

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS. EST. 1883

Thirty-Fourth Year

GRAND RAPIDS, WEDNESDAY, MARCH 28, 1917

number 1749

AT LAST The Mail Order Problem Solved For the Retail Merchant

Overcome the tremendous foothold that the Mail Order Houses of this country already have in your home town and surrounding territory, and reap the benefits of this great outgoing of cash that justly belongs to you.

We Are Making a Nation Wide Campaign

through the retail merchants and the medium of our specially conducted retail sales to overcome this great outgoing of cash to the Mail Order Houses of Chicago.

THE MAIL ORDER PROBLEM IS GROWING IN LEAPS

And stands like a great giant between the small town merchant and his business prosperity. We hardly believe it necessary to go into details in this respect for certainly you fully realize how much business that is justly yours is going to Chicago and the Mail Order Houses of this country.

For the Retail Merchant Who is Alive and Wide Awake to modern business conditions we firmly believe that we have solved this grave problem at a very nominal cost to him. Our work is based solely on results and we don't receive one penny for our work until we have brought you the desired results.

It will cost you but a moment's time and a 2c postage stamp to fully investigate our plans. Surely it is worth that.

Highest achievement in modern sale engineering. Not one failure. Every one of my campaigns a success.

MAKE ME PROVE IT! WRITE THESE MERCHANTS

for whom I personally conducted special sales, and satisfy yourself that I can and will do all I claim. I list here the merchant's name, town, population, kind and amount of stock carried and first day's cash sales.

I personally planned and wrote the advertising for the Fair Store of Grand Rapids, Mich., and the first 3 days sales amounted to \$6,736.04.

For C. F. Schuster & Co., Stanwood, Mich., population 185, whose stock of gen. mdse. invoiced at \$7,200, I sold the first day of sale \$845, and second day, \$500.

For C. E. Alberts, Ravenna, Mich., pop. 600, whose gen. stock invoiced \$7,000, I sold the opening day \$708.

For Bert Hirsch, of Bryan, Ohio, pop. 3,641, whose stock of men's clo. and furnishings invoiced \$8,000, I sold \$1,035 in a room 35 x 60 in one day.

For Bilton Bros., Toronto, Canada, pop. 425,000 whose stock of men's furnishings amtd. to \$9,000, I sold \$1,712 the first day.

For D. W. Connine & Son of Wexford, Mich., whose stock of gen. mdse. invoiced \$11,200, and population 105, I sold \$1,905 the first day of sale and second day \$708.00. In ten days I collected over \$1,000 of \$2,800 on book accounts.

A moment's time and a 2c postage stamp to verify the above figures. You might also inquire of them what effect our special sale had on their business after the sale was over. After you have done this, write us for Free Plans and all information. I could give you hundreds of other merchants for whom I have conducted Special Selling Campaigns.

JOSEPH P. LYNCH, Gen. Mgr.
Joseph P. Lynch Sales Co.

I personally conducted a special sale for A. Shook & Son of Coral, Mich., pop. 385, whose stock of gen. mdse. amtd. to \$7,000. I sold the first day \$1,122, and the second day over \$400.

Write, Wire or Phone us for FREE PLANS and all information. WRITE TO-DAY. Be the first in your town.

The Joseph P. Lynch Sales Co.

CITY PHONE 61366
BELL MAIN 596

44 South Ionia Avenue

GRAND RAPIDS, MICHIGAN

American Sugar Refining Company

**Domino Cane Sugars
Prevent Lost Motion**

It requires only an instant to sell Domino Cane Sugars. No scooping, weighing or wrapping. And the customer gets the best sugar in the most convenient form. All sugar waste is prevented.

American Sugar Refining Company
The Most Complete Line of Sugar in the World

Pere Marquette Railroad Co.

DUDLEY E. WATERS, PAUL H. KING, Receivers

FACTORY SITES

AND

**Locations for Industrial Enterprises in
Michigan**

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

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

Address

GEORGE C. CONN,
Freight Traffic Manager,
Detroit, Michigan

PINE TREE

BRAND

Timothy Seed



TD
TRADE MARK

IT STANDS ALONE

**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

Get right with your customer

The dealer who has sold foodstuffs for years knows something about handling the customer. He realizes that big volume and satisfactory profits come from taking the customer's point of view.

Just now while the High Cost of Living has your customer on the run, he is going to appreciate your advice and assistance in keeping down table cost.

