice rink 115 x 300 feet. The surface of the ice will be renewed three times daily. One of the features of the evening was the unveiling of President Wilson's picture. Some of America's professional skaters were in attendance.

It is now the intention of Chicago to put in force one of former Governor Pingree's ideas when he was Mayor of Detroit by listing all of the vacant lots in the city of Chicago and letting the poor people or anyone who wishes to do so use this vacant property as vegetable gardens. This is being started by the Chicago Tribune and is now the talk of the city. This is caused by the high prices now prevailing on all forms of eatables in the vegetable line.

The new Chief of Police of Chicago is accomplishing wonderful results pertaining to the catching of crooks and putting a check on holdups and other forms of vice in the city.

The writer expresses regret in the matter of our "Sunny" Jim's mishap in Detroit. Jim must have been keeping batch. How about it?

Anyone wishing to be mentioned in the Tradesman should drop the writer a card or letter at the following address: 370 East 26th street; telephone, Calumet 1998. This is the writer's South side office. He will be glad to hear from anyone.

No doubt Bay City will have a wonderful attendance at the U. C. T. convention, held there June 1 and 2. The writer has already received some advertising matter, which shows that the committee believes in doing things. Charles W. Reattoir.

Longevity.

At a doctor's banquet somebody proposed the toast: "Long live our doctors!"

"What on?" asked a cadaverous-looking specimen, rising from his seat.

WM. D. BATT

HIDES, WOOL, FURS AND TALLOW

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In every respect AN ARTISTIC FABRIC

Inspect our line and be convinced before placing orders elsewhere.

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Wholesale Dry Goods

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Our Products Are Hand Finished

—that's one reason why they are so generally popular everywhere sold. Each finger tip, each thumb on the gloves and mittens, each seam in all of our knit goods, where the strains are most severe, are finished by hand. We don't leave it up to a machine.

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

Perry Glove & Mitten Co.

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

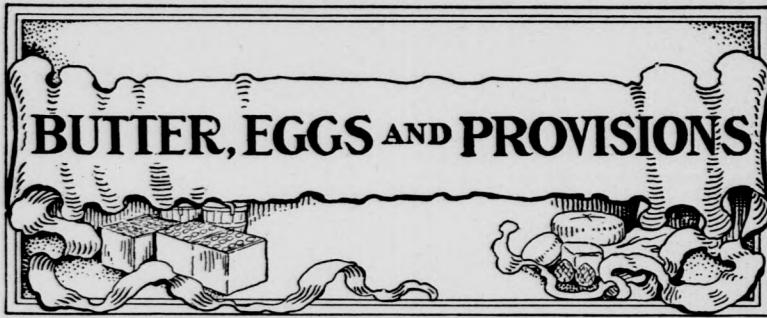
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Freight Traffic Manager,

Detroit, Michigan



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.

License Plan Proposed By Chicago Newspaper Writer.

In the Chicago News a writer proposes licensing cold storage warehouses in the same manner that saloons are licensed, except that in addition he proposes a gradual tax of 5 cents a dozen on eggs that have been in storage more than thirty days, 10 cents a dozen on those in storage more than sixty days, and so on, increasing the tax 5 cents a dozen each month.

Replying to this suggestion a correspondent in that paper offers the following sensible discussion:

"The plan suggested would be a good one if the public wants to discourage the storing of food. I do not believe, however, that the public desires to do this because the public lives on stored food of one kind or another from eight to ten months in the year. It would hardly seem to be good public policy to discourage the storing of any kind of food during the periods of heavy production. On the contrary, it is of the highest importance for the public to encourage in every way this necessary function.

"The egg question would be solved if hens laid regularly every day throughout the year. But hens lay most plentifully in the spring of the year and very little, if at all, during the winter. Until the system of carrying eggs in cold storage was worked out, we had usually in the spring more eggs than we could consume. Consequently they sold at such ruinously low prices that the producer was discouraged. In the winter time eggs were hardly obtainable, and then only at extremely high prices.

"I do not know how eggs can be carried from the spring of the year until winter unless some one holds them off the market between times. That is the only way that we have flour or grains or potatoes or any other food at other than harvest time. The storing of perishable foods does

not differ in principle from the storing of grain or kindred foods.

"The men who make a business of purchasing eggs, butter or other perishable products during the period of heavy production and who hold them for sale later on are doing a very important service for consumers. For this they are entitled to a fair return, not only on their capital invested but also on their expert knowledge and the risk that they assume. No one guarantees them a profit. In fact, in some years they suffer heavy losses. Necessarily, they must make more than an ordinary profit in other years or they could not continue in business.

"The men who store these foods are neither gamblers nor speculators.

There should be less talk of ways and means to handicap and harass sold storage warehouses and those who store food in them. There should be more talk about how to help and encourage these men. It is only through the storing of the surplus that it is possible for the producer to receive a satisfactory price and for the consumer to have a supply of food during the non-producing season at a reasonable price, considering conditions."

The egg and poultry trade has been attracted by and interested in the National campaign advertising dairy products that has been undertaken by the National Dairy Council. Some day the National Poultry, Butter and Egg Association, or some other organization of egg and poultry people, will devise means of doing the same thing for eggs and poultry. Hence, egg and poultry people are interested in what the dairy products people are doing. To the National campaign now under way has been added the city-selling campaign, the purpose of which is to enable individual dealers in any given town to reap the cumulative benefits of both the National and city-selling campaign. The plan, as outlined, is to have all dealers in dairy products in a given town pool their advertising money and let this money be expended locally under the direction of the National Dairy Council advertising experts.

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

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

Coleman
(Brand)
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LEMON
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Pure High Grade
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FOOTE & JENKS
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Products Sold Only
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Brands Recommended
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We Are in the Market Daily to Buy **BEANS**
White Beans, Red Kidney Beans, Brown Swedish Beans
Also CLOVER SEED
Write or call
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Everything in

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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.

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Dealers in
Hides, Pelts, Tallow, Furs
and Wool
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104-106 West Market St.
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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.

LENTEN LEADERS.

Seasonable Hints For Live Retail Grocers.

Written for the Tradesman.

In the lenten season the grocer has a chance to cut deeply into the trade of his friend and competitor, the retail butcher. He should take full advantage of the chance to demonstrate that he can provide tasty meals without violating in the least the literal lenten prescription of abstinence. The results will be felt, not merely in immediate returns, but in improved business all the year round.

Most people don't really appreciate how many substitutes for meat the grocery department has to offer. The grocery is not simply a place where sugar, tea, coffee, soda biscuits and salt herring are sold.

Fish is, of course, the great lenten staple. Now or never is the time for the grocer to institute that long-planned fish department. Most grocers, indeed, handle salt and smoked fish as regular staples, but fresh fish will now sell to good advantage. In many cases where this department has been taken on experimentally for the lenten season, it has been continued as a permanent thing.

Then the canned fish can be moved out in large quantities. Canned salmon, kippered herring, sardines, lobsters and other lines are good sellers.

In this connection the merchant does well to study the lenten problem from the customer's point of view. With many the proscription of all meats is absolute; with others it is voluntary. And many more who do not regard the proscription on religious grounds will be encouraged to do so if the grocer educates them to the opportunities of substituting tasty and nutritious foods that are not under the ban.

Canned goods of all kinds—except meats—can be pushed. For instance, baked beans will sell well. Then canned fruits and vegetables will add zest to the lenten bill of fare.

Here it will pay the grocer to study his wife's recipe book. In this he will find many suggestions. The household pages of the newspapers—particularly the Sunday papers—and the current magazines contain many lenten suggestions. One merchant on the lookout for business bulletined a long string of lenten recipes in his windows, accompanying these bulletins with displays of the ingredients suggested.

Thus, macaroni and cheese make a good meat substitute. Then macaroni can be used with tomatoes or tomatoes with cheese. And so on. Studying the recipes will give the merchant many a clue to the possibilities.

One merchant makes a good all-the-year-round advertising feature of recipes. He runs a daily recipe in his advertising space and then goes on to talk of the ingredients. This idea can be adapted to the lenten season. Another merchant, more astute—perhaps with a bit of Scotch in his ancestry—helped the household editors of the local dailies in their search for timely recipes and timed his advertising to fit in with their suggestions. The main thing in lenten advertis-

ing is to educate people to the opportunities in lenten foodstuffs, which will take the place of meat. Make suggestions. Advertise the foodstuffs, and show how they can be used to make tasty dishes. Display the goods, in the windows and inside the store. Post up sample recipes where folks can see them. Distribute mimeographed copies of these recipes, if necessary. All these things help.

Incidentally, it is good policy to simultaneously push the dessert lines you handle, including the trimmings. Imported fruits and fresh vegetables—lettuce and onions, for instance—when they come in will be in ready demand. So, too, will syrups, particularly maple syrup. In this latter connection pancake recipes can be advertised and the two lines sold together.

It is almost always as easy to sell two articles as to sell one, provided you can link the two in the customer's mind. So, also, the customer who comes to your store to buy fish or macaroni and cheese as the piece de resistance for his dinner, can if you display the goods and suggest them, be induced to buy his dessert, at the same store. A good idea adopted by some merchants is to get out a list of lenten menus, a bill of fare for an entire week. Many magazines publish menus covering the entire month.

The grocer will find that it pays to help the customer, to put his knowledge of food stuffs and the knowledge he should have of how to combine them, at the customer's disposal. You advertise "Macaroni, two packages for 25c" That is good, so far as it goes; but how many people have more than an inkling of the many uses to which macaroni can be put in the dietary? Show then what they can do with this food, and instead of buying it occasionally they will buy it regularly. The same thing holds true of many other food products.

Show folks how to use things—new ways to use things—and they will use them more than they do. Both merchants and customers will benefit as a result of this advertising policy.

William Edward Park.

Nothing succeeds like the financial success some men make of a failure.



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.



733-35 Ottawa Ave., N. W., Grand Rapids, Mich.

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.

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



Home of the Pleasing
Dornbos Cigars

Bread is the Best Food

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

Fleischmann's Yeast

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

Sell Bread Made With
FLEISCHMANN'S YEAST

DWINELL-WRIGHT CO.'S

White House Coffee and Teas

Experience has taught us that the grocer who can convince himself of the probable satisfaction to be derived from handling "White House" Coffee

AND TEAS AND MAKES THE TRIAL

not only is not disappointed with the result, but becomes its firm friend and promotor. It always works that way. YOU try it and SEE.

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



WOMAN'S WORLD

Knowledge of People a Most Valuable Possession.

Written for the Tradesman.

For all-around usefulness and agreeableness, give me the woman who knows people—who understands human nature. She it is who fully appreciates one's good points and has the largest tolerance for one's shortcomings, and so is the most enjoyable friend. She is the most skillful teacher, and if I were a school superintendent I should employ no other sort. She makes the most competent stenographer and the most efficient saleswoman.

If I were a man, to make certain of happiness I should marry a girl who possessed a good clear insight into human nature. If I were a brother, I should count myself very lucky if my sister were of this kind, and if I were a child I should deem myself supremely blessed to have this sort of woman for my mother. A good working knowledge of human nature is worth a million dollars to anyone. Indeed, a million dollars is too low an estimate—it is worth more than any amount of money. With it, a woman may lose every penny she has and still land on her feet, find friends and happiness in adversity, and eventually compel a return of Fortune's favor. Without it, although one may have many millions, she is bound to find her trip through life a rough life a rough and comfortless journey.

To the woman who wants a career, there are few lines in which knowing people is not essential to her meeting with any degree of success. This same knowledge is no less indispensable to the home woman. The latter in her daily life with her husband and children, in her church, her club, her social activities, in her dealings with her grocer, her butcher, her dressmaker, in her management of her maid, must know human nature, or friction and misunderstanding and trouble will await her at every turn.

What is it to know people? It is, in the first place, to have some comprehension of the great elemental thoughts and feelings and passions that are common to all members of the race—to men and women, rich and poor, high and low, old and young, lettered and unlearned, Christian and pagan. Practically without exception, every human being likes bodily comfort, cheer, brightness and beauty, music, good things to eat, and the praise of his fellow men. All feel impulses and aspirations toward nobleness of character and conduct, and also temptation to evil.

It is amazing how much we all have in common—how slightly removed the aristocrat is from the

ordinary man, how little the saint stands above the sinner. One of the great facts about human nature is that in fundamental things we are very much alike.

Over against this and seemingly contradictory to it is the great fact of individuality. Study the common basic traits and you decide that everybody is just like everybody else. Study the individual traits and you find such dissimilarity of tastes and habits and opinions, that you are likely to reach the conclusion that everybody is entirely different from everybody else.

Whether or not one believes in phrenology as a science, everyone must have a mental picture of the phrenological chart, with its perfect head divided off into sections. The right amount of concentrativeness, in-habitiveness, adhesiveness. Just the proper development of philoprogenitiveness, combativeness, alimentiveness, eventuality, ideality and all the rest. Well, no living man or woman ever had just that kind of a head—that perfect balancing of all the powers and abilities. We are all too much of some things and too little of other things. And our too much and too little do not coincide with other people's. So we have individuality, which in a single word denotes the peculiar and unique combination of characteristics that any one person presents. It is individuality that makes life interesting. Misunderstood, as it often is, it causes no end of enmity and strife among perfectly well-meaning persons.

The knowledge of what is common to all persons—the knowledge of what varies in individuals—these make up the two halves of this most interesting subject, the study of human nature. To begin it you do not need to enter any school or college nor to spend time pouring over books. Your neighbor, the passengers on the street car, the agent who comes to your door, the members of your own household—all may be regarded as specimens for friendly and sympathetic observation. None better can



The Genuine MAPLEINE

Gives satisfaction to
all who use it

Order of your jobber or
Louis Hilfer Co.
1503 Peoples Life Bldg.
Chicago, Ill.

CRESCENT MFG. CO.
Seattle, Wash.

TANGLEFOOT

THE SANITARY FLY DESTROYER
NON-POISONOUS

Our TANGLEFOOT Handy Package, 5 Double Sheets,
Retail for 10c. Saves Labor and Expense of Wrapping.



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

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

Catalog—to merchants

Wilmarth Show Case Company

1542 Jefferson Avenue

Grand Rapids, Mich.

Made In Grand Rapids

FRANKLIN "SUGAR TALKS" TO GROCERS



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

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

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

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

THE FRANKLIN SUGAR REFINING CO., Philadelphia

be had. And do not forget that your own thoughts, feelings, prejudices, and the contradictions of your own nature must come in for a full share of your attention. If you would know others, you must know yourself first.

Some have a surprising knowledge of human nature, without making any effort to acquire it—they are gifted that way. If one of these fortunate ones, regard your native endowment as only a beginning, and go on further. If without any particular aptitude in this direction still do not despair. Bend your mind to the task, and after a time the souls of your fellow beings will be as open books before your eyes.

The woman who knows people is the one who can get her share of life's good things, and can give most acceptably of whatever largess she may have for humanity. She understands the springs of action and conduct. She can apply her talents and powers to advantage. She can make herself felt. She can speak the effective word.

Her presence is restful. She does not rasp irritated nerves nor bruise wounded feelings. She is quick to see weariness and annoyance and antagonism. She never taxes another's patience needlessly. She does not bring up a subject at an inopportune time. For instance, she will not broach the matter of buying a new set of china on an evening when her husband is overtired from a harassing and unsuccessful day.

She is broad-minded and sees how others look at things. She understands human weakness and makes allowance. She can give and take. She is tactful and persuasive and knows how to stroke the fur the right way, but this does not imply that she has no strength of will or that she is lacking in force of character. She understands that others take you very much at your own estimate, and she never makes a doormat of herself. She is pleasant and agreeable but she doesn't spoil people, for she knows that no one ever was made any happier or better satisfied by having every whim humored.

It is the mother who understands human nature who is successful in training and governing her children. She commands their respect and retains their affection. She sees where in she may wisely and justly treat all of them alike, and wherein each temperament has its own peculiar requirements. Whether her sons and daughters are little tots or in their early teens or nearly grown up, her way never seems to them harsh and arbitrary, for she is in sympathy with them and takes into consideration their point of view.

The knowledge of people is not only valuable in itself but it increases the value of every other gift or acquirement. It also makes up for all kinds of deficiencies. It gives to loveliness an added power, and it makes attractive the plain woman who can lay no claim to regularity of feature or symmetry of figure. It is a large and indispensable element in that something that is greater and more potent than beauty—that personal attribute that we call charm. Quillo.

What Is the Object in Advertising?

Mears, March 5—Don't that read like a foolish question?

A recent high priced advertisement in the Saturday Evening Post causes me to wonder. I supposed the real object a firm or individual had in spending money in advertisements was to attract readers to certain goods to create a demand and sell them. The advertisement I refer to was in the Jan. 27 issue and a comment of some was printed in the Feb. 3 issue of the Boot & Shoe Recorder. This comment hits the nail on the head. Of course, I am in the retail shoe business simply with a small stock (\$2,000), with a general line, and probably don't sell as many shoes in a year as this one advertisement cost. But let me impress it on your mind that there is nothing in that advertisement which would make me anxious to buy that line to retail. In fact, from my standpoint, it seems simply an awful knock on every shoe dealer, manufacturer or jobber of any other make.