When you see that he is buying to disadvantage set him straight; his trade with you will become more sound and the profits better.

People are slow to notice market quotations or compare the nutritive qualities of various foods.

You are in a position to give them the information.

Few ever realize that while some foods have advanced one hundred per cent. in one year that the market price of rice has remained practically the same.

Few ever realize that a quarter's worth of rice will carry a person farther than fifty cents' worth of either beef or flour.

Tell them the facts about rice.

Push the sale of rice by educating your customers to the benefits of it. If you want assistance this association will gladly co-operate, by supplying rice cook books and display cards. We have no rice to sell. Address

Time Required to Digest Foods

	Hour	Min
Rice, Boiled	1	
Corn Meal	3	15
Wheat Bread	3	30
Oat Meal	3	
Irish Potatoes	3	30
Roast Beef	3	
Round Steak	3	
Loin Steak	3	
Chicken Broilers	3	
Turkey	4	
Oysters, Stewed	2	5
Fish	1	45
Eggs, Fried	3	
Apples, Raw	1	50
Tomatoes, Raw	2	30

**SELL
MORE
RICE**

SOUTHERN RICE GROWERS' ASSOCIATION
A Farmer's Rough Rice Marketing Organization
Home Office: BEAUMONT, TEXAS

MICHIGAN TRADESMAN

Thirty-Fourth Year

GRAND RAPIDS, WEDNESDAY, MARCH 28, 1917

Number 1749

SPECIAL FEATURES.

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SUBMARINE RESULTS NIL.

The true way of judging the immediate effect of the new submarine warfare upon British shipping is by the weekly movement of ships in British ports. In his speech of last month in the House of Commons it was stated by Sir Edward Carson that during the first eighteen days of February the total of arrivals and departures was 11,949, or an average of 664 per day. For the week ending last Sunday the arrivals and departures were 5,082, or a daily average of 726. Whatever may be the ultimate effect upon British shipping, the immediate results are thus shown to be nil. Englishmen are right in giving their minds to the question of what will happen if the U-boats continue their work unchecked for a year. But in Germany at the same time they must be beginning to wonder what will come of the promise that proud Albion would be brought to her knees in two or three weeks. Germany may conceivably win the war at sea, but she will not win it through the lightning blow which the German people have been promised. Only one more failure is to be added to the record of German masterstrokes for hastening peace—which began with the invasion of Belgium.

Julius Rosenwald's notable gift of \$1,000,000 to the ten-million-dollar fund for Jewish War Relief is, if we remember correctly, the most generous donation yet made to any of the war funds by an American citizen. As such it must give tremendous encouragement not only to the Jewish War Relief Fund, but to others as well. Is there no one to equal this gift by a similar one to the Belgian sufferers? Surely, some of those who have made millions out of the war ought to be willing to match Mr. Rosenwald's gift. The United States has not yet begun to give what it should, and even if war comes to us there should be an increasing stream of donations on their way across the seas. The Belgians need our aid as never before, and the stories daily appearing as to the appalling devastation in the districts now being vacated by the Germans in France show that there must be complete reconstruction there as soon as war conditions permit. This should be America's privilege, first of all. Meanwhile, every one must be grateful to

Mr. Rosenwald, who has so steadily shown that he knows how to use well his great wealth, for setting an example that everybody should follow to the extent of his ability.

From Vice-Chancellor Helfferich's generalizations before the Reichstag the one concrete statement emerges that the German people must be prepared for a harvest worse than the unsatisfactory harvest of last year. With that drear prospect the nation is invited to take consolation in the sad plight of England and in the fact that public health apparently bears no relation to the presence of food, as the Imperial Health Board has proved. Also the people are assured that already steps are being taken to safeguard German economic interests after the war. The future is assured; it is only the present that gives some cause for anxiety. For that the remedy is the familiar one: Beat back the enemy on the front and hold on at home. The German people cry for bread and Herr Helfferich offers them Hindenburg's stone wall.

Petroleum may be a thing for which one's taste has to be cultivated. At any rate, the Chinese dislike the smell and touch of it so badly that they are much in the situation of the people who seventy-five years ago had salt works in Western Pennsylvania—they abominate the petroleum, and abandon a well when the proportion of oil to brine gets high. Their repugnance for crude petroleum may be measured by the fact that in China it takes from one to three generations to bore a well! For the refined products of petroleum they have no such aversion, or even for the tin cans in which they get it from the United States, making out of the latter a source of almost as many of the necessities of life as a South Sea Islander finds in his favorite coconut palm.