If you pick up the Feb. 24 issue of the Saturday Evening Post you will find another hot air advertisement for the same shoe that is half "knock my competitors." Now, this make of shoe may be the very best on the market. It may be the best, or this firm may even raise pedigreed cattle to get the finest leather to make the best shoe. I admit this may be so. Nor am I in a position to deny it, as before their January advertisement I had never heard of the firm. That is a fact alone that surprises me, as a few weeks ago Harry Tice and Leo Spellman, two of my competitors, dropped in and told me all they knew, so I thought I knew everything, but I had never heard of the only one, the only big, the only honest shoe made! See what they say about fitting! Why could a merchant keep all sizes any easier with their line than with another? I would like to see them or any one try to work off a four EE shoe on a customer of mine who finds a perfect fit in a number three and a half D.

Every one loves a booster. Every one tolerates a kicker, but all hate a knocker. Chronic Kicker.

[The advertisements referred to are those of the Regal Shoe Co. They are deliberate insults to the retail shoe dealers of the country and should be so treated by the trade.—Ed. Tradesman.]

But what a lot of near truth comes out in a political campaign!

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

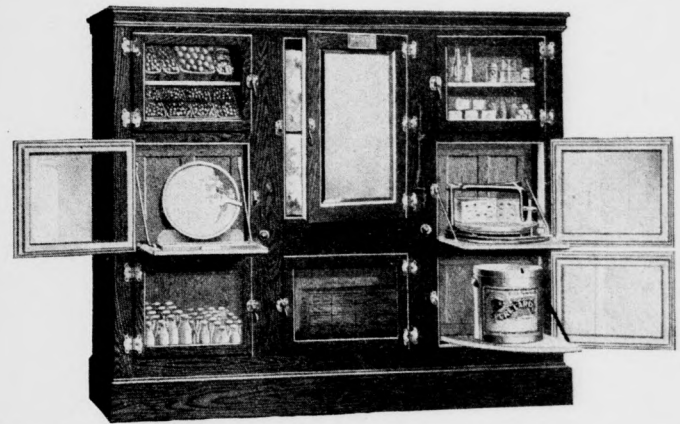


Registered, U. S. Pat. Off.

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.**



You Can Increase Your Business

Your sales of creamery products and other perishable foods, fruits, candies, delicatessens, etc., will show a large increase if you display them attractively in a McCray sanitary display refrigerator.

Keep your perishable foods clean, fresh and tempting to retain your old customers and win new ones. A clean sanitary store draws trade. Equip your store with

MCCRAY SANITARY REFRIGERATORS

and stop leakage and losses in your business, prevent the waste of perishable foods from tainting and spoiling, increase your sales and bank account. We carry a large variety of stock sizes ready for immediate shipment and build special equipment to suit any space or store arrangement.

Write Now for Catalog and "Easy Payment Plan"

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

MCCRAY REFRIGERATOR CO.

744 Lake St., Kendallville, Ind.
Detroit Salesroom, 239 Michigan Ave. Agencies in all Principal Cities

**PINE TREE BRAND
Timothy Seed**



**AN EXTRA
RECLEANED AND
PURE SEED
AT
MODERATE COST**

**DEALERS
WRITE FOR
SAMPLE, TEST
AND PRICE**

**The Albert Dickinson Co.
SEED MERCHANTS**

Established 1854

CHICAGO

MINNEAPOLIS



Michigan Retail Hardware Association.
 President—James W. Tyre, Detroit.
 Vice-President—Joseph C. Fischer, Ann Arbor.
 Secretary—Arthur J. Scott, Marine City.
 Treasurer—William Moore, Detroit.

Outside Work Can Help the Hardware Dealer.

Written for the Tradesman.
 Personal salesmanship is undoubtedly the most effective means of business getting. This does not in the least detract from the value of newspaper advertising, window display, circularizing, show cards, and all the other incidentals to good merchandising. But the value of personal salesmanship is emphasized by the advice handed out by more than one experienced merchant in regard to newspaper copy, window arrangement and card-writing.

"Make your newspaper advertising sound as if you were talking to the man who reads it. Make the display talk to the fellow in the street. Make the show card, not mere words, but a salutation." That is the advice, not of theorists, but of practical men who have selling experience to back them.

It indicates that the personal element is the big element in all merchandising.

So the merchant who goes after business personally is taking the quickest, most direct and most effective method of securing trade.

Hardware dealers are divided on this question of outside canvassing. In my own town several firms have their regular "road men" who make periodical trips through the country. These firms, however, handle implements as well as hardware, and the implement phase of the business is featured by the road men. Another very successful firm which handles hardware chiefly and implements very little has no outside canvassers. But—here's the point—if the boss, or the head clerk, or the junior or anyone else meets me on the street, I find myself reminded of that paint order I talked about last fall, or the need of aluminum ware or housecleaning lines manages to work very innocently into the conversation. Mine is, of course, a comparatively small city, approximately 16,000 people. Ten or twelve miles away is a town of 2,000 people. There the leading hardware firm has road work reduced to a science. The canvassers for that firm take orders to within two miles of my own town. They sell everything from a needle to a tractor, and they'll take pretty nearly anything commercial in payment, too.

On the other hand, I have in mind a business in a big city where nothing save small hardware is handled. Thousands of people pass that store

every day. Newspaper advertising, features, window displays, the recollection of past satisfactory service, bring them in.

As will be seen, everything depends on circumstances. The hardware dealer, in deciding whether or not to try outside canvassing, has to study his individual circumstances, experiment if necessary, and decide for himself whether or not the system suits his own needs.

Right now, just before the spring trade starts to move, and a little later, while the spring trade is still moving slowly, is a good time for outside canvassing.

For instance, the farmer needs quite a lot of stuff right now. He needs wire fencing, nails and tools for repair work, paint for retouching wagons and implements, roofing for his barns, locks, tools, netting and a hundred and one other articles. There isn't a farmer within reach of the rural 'phone who doesn't need something.

One hardware dealer I know of goes out after this trade. Through the dull winter months, despite the cold, he makes trips through the country taking orders where he can, and getting a good line on prospects. He finds out that Judd Marr intends to paint his barn this spring, that Ed Smith needs a new mower, that Harry Towers thinks the old rail fence is on its last legs. In March he gets out his memorandum book, gets his prospects lined up in his mind, and calls on Judd, Ed. and Harry and sells them the things they need if persistence and stick-to-itiveness can do it. His policy is, to land the farmer before the farmer can make up his mind to drive to town and buy somewhere else.

Of course a good many dealers can't put this much time into canvassing. It is a small town and country district proposition. Nevertheless, there are a host of country prospects who can be reached by the rural 'phone. It takes only a little time in the quiet hours of the day or in the evenings to reach them and talk business.

AGRICULTURAL LIME BUILDING LIME
 Write for Prices
A. B. Knowlson Co.
 203-207 Powers' Theatre Bldg., Grand Rapids, Mich.

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

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



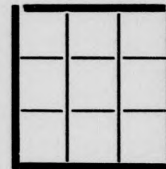
Farm Machinery And Garden Tools

"BRYAN" Plows, Disk Harrows, Land Rollers, Pulverizers, Harrows, Seeders, Corn Planters, Potato Planters, Weeders, Cultivators, Sprayers, Bolster Springs, Wagon Sets, Plow Sets, Buggy Shafts and Poles, Scrapers, "Money-Maker" Silage Cutters and Hay Balers, etc.

Our New Catalog is now in the hands of the printers, and will be mailed free to all who may ask for it.

Brown & Sehler Co.
 Home of Sunbeam Goods
 Grand Rapids Michigan

SOLVE THIS Puzzle and WIN A LOT



To make better known our Summer resort in the heart of the Laurentian Mountains, north of Montreal, we will give a "FREE" building lot to anyone solving this puzzle. Put a figure (no two alike) in each of the 9 squares above so as to make a total of 15 by adding them up and down and crossways.

Send solution with 5c in postage for copy of Prospectus to

THE SHAWMUT LAND CO.
 M. T. Read Bldg, Montreal, Can.



FIRE ESCAPES

For Schools, Public Halls
 Lodge Rooms, Factories

ADOLPH LEITELT IRON WORKS

213 Erie St. Grand Rapids

Foster, Stevens & Co.

Wholesale Hardware



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

Grand Rapids, Mich.

The building season is no longer limited to the warm weather, and much building is now done all the year round; but with the advent of spring building in most localities is sure to take a spurt. A Western hardware dealer believes in going after this trade personally. He seeks out each contractor in his town, and endeavors to get a more or less definite agreement to supply everything required in builders' hardware for the coming season. He gets an estimate on the amount of business the contractor expects to handle. "Tell me beforehand, and I'll buy accordingly. You'll be sure of your goods just when you want them. Then, I can give you a better price if I line up now and anticipate the rise that's sure to come."

In some instances large contractors have their own builders' hardware departments; but there are in every community a good many small jobbing contractors, carpenters who take jobs or build on a semi-speculative basis, who depend on the hardware dealer. This merchant gets a line on everybody in contracting work and adds very largely to his annual turnover in these lines.

Another retailer believes that in his paint campaign a good start makes for a successful season. He aims to have his brand of paint on half a dozen houses before his competitors have started trying to sell theirs. To this end he selects a bunch of his likeliest paint prospects, and goes after them personally. It isn't a perfunctory, take-it-if-you-like selling campaign, either; these prospects are picked out because they are practically sure to buy and because the merchant has specifically decided to sell them.

He does, in at least four cases out of five. Then, when, a little later, he is talking paint to more doubtful prospects, he says: "Is this a good brand? Well, here's the evidence for you. The first twelve houses painted this season have this brand of paint on them. Here's the list. You can telephone these people right now and find out what they think of it. Here's photographs. Isn't this a pretty good looking job? See what it looked like before."

This dealer uses his influence as far as possible to see that his brand of paint is put on by good painters; or, if the householder does the work himself, free advice on all points in painting is at his disposal. Every advance sale is an advertisement. The advance sales themselves are the product of diligent personal canvassing. They give the subsequent campaign an immense impetus.

In connection with the spring housecleaning, a good many dealers send out house-to-house canvassers a few weeks ahead of time to demonstrate their vacuum cleaners. In most towns, vacuum cleaners of some makes are peddled by house to house canvassers: and the retailers find that fighting the devil with fire is the most effective method of boosting this line.

So, too, one or two firms in my district have used the house to house canvasser to introduce aluminum

goods. In one case a tactful, well informed young lady was employed. She took the ordinary small saucepan and demonstrated it in the customer's own kitchen. Then she urged the advisability of purchasing a complete aluminum outfit; if not all at once, then by degrees. Prices were quoted on various combinations of articles; and sales in some instances made on the installment plan.

The modern merchant is more than a store keeper; and if he can do business more efficiently and effectively with the aid of outside canvassers, he should not confine himself to strictly keeping store. **Victor Lauriston.**

New Device of British.

If it is true that the British Admiralty has perfected a new smoke device which generates enough smoke in several minutes to mask a vessel from the enemy's view for several hours, and if the device has been successful in practical tests, then defense from most U-boat attacks is a very simple matter. It is true that the submarine might steal on a vessel unawares and strike before its approach had been discovered, but this would be a comparatively rare occurrence. The success of the smoke screen would prove once more that the most effective inventions are often those which are so simple that they ought to occur to anybody, but which never do seem to occur to anybody except an inventive genius. People never cease wondering over the marvels wrought by inventions based on principles familiar to all. Revolutionary invention are seldom complicated in their mechanism. Any child could understand the operation of the water wheel, for example. But the water wheel, in its modern form, develops enormous power that would otherwise go to waste. Industrial development would have been impossible without its assistance. That the smoke scheme introduces no new, novel, revolutionary scheme of defense is, therefore, no reason why it may not be perfectly adapted to use in defending ships against submarines. —Rochester Democrat and Chronicle.

The Question Direct.

Lawyer—Do you drink?
Witness (a bit ruffled)—That's my business.
Lawyer—Have you any other business?

Bike Tires at Old Prices
We have 1,000 pairs, bought before the recent 20% advance, that we will sell at old prices until March 15th. 28x1 1/4 Pebble Tread \$1.19 each. Heavy High Grade Goods \$1.50, \$2 and \$2.25 each. Order a few pair subject to approval.
Van Dervoort Hardware Co., Lansing, Mich.

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.



ALASKA
REFRIGERATORS

They have the endorsement of the leading merchants throughout the country, and they have proven their worth countless times under all conditions.



It will be to your advantage to inquire about the ALASKA Refrigerator.

We have been manufacturing refrigerators for the past two generations, and we have built over 1,250,000 in that time.

We should appreciate the opportunity to explain to you the various merit points of the ALASKA principles of construction. The ALASKA Drafting Department is at your service to submit blue prints free of charge, and to assist you in working out any details pertaining to refrigerations that may be called for by your requirements.

A copy of our latest catalogue is yours for the mere asking. Inquire about our deferred payment plan.

The Alaska Refrigerator Co.

Detroit Branch, 207 Broadway Market Bldg. Muskegon, Mich.

Represented Everywhere



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.

UPPER PENINSULA.

Recent News of the Cloverland of Michigan.

Sault Ste. Marie, March 5—D. Harrison, tinsmith, is moving his shop to his new location at 204 East Spruce street. The new quarters, now being rebuilt, will make one of the best steel metal and pipe fitting shops in the city.

According to reports brought back by the Soo stockholders from the meeting of the Abbott Corporation, which took place at Cleveland last week, our well known jeweler and promoter, W. T. Feetham, made the hit of the meeting. Bill was somewhat modest at the start, but when he was the unanimous choice for toastmaster, he opened up the programme at the banquet in a manner which would make Chauncey Depew sit up and take notice. H. E. Fletcher and W. L. Murdock were the other Soosites at the meeting, and justly felt proud of the record of the Soo man. It is affairs of this kind which puts the Soo on the map as a live town.

St. Ignace has lost one of her esteemed citizens and grocers in the death of William H. Wood, who passed away last Saturday after a long illness. He lived at St. Ignace for thirty-seven years. About twenty-five years ago he opened a grocery store. In later years he disposed of the greater part of his stock and specialized in confectionery, fruit, etc. He leaves a widow and several children. Mr. Wood was well and favorably known as an upright citizen and his numerous friends offer their sincere sympathy to the bereaved.

Clyde's latest health note is, "Early to bed and early to rise, boil the water and swat the flies."

While the vessel owners are anxious for an early opening of navigation, heavier ice than usual is found in the Soo river and Nud Lake. From all appearances there will be a late opening of navigation this year.

The Civic League at St. Ignace plans to transform the city's vacant lots into garden patches. This is a move in the right direction. If all the vacant lots throughout Cloverland are utilized in this manner, there will undoubtedly be a big crop next year.

Daniel McLeod, the lumber king of Garnet, was a business visitor here last week and is as happy as ever. His only kick is his inability to get cars to ship the lumber which is sold. He is not worrying, however, as the price of lumber is soaring in the right direction.

"Being continually busy means being contented."

Mr. Erskin, the well-known merchant at Moran, has installed a new

street light between his store and the railroad, which gives the town a metropolitan air when passing in a hurry at night.

"If you want to be a wise man, agree with everybody."

N. L. Martin, one of our leading printers, accompanied by his wife, returned last week from a trip to California, where they had been spending the winter. Mr. Martin said he noticed quite a change in the temperature when getting back to the good old Soo, although he always had a warm spot in his heart for his home town, which is the only warmth noticeable.

A. H. Eddy, proprietor of the Eddy Food Emporium who, with his wife are spending part of the winter in Florida, send greetings to their Soo friends and relate the good times they are having under the shade of the old orange trees. The car of grape fruit he helped pick has not yet arrived. William G. Tapert.

Business Men of Comstock Park Active.

Comstock Park, March 5—Comstock Park has many advantages in the way of factory sites, also a good place to live, lots of room for people who can afford a rural home outside of the city of Grand Rapids, with its splendid school, a good church to attend, good water from the beautiful hills and a new bank for the people's use in the near future, located on the west bank of beautiful Grand River. With the Grand Rapids Railway Company's street car line giving ten minute service, only four miles from the city, two railroads, the Grand Rapids & Indiana and Pere Marquette, which have promised good shipping for everybody concerned, some of the best auto roads in the State, with its beautiful State bass hatchery, one of the most attractive views in the State, where the West Michigan State fair is held and attended by thousands of visitors from every part of the State.

About the first of the year one man conceived the idea of helping his little home town, as he had been around the State a great deal and had seen what other little towns were doing; so he began to test out his ideas of helping Comstock Park. The Comstock Park Improvement Association was formed, with a President, Vice-President, Secretary and Treasurer, executive committee and other sub-committees. Now, by our little effort, we will have a canning factory this spring to start out with. We also are going to have better fire protection and electric lights in the near future, as our business men see that by putting their shoulders to the wheel we will have a better town for the farmers to come to do their trading. We have one of the best feed mills anywhere for the public to stop at on their way to the city. We hope that any manufacturers who are looking for sites will come and see this little town before they locate elsewhere.

John A. Cross,
 Frank Burt,
 Edward Joyce,
 Committee on Advertising.

A manicure artist who could polish a man's brains would fill a long felt want.

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

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.

Hotel Geib For Sale

I offer for sale the furniture and fixtures of Hotel Geib. Immediate possession given and a good trade. Satisfactory patronage.

L. F. GEIB,
 Eaton Rapids.

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

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

Hotel Charlevoix
 Detroit
 EUROPEAN PLAN

Absolutely Fire Proof

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

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

New Hotel Mertens

GRAND RAPIDS

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

Union Station



VAN TONGEREN CIGAR CO., Makers

HOLLAND, MICH.

Boomlets From Bay City.

Bay City, March 5—Goldberg & Berner's department store was partially destroyed by fire Saturday night. The estimated loss on stock is \$7,000 to \$8,000 and \$1,000 to building. Both losses are covered by insurance.

Newell A. Eddy, prominent in business affairs in this city for the past thirty years, died very suddenly Wednesday evening at his home, 615 Grant street, following an attack of acute indigestion and heart failure. Mr. Eddy was one of the pioneer lumbermen of the State and a member of the well-known lumber firm of Eddy Bros. & Co., who did an extensive lumber business up to a few years ago.

Frank H. Mohr, prominent business man of this city, who was appointed by Governor Ferris a member of the Board of Control of the Michigan Farm Colony for Epileptics, has resigned as a member of the Board. H. F. Bush, of Caro, is to be his successor.

Hugo Kaiser, who has been employed as clerk in the drug store of Kelley & Co., East Tawas, for several years, will engage in the drug business on his own account in Tawas City. He will occupy the building formerly used as a postoffice.

S. E. Barrett, for several years Detroit representative of the Mayer Shoe Co., of Milwaukee, died very suddenly Friday, March 2.

N. C. Knaggs, a former Bay City boy, has opened a store at Sand Lake and will carry a line of general merchandise.

Fred J. Fenske, who for several years has been in the employ of the Bay City branch of the National Grocer Co. as city salesman, has resigned and accepted a position with the Canton Account File Co. and will have Northeastern Michigan as his territory.

Wm. R. Harper, Secretary of the Michigan Live Stock Sanitary Commission, has been investigating reports of domestic animals having been bitten by rabid dogs and a three day trip in Clare, Midland and Gladwin counties has led him to recommend that dogs in those counties be placed under a ninety day quarantine. Secretary Harper says vigorous action at this time may prevent an epidemic of rabies later in the season.

The United States Court in this city has been busy the past week hearing cases in bankruptcy: Edward Cooley, doing business as Daniels & Cooley, Wacousta, retail merchants, has filed a petition, placing his liabilities at \$4,549.14 and his assets at \$4,013.27; American Top Co., of Jackson, with liabilities at \$117,492.67 and assets at \$20,959.50; William E. Pease, of Washtenaw county, with liabilities at \$1,580.61 and assets at \$750. A petition has also been filed by Benjamin A. Ware, doing business as the Niagara Laundry Co., of Jackson. He places his liabilities at \$3,919.76 and his assets at \$3,150.

The plant of the S. L. Eastman Flooring Co., at Saginaw, was visited by fire Friday night, causing a loss estimated at \$75,000. The flooring mill proper and three dry kilns were destroyed but three large lumber warehouses and a chemical factory adjoining, all owned by the Eastman company, were saved.

William T. Ballamy.

Back to Land Move Unaided by Parcel Post.

Ionia, March 5—I was reared on a farm. For thirty years I followed a successful business career in Chicago.

I knew by observation and experience how hard it is for city people to get strictly fresh eggs, green vegetables with the dew still on them, and all the other products of the farm in a fresh, sanitary and wholesome condition.

Four years ago I gave up my business position, came over here to Mich-

igan and started a farm for supplying all sorts of farm produce to city people. I was equipped to produce eggs, butter, fresh poultry, fresh fruits and such home made delicacies as jams, jellies, vinegar, and catsup.

At the time I started my farm, the parcel post was being inaugurated by the Government. It seemed to open the way for the speedy and safe delivery to the city consumer of all the farm products in the small quantities needed by the average family. The farm papers of the time were full of articles and interviews with Postmaster General Bureson and other officials which seemed to make it sure that the plan would work successfully.

My ambitions were modest. As a start I only wanted to get a list of fifty families who would be regular weekly customers for all or part of the goods I produced. But believe me, it was hard to even get started. The postoffice service published and distributed in both Chicago and De-

lessly left in exposed positions on railroad station platforms. At any rate they do not reach their destination.

I have made many complaints to the proper authorities. One complaint referred to the breakage of three packages of eggs and the loss of three baskets of chickens, all in a short time. In answer I was told that investigation showed no irregularity in handling and was advised to insure my packages.

In each of the last three cases I lost a customer, because the chickens failed to arrive for a carefully planned dinner and the housewife was disappointed and angry. I cannot afford to insure every small package I send out. The cost of postage, special package, and packing makes the price I am obliged to charge as high as the customer is willing to pay.

Consequently I cannot make from producer to consumer by parcel post work. Nemo.

John E. Linihan Joins Alart & McGuire.

John E. Linihan, well known in food trade circles for many years as Vice-President and General Manager of the United Cereal Mills Co., of Chicago, and Quincy, Ill., and at one time President of the American Specialty Manufacturers' Association, has accepted a position as general sales counselor and advertising manager of the Alart & McGuire Co., of New York.

Mr. Linihan is one of the best known specialty men in the country. Born in Battle Creek, he grew into its breakfast food business when it gradually came to the front from that center twenty years or more ago, and was general manager of the Battle Creek Breakfast Food Co. in 1903 when it removed to Quincy and Chicago and became the Egg-O-See Co., of which Mr. Linihan remained the head. When it again changed its name to the United Cereal Mills Co. Mr. Linihan became sales manager and Vice-President, which position he retained until last November.

Although the Alart & McGuire Co. makes no definite announcement of its intentions, its acquisition of the services of Mr. Linihan is presumed to indicate an intention to enlarge the scope of its specialty business. The house is well known as probably the largest packer of pickles for the grocery trade in the country, although it has not been largely known as a specialty house, save as owning the Waw Waw Packing Co. Its reputation, covering sixty years, is such as to indicate, when it now appears with its own selected brands, it will be cordially received by the wholesale and retail distributors, especially with its business in as experienced hands as Mr. Linihan's.

Resolutions of Respect.

Traverse City, March 5—At a regular meeting of Traverse City Council, held Feb. 24, the following resolution was adopted.

Whereas—It has pleased Almighty God to call Brother Frank Freidrich from his labor on earth; therefore be it

Resolved—That Traverse City Council extend to the bereaved family our sympathy in this, their hour of sadness and be it further

Resolved—That a copy of these resolutions be spread on our records and our charter be draped for a period of ninety days.

S. B. Taylor,
W. J. Walker,
W. G. Wyman,
Committee on Resolutions.

Patriotism on Exchange.

The Chicago Butter and Egg Board, which recently passed an amendment excluding from membership all who are not citizens of the United States, has decided to issue privilege tickets to persons and firms engaged in the butter and egg business whose members are not citizens of the United States, at a cost of \$25 a year, or to persons or firms not engaged in the butter and egg business at a cost of \$10 a year.

The Naylor Upholstering Co. has been incorporated with an authorized capital stock of \$4,000, all of which has been subscribed and paid in in property.

AMERICA UNAFRAID.

I.

America will wake
To the stern task before her. She will break
The bonds of Sloth and dull Indifference,
And, with the soul of Lincoln in her eyes,
Dare to be great and wise;
Dare to be valiant with the valor still
That echoes from the crest of Bunker Hill;
The valor that gave Grant and Lee their fame
After the battle-flame;
The valor that has kept our country whole
While the clean years unroll;
The valor that has giv'n us all body and heart and soul!

II.

America will be
As one in her old love of Liberty.
She will remember naught of party and creed
In her great hour of need;
But, one in spirit, one in high accord,
Her people will wait the final word
That bids them strike for Justice. Her keen sword
Will never be unsheathed, save in the name of Christ, our Lord!

III.

There is a fear
Running through our broad country, far and near;
A rumor that Teutonic traitors at our gate
Whisper and plan and wait;
A rumor that beneath us crawls the hostile worm of Hate
It may be so! But I believe that now
Each man can disavow
Old enmities, and, loyal to the end,
Count it his privilege to be this country's friend;
Count it his right to suffer for the land
That hailed him, and stretched forth a welcoming hand
When he, heart-broken, from an alien shore,
Came as a stranger to our open door.

IV.

America, beware!
Lest, knowing the red burden you must bear,
You falter now! We pray for Peace—white Peace;
Yet if soft days must cease,
We shall go forth, fearless, and as one,
Until our task for Liberty is done.

Charles Hanson Towne.

troit a list of producers, with what each of them offered for sale.

Many thousands of these lists were delivered by the postmen to the residences of patrons of the postoffice. I, at least, got from them all no response whatever.

I then tried advertising in the city newspapers, sending out circulars and regular bulletins of prices. I also wrote personal letters to many possible customers. Through these various methods, after four years' effort, I finally got together a fairly good list of regular customers.

But this hard won list of mine is being constantly reduced by failures in the delivery service. Eggs put up in packages approved by the postoffice department are smashed in transit; dressed chickens, packed neatly in baskets, ready for the roasting pan, are lost, or at least, never delivered.

Perhaps some of the postal employees may be fond of roast chicken or the baskets may have been care-

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, March 7—Creamery butter, extras, 40@41c; first 37@38c; common, 35@36c; dairy, common to choice, 28@35c; poor to common, all kinds, 25@28c.

Cheese—No. 1 new, 24c; choice, 23c; old 24@25c.

Eggs—Choice, new laid, 32@33c, fancy hennerly, 34@35c.

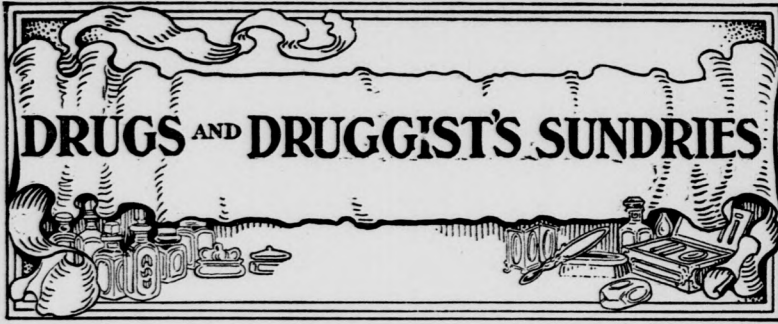
Poultry (live)—Fowls, 20@24c, springs, 20@24c; old cox, 16@17c; ducks, 20@22c.

Dressed Poultry—Turks, per lb., 28@33c. chicks, 22@26c; fowl, 22@25c.

Beans—Medium, \$7.50@7.75; pea, \$7.50@7.75; Red Kidney, \$7.75@8.00; White Kidney, \$8.00@8.25; Marrow, \$7.75@8.00.

Potatoes—\$2.50@2.75 per bu.
Rea & Witzig.

A bachelor who reads the marriage notices isn't satisfied with his lot.



Formula For Excellent Ointment Base.

Is there—we may ask—such a thing as an ideal universal ointment base? One which will perform all the requirements necessary to such an article? The pharmaceutical world has accepted for many a long year lard as a base for many ointments, with its separation, graining and quick rancid quality. They have accepted petrolatum for its economy sake, with very little else to recommend it. Lanoline has been given a place for its absorbing quality, although it is a sticky, messy product to work with and rather expensive at the present time. Is the pharmacist ready to accept a new base which will perform the service of all three mentioned—lard, petrolatum and lanoline—an article which is a good carrier, quickly absorbed and practically non-rancid, with economy in cost?

It seems that most other branches of commercial science in which oils and fats are used are very quick to grasp and make use of any article which seems good, and the product of which I am about to write is no exception. This product is known as hydrogenated or hardened oil, and is being used in the soap, leather, lubricating and edible fat trades, as well as in the manufacture of oleomargarine and butter substitute compounds. But up to the present writing I have failed to hear of its use in pharmacy.

A brief outline as to what it is and its manufacture would not be out of place. First, it is an oil in which a portion or all of the olein has been changed into stearine by the action of hydrogen upon it. Most any oil will answer the purpose—cottonseed, olive, sesame, corn, castor, linseed and marine animal oils. Ellis gives the following outline as to its manufacture on commercial lines: "Cottonseed oil, as the material to be treated, is heated to about 350 degrees F., under pressure, in a specially constructed apparatus, and for each hundred weight of oil, one pound of finely divided nickel is added, to be used as a catalizer. The oil and nickel is then subjected to the action of hydrogen until the oil has absorbed chemically 100 cubic feet of hydrogen, or about one pound. The nickel is then removed by filtration, and the resulting product drawn off, this fat now having a melting point around 120 to 140 degrees F." It is a product slightly harder than lard, with all its advantages and none of its disadvantages, as a cooking fat.

We are, however, interested more in its pharmaceutical use. After many experiments with this fat as an oint-

ment base, covering a period of somewhat over a year, it was found that in no case was there a drawback in its use as an ointment base. Its skin-absorbing quality ranks with that of cottonseed and olive oil. It has an iodine number around 50. Products made from it over a year ago still stand up in perfect condition and has not become rancid.

For simple ointment, all or, at least half, of the wax can be left out, and a fine, smooth product results. An ointment of any of the extracts, such as belladonna, stramonium, etc., are in perfect condition, have not separated in the least, and are just as fresh as when first made. Ointments made of dry materials, such as tannic acid, chrysarobin, nutgall, iodine, iodoform and sulphur, will produce a perfect compound and one which is of fine quality in every respect. Tar and phenol also showed good results. With zinc ointment it was found necessary to add 5 per cent. of a softening agent. Castor oil gave the best results and produced a smooth, clean ointment, beyond expectations, and after standing about seventeen months is still as good as ever. No alteration in the product can be noticed. While it was not found necessary to add benzoin for the keeping quality, a little was added in order to improve the odor, etc. All these ointments have stood the test of winter and summer-keeping quality. None of them have separated in the least, nor is any graining to be noticed at any point. The last experiment to be tried was that of making a cold cream from this base, and the results were just as pleasing as ever. The following was the formula used: White wax, one pound; cottonseed oil, one and one-half pints; hydrogenated oil, four pounds; water, two and one-fourth pints; borax, one ounce; tincture benzoin, one ounce. Perfume to suit, fifty grains to the pound of finished material.

There is no doubt but what many other ointments could be made from this base, and it seems to me that it is up to the pharmacist to push ahead a bit and take advantage of those things which modern chemistry places in his way. Just to sit still and keep on in the same place that our grandfathers did will get us no where at all. Try this out for your own satisfaction as well as that of the physicians and public.

W. M. Linnett, Jr.

Foolishment.

Bill Johnson one day made a bluff
At chemistry—mixing some stuff.
A match Johnson dropped,
And before his friends stopped
They had found a front tooth and one
cuff.

It's Pure, That's Sure



PIPER ICE CREAM CO.

Kalamazoo

:::

Michigan

The Criterion Line Wall Papers

Our fresh, smart selections of artistic wall coverings shown in both our New and Job lines far surpass those of any previous year.

Our service is unexcelled.

Paints

We carry a complete line of Paints, Varnishes, Painters' Supplies and Sundries.

We manufacture *Criterion* Paints.

Window Shades

We maintain a department devoted exclusively to the manufacture of window shades.

Send us your special orders

HEYSTEK & CANFIELD CO.
GRAND RAPIDS, MICH.

Seasonable Goods

White Lead, Mixed Paints, Colors in Oil, Paris Green, Lime & Sulphur Solution, Arsenate of Lead, Bug Finishes, Linseed Oil, Turpentine.

Soda Fountains, Store Fixtures.

Rock Candy Syrup, Fruit Juices, Crushed Fruits, and all Extracts, Flavors, etc., used in soda fountain work.

Electric Mixers, Glasses, Carbonators, Tables, Chairs, Stools, and all appurtenances used in connection with the sale of soda water and in ice cream parlors.

Hazeltine & Perkins Drug Co.

Wholesale Druggists

Grand Rapids, Michigan

Three-Layer Brick No. 1

Is a most welcome fashion in PIPER'S DELICIOUS ICE CREAM.

The Top Layer is PIPER'S PISTACHIO ICE CREAM. It contains genuine Pistachio nuts, imported directly from Turkey. Our special methods of freezing bring out the full flavor of this nut, which is unequalled in this country because of its dainty taste.

The Bottom Layer is PIPER'S VANILLA ICE CREAM. It is flavored with genuine Mexican vanilla. This gives a full, rich smoothness which comes only from the genuine imported Mexican Beans.

The Center is a dainty Orange Ice—the pure juices of the best selected Sunkist Oranges, the whites of fresh, country eggs, and the purest cane sugar. Carefully frozen, and comes smooth and sweet, with the natural orange flavor.

Three-Layer Bricks sliced up like cake make a handsome serving, and the different flavors blend deliciously. Carefully wrapped, packed at zero temperature, and delivered anywhere on receipt of order.

Why not treat your customers to something extra nice this week—order THREE-LAYER BRICKS NO. 1.



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		Alkalis		Essentials		Gums		Leaves		Oils		Resins		Seeds		Tinctures																																																																																																																			
Boric (Powd.)	17@ 25	Ammonia	Water, 26 deg.	Water, 18 deg.	Water, 14 deg.	Carbonate	Chloride	Copaiba	Fir (Canada)	Fir (Oregon)	Peru	Tolu	Cassia (ordinary)	Cassia (Saigon)	Elm (powd. 35c)	Sassafras (pow. 35c)	Soap Cut (powd.)	Cubeb	Fish	Juniper	Prickley Ash	Licorice	Licorice powdered	Arnica	Chamomile (Ger.)	Chamomile (Rom.)	Arnica	Acacia, 2nd	Acacia, 3rd	Acacia, Sorts	Acacia, powdered	Aloes (Barb. Pow)	Aloes (Cape Pow)	Aloes (Soc. Pow.)	Asafoetida	Asafoetida, Powd.	U. S. P. Powd.	Camphor	Guaiac	Guaiac, powdered	Kino	Kino, powdered	Myrrh	Myrrh, powdered	Opium	Opium, powd.	Opium, gran.	Shellac	Shellac, Bleached	Tragacanth	Tragacanth powder	Turpentine	Acantharides	Bismuth, Subnitrate	Borax xtal or powdered	Cantharides po	Calomel	Capsicum	Carmine	Cassia Buds	Cloves	Chalk Prepared	Chalk Precipitated	Chloroform	Chloral Hydrate	Cocaine	Cocoa Butter	Corks, list, less	Copperas, bls.	Copperas, less	Copperas, powd.	Corrosive Sublim.	Cream Tartar	Cuttlebone	Dextrine	Dover's Powder	Emery, all Nos.	Emery, powdered	Epsom Salts, bls.	Epsom Salts, less	Ergot	Ergot, powdered	Flake White	Formaldehyde lb.	Gelatine	Glassware, full cs.	Glassware, less	Glauber Salts bbl.	Glauber Salts less	Glue, Brown	Glue, Brown Grd.	Glue, white	Glue, white grd.	Glycerine	Hops	Hops	Iodine	Iodoform	Lead Acetate	Lycopodium	Mace	Mace, powdered	Menthol	Morphine	Nux Vomica	Nux Vomica, pow.	Pepper, black pow.	Pepper, white	Pitch, Burgundy	Quassia	Quinine	Rochelle Salts	Saccharine oz.	Salt Peter	Seidlitz Mixture	Soap, green	Soap, mott castile	Soap, white castile	Soap, white castile less, per bar	Soda Ash	Soda Bicarbonate	Soda, Sal	Spirits Camphor	Sulphur roll	Sulphur Subl.	Tamarinds	Tartar Emetic	Turpentine Ven.	Vanilla Ex. pure	Witch Hazel	Zinc Sulphate

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

Table with columns: ADVANCED, DECLINED, and Canned Meats. Lists various grocery items like broom, washboards, and canned meats with their respective prices.

Index to Markets

Index to Markets by Columns. A vertical list of market categories from A to Y, including Ammonia, Baked Beans, Butter, etc., with corresponding page numbers.

Main price list section 1. Contains sub-sections: AMMONIA, AXLE GREASE, BAKED BEANS, BATH BRICK, BLUING, BREAKFAST FOODS, BROOMS, BRUSHES, BUTTER COLOR, CANDLES, CANNED GOODS, CHEWING GUM, CHOCOLATE, CLOTHES LINE, COCOA, COCONUT, COFFEES ROASTED, CRACKERS, and CRACKERS. Lists various products and their prices.

Main price list section 2 and 3. Contains sub-sections: CHEWING GUM, CHOCOLATE, CLOTHES LINE, COCOA, COCONUT, COFFEES ROASTED, CRACKERS, and CRACKERS. Lists various products and their prices.

SPECIAL PRICE CURRENT

12

13

14

Table with 2 columns: Item Name and Price. Includes categories like Smoking, CIGARS, TWINE, VINEGAR, WICKING, and WOODENWARE.

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

Table with 2 columns: Item Name and Price. Includes categories like Window Cleaners, YEAST CAKE, AXLE GREASE, BAKING POWDER, SALT, TEA, and FITZPATRICK BROTHERS' SOAP CHIPS.

15

16

17

Table with 2 columns: Item Name and Price. Includes Window Cleaners (13 in., 14 in., 16 in.).

Table with 2 columns: Item Name and Price. Includes YEAST CAKE (Magic, Sunlight, Yeast Foam).

Table with 2 columns: Item Name and Price. Includes AXLE GREASE (1 lb., 2 lb., 3 lb., 5 lb. boxes).

Table with 2 columns: Item Name and Price. Includes BAKING POWDER (10c, 15c, 25c, 50c, 80c).

Table with 2 columns: Item Name and Price. Includes SALT (Morton's, Royal).

Table with 2 columns: Item Name and Price. Includes TEA (White House, Orange Pekoe).

Table with 2 columns: Item Name and Price. Includes FITZPATRICK BROTHERS' SOAP CHIPS (White City, Tip Top, Palm Soap).

Table with 2 columns: Item Name and Price. Includes Washboards (Banner, Brass, Glass, Double Peerless).

Table with 2 columns: Item Name and Price. Includes Wood Bowls (13 in., 15 in., 17 in., 19 in. Butter).

Table with 2 columns: Item Name and Price. Includes Wrapping Paper (Fibre Manila, Market, Splint).

COFFEE



Table with 2 columns: Item Name and Price. Includes White House, 1 lb., 2 lb., Excelsior Blend, etc.

Distributed by Judson Grocer Co., Grand Rapids; Lee & Cady, Detroit; Lee & Cady, Saginaw; Bay City Grocer Company, Bay City; Brown, Davis & Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fielbach Co., Toledo.



Table with 2 columns: Item Name and Price. Includes Pan-Fired Japan, Basket-Fired Japan, Formosa, Mixed, Orange Pekoe, India and Ceylon.

SOAP (Lautz Bros. & Co. Apply to Michigan, Wisconsin and Duluth, only.)

Table with 2 columns: Item Name and Price. Includes Acorn, Climax, Gloss, Big Master, Naphtha, Oak Leaf, Queen Anne, Queen White, Railroad, Saratoga, White Fleece, White Fleece, 100 cks., White Fleece, 200 cks.

Table with 2 columns: Item Name and Price. Includes Proctor & Gamble Co. (Lenox, Ivory, Wool, Star).

Table with 2 columns: Item Name and Price. Includes Swift & Company (Swift's Pride, White Laundry, Wool, 10 oz. bars).

Table with 2 columns: Item Name and Price. Includes Tradesman Company (Black Hawk, one box, Black Hawk, five bxs, Black Hawk, ten bxs).

Table with 2 columns: Item Name and Price. Includes Soap Compounds (Johnson's Fine, Johnson's XXX, Rub-No-More, Nine O'Clock).

Table with 2 columns: Item Name and Price. Includes WASHING POWDERS (Gold Dust, 24 large packages, 100 small packages).

Table with 2 columns: Item Name and Price. Includes Lautz Bros. & Co. (Snow Boy, 100 pkgs., 60 pkgs., 48 pkgs., 24 pkgs., 20 pkgs.).

Table with 2 columns: Item Name and Price. Includes Naphtha (60 pkgs., 100 pkgs.).

Table with 2 columns: Item Name and Price. Includes Queen Anne (60 5c packages, 24 packages).

Table with 2 columns: Item Name and Price. Includes Oak Leaf (24 packages, 100 5c packages).

Table with 2 columns: Item Name and Price. Includes BBLs (210 lbs., 250 lbs., 225 lbs., 300 lbs.).

The Only Five Cent Cleanser



Guaranteed to Equal the Best 10c Kinds. 80 Can Cases \$3.00 Per Case. 40 Can Cases \$1.60 Per Case. SHOWS A PROFIT OF 40%. Handled by All Jobbers. Place an order with your jobber. If goods are not satisfactory return same at our expense.—FITZPATRICK BROS.

Economic Coupon Books. They save time and expense. They prevent disputes. They put credit transactions on cash basis. Free samples on application. TRADESMAN COMPANY, Grand Rapids, Mich.

Usual Experience With the Adjustment Company.

The sympathy of the Tradesman goes out to its Detroit correspondent, James M. Goldstein, in his present predicament. As stated in last week's paper, a fire occurred at his home while he and his wife were away for a few hours. Like the methodical business man he is, he immediately had a detailed estimate made of the loss on both building and contents and now he is awaiting the action of the high handed adjuster who has been assigned the settlement of the loss. The situation is graphically described by Mr. Goldstein in a letter dated March 6, as follows:

"I had a contractor go over the building, so I would be ready for the insurance appraisal. The difficulty, however, is in getting the adjuster out to the house. Although the fire happened a week ago Saturday, up to noon to-day no one had shown up. If he does not show up to-day, I will wire the company direct. The way I have been treated by the insurance company is a rotten shame. The windows in the basement are boarded up, as well as those on the first floor. As usual, the insurance company has a regular adjustment company looking after its part of the work in the city. I am looking for trouble—and am prepared for it."

This is the usual experience of every policy holder who has a loss and does not have a specific stipulation in his policy that the loss must be adjusted by a representative of the insurance company, instead of an adjustment bureau which cares nothing for the feelings of the policy holder or the good name of the insurance company. Any man carrying insurance who accepts a policy of this kind from his agent is simply building up trouble for himself in the event of a loss by fire.

Manufacturing Matters.

Detroit—The Holihan Manufacturing Co. engaged in the manufacture of auto parts, etc., has changed its name to Motors Metal Manufacturing Co.

Munising—The Munising Veneer Co. and the Munising Woodenware Co. have consolidated under the style of the Munising Woodenware Co. and the capitalization has been increased from \$50,000 to \$200,000.

Detroit—The Liquid Dispensing Register Co. has been organized to manufacture a liquid dispensing register with an authorized capital stock of \$2,000, all of which has been subscribed and paid in in cash.

Manistee—The State Lumber Company of Manistee has been re-incorporated to continue corporate existence with an authorized capital stock of \$50,000, all of which has been subscribed and \$33,333.13 paid in.

Detroit—The Brown-Hare-Parsons Co. has engaged in the manufacture of auto accessories with an authorized capital stock of \$25,000, of which amount \$20,000 has been subscribed, \$1,500 paid in in cash and \$1,000 paid in in property.

Comstock Park—H. C. Hachmuth has merged his business into a stock

company under the style of the Hachmuth Pure Food Co., with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed, \$13,000 paid in in cash and \$12,000 paid in in property.

Fremont—The Fremont Manufacturing Co. has engaged in the manufacture of plumbers' supplies, gas and steam engine specialties with an authorized capital stock of \$20,000, of which amount \$10,000 has been subscribed, \$750 paid in in cash and \$1,900 paid in in property.

The submarine blockade is restricting business considerably, even those lines which are remote from the foreign commerce, and much more marked effects will be seen in the near future unless there is some relief on the Atlantic. The influence is, of course, seen in money and exchange. The effects on industry are not yet great. The United States Government appears to be ready to make use of any facilities in the iron and steel plants which are not already under contract. The latest reports of railroad earnings show only moderate gains and in some instances losses from the totals of last year. It is presumed that the United States Supreme Court will render its decision on the Adamson law this week. If the validity of that law is sustained, there is a rather reasonable expectation that rates will be advanced, but if one may judge from the delays in such matters heretofore experienced, relief will be a long time coming.

Hunger is bearing so large a part in politics and other human functions as to remind one of the olden times, when millions died of starvation. We had come to think that the race had gone by that stage, at least the occidental portion of it. Great Britain has been obliged to adopt restrictions as to the importation and sale of food somewhat similar to those that have prevailed in Germany for many months. The Briton is cut down pretty near to the schedule of the necessities of life. Even in our food-rich country we have been startled by the ghost of want. It has been made clear that it is merely a matter of bad distribution or of income on the part of the individual or family insufficient to meet the high prices of the present time. Investigations by Government authorities are now in progress, and in the meantime the prices of some articles have declined.

James B. Hagle, who traveled for the Brown Seed Co. from Jan. 1, 1912, to the fall of 1916, when he resigned to take the position of Eastern Michigan representative for Armour & Company, has re-engaged to travel for the Brown Seed Co. He will have full charge of the Indiana territory, with headquarters in Indianapolis. A. A. Peters and several other salesmen will probably be engaged to work under him in that territory.

The Grand Rapids Bedding Co. has increased its capitalization from \$100,000 to \$150,000.

Never judge a woman by the company she is compelled to entertain.

News From the Mutual Insurance Field.

The Ohio Hardware Mutual Insurance Co., of Coshocton, Ohio, has arranged to write insurance in Michigan, the last steps having been taken during Secretary Gray's visit at the Detroit hardware convention a month ago. Permission has also been obtained to do business in Indiana, the Insurance Commissioner of that State having O. K'd the company's reports. The summary of the financial statement of the company, which is the best in the fifteen years' history of the organization, shows total insurance of \$4,166,719, a gain of \$531,207.76 during 1916. The premium receipts during 1916 were \$38,412.39, a gain of \$5,996.14 over the previous year. The surplus is now \$38,412.39 a gain of \$10,728.12 during 1916. The company has paid its policy holders in dividends and losses \$272,590.95.

The annual report of the Hardware Underwriters of Illinois shows total receipts of \$68,776 for the year ending Dec. 31, 1916. Total disbursements were given as \$33,284 and cash on hand at that time as \$35,492. Savings to subscribers have averaged 40 per cent. of the premiums from the date of the organization and the insurance in force has increased from \$1,890,014 to \$2,787,644. Losses during the year amounted to \$8,352. Causes of fires were attributed to various means as follows: 29 per cent., causes unknown; 29 per cent., from fires originating in buildings other than the loss; 13 per cent., defective flues; 9 per cent., defective wiring; 8 per cent., overheated furnaces; 4 per cent., electric flatirons; 8 per cent., fires originating in lodge halls and club rooms. In the report 70 per cent. of these fires were declared to be in the preventable class.

Barnard Working For Better Canned Foods.

Food Commissioner Harry E. Barnard, of Indiana, is out with a circular to the canners of his State, in which he strongly urges them to improve the quality of the State pack without undue reference to the actual cost of packing, and predicts that such a policy will make Indiana goods more or less independent of flat quotations. He says:

"The season of 1916, with its many successes and occasional failures, is gone—the season 1917 is before us. What it may bring is of vital concern to Indiana canners. There is little hope of normal food prices for more than a year. The public is, I believe, convinced of this fact and so long as money is plentiful, will pay the price. But it must have good goods.

"If Indiana canners do even more than their share in supplying them and cheaply, below-cost-of-production prices for canned goods will not soon again be quoted. May I urge you to work to this end? Make the Indiana tomato a better grade than ever; solid pack, free from water, uniform color, fresh flavor, and you will have the market this year and always. Make Indiana pulp low in mold and bacterial count. Remember that every Government condem-

nation penalizes you as well as the canner who packs the goods.

"Make Indiana corn, peas and beans standard in the market and worthy of the confidence of every consumer. To do this, make your factories sanitary and your equipment adequate. See that your employes are cleanly and healthy and that their work is done with intelligence and real interest. Our inspectors and chemists are at your command."

The Chicago Association of Commerce has achieved highly creditable things in one direction that probably was not thought of when it was initiated and when it attached to itself its highly unmusical and little meaning name. It has produced a Glee Club which could safely match itself against any in the United States. That was demonstrated by its first public performance, which occurred at Orchestra Hall last Wednesday evening. It seemed like a daring thing to appear before a critical audience with the great singer of the time, Galli Curci, but the Club proved itself worthy even of this relation. The greatest credit is due to Aruthur Dunham, its conductor, who has made a remarkable unit out of this diversity of material. One commonly assumes that a board of trade, a chamber of commerce or any similar body is submerged in the commonplaces of mere business, and lacks ideals. The Chicago Association of Commerce has proved that no such charge lies against it. That body has been of great benefit to the city in many lines other than those of strict business. Perhaps best of all of its creations is this Glee Club, which is a patch of sunlight on the mountain top.

The Canfield-Pearce Co. has been organized as the successor of the retail department of the Heystek & Canfield Co. to retail paints, oils, furniture and house furnishings with an authorized capital stock of \$75,000, of which amount \$50,800 has been subscribed, \$31,600 paid in in cash and \$19,200 paid in in property.

A suburban servant is known by the family she condescends to live with.

BUSINESS CHANCES.

Building For Sale—Used for opera house; seating 400. Suitable for other purposes. Good price for quick sale. P. R. Falk, Alma, Kansas. 915

Wanted—Drug store for cash in town 2,000 to 4,000. What have you? Benedict, Allegan, Michigan. 916

Wanted—Young man to sell clothing and shoes. Some one who is familiar with this line and that has had experience. Wanted a salesman, no other need apply. Address M. A. C., Lock Box 146, Buckley, Michigan. 917

For Sale—One of the brightest, newest and cleanest dry goods stocks in Michigan. Inventory about \$6,000. In a progressive little town of 1,000, about 40 miles from Detroit, in splendid farming section. The best store and the best location in the town. Most of the stock bought at old prices. Fixtures only \$250. Good reasons for selling. Address No. 918, care Tradesman. 918

For Sale—One Champion account register with cash drawer and cash recorder, like new. Will sell at discount. Write the Haynes Co., of Grand Rapids, 572 Division Ave. So., Grand Rapids, Mich. 919

For Sale—A good business. On account of poor health I am offering for sale a good established grocery business in a live manufacturing town. Stock and fixtures invoice about \$2,000. For particulars write T. care Michigan Tradesman. 878