An Indiana judge lectured a young mother the other day because she had paid \$40 for a baby carriage. The young woman came into court to see if her husband could not be compelled to contribute money for the support of herself and a baby 7 months old. The father merely worked at day wages. When the judge heard about the \$40 baby carriage, he said: "The trouble with young people to-day is that they try to start out in life where their parents left off." He told the mother that it was pretty nearly criminal for her to pay \$40 for a baby cab for her child, "even though he is the first one and you are very proud of him." If she heeds the advice and endeavors to adapt expenses to her husband's wages the couple may get along better.

FOOD CONFISCATION.

There is something highly interesting in the action of the Philadelphia Retail Grocers' Association, in deciding to take a hand in finding ways for public confiscation of privately owned foodstuffs. That it would work its intended end or prove constitutional are quite apart from the merits of the bill, but the measure as drawn will arouse much discussion.

Of course, the dodge-corner in the scheme lies in the ascertainment of what is a "normally reasonable profit," which, when doubled by a speculator in his asking price, furnishes the justification for seizing foodstuffs. There is no such thing as a "normal" profit; for profits, in normal times vary widely and reasonable speculative profits are by no means open to general condemnation. The proposed authority, exercised by public officials, would be a constant basis for abuse and unending friction and litigation.

For instance, every man who bought canned goods last year as futures or took them in as spots early in the season, can sell them in an open market to-day at many times his "normal profit." Is he not to be entitled to the fruits of a lucky purchase? When should a reasonable market value of goods advance; when the ruling market goes above their actual cost or should it be based on the replacement cost? These are questions never fully settled among strictly honest merchants, and it is probable that any confiscation based on normal profits would be a never-ending source of annoyance.

Revolutionary economic changes have succeeded each other with such bewildering rapidity that it is becoming more and more difficult to judge of their significance. The full extent of Lloyd George's new regulations on imports is but slowly becoming apparent. It is far more than the most ardent protective tariff exponents in this country have ever dared contemplate. Complete exclusion has been only vaguely discernible in the back of their minds. Yet it has been inaugurated in England at a stroke. Apparently, moreover, price-regulation is to apply only to foodstuffs. An effort to raise the price above the existing level will be met by confiscation of the whole supply. But this does not include the many manufacturers whose goods are also on the proscribed list. What will be their price policies? No doubt, steps will be taken to prevent undue extortion. But after the war we may look forward to strenuous efforts on the part of certain industries to retain permanently the temporary advantage which they have gained.

When back-lot gardening is called agricultural mobilization, who can hold out against it? Even as back-lot gar-

dening, no villager ever thought it prosaic; the rising prices bade fair to give it a great new impetus; and now as a measure of preparedness it should sweep every city. The Assistant Secretary of Agriculture and David Lubin appeal for back-lot gardens to help give us a surplus of foodstuffs for our allies in the event of war and the case they make needs no extended argument. There ought to be ten times as many men to leave their offices this spring for "patriotic duty" in the potato patches as went in former years for exercise. Real estate dealers will be short-sighted if they do not make all they can of the new motive for a country place. Can a man just returned from an attack on lusty weeds refrain from looking with contempt on city-dwellers drilling in some mere home-guard body? And who can now be so dead to patriotism as to protest against the noise of his neighbor's chickens?

Setting aside the sum of \$1,000,000 for trade mark advertising may look like wasting money, but the American Sugar Refining Company believes the expenditure will be a good investment. That sum has been set aside as a reserve fund for that purpose. It is believed this is the first time that any corporation has thus given advertising the same status in a balance sheet as it gives to reserve for insurance, depreciation, pensions and improvement of plants. During 1916 the company's export business included forty-nine different foreign countries, and advertising its trade mark in these will mean advertising it all over the world. One interesting fact revealed by the annual report of this company is that of its 20,000 stockholders, one half are women, and that the average holding of stock is forty-seven and one-half shares. People who believe that stock in large corporations is owned exclusively by millionaires are in error, for many wage-earners are stockholders.

Incident to the general devastation which the brutal Germans created in Belgium, the famous university of Louvain was damaged by fire and bombardment to a very serious extent. To restore it and put it on the proper high plane of usefulness which it deserves will cost something like \$5,000,000. A committee of Americans has been organized which proposes to raise this money and carry out this enterprise as soon as the war is ended and reconstruction work is possible. The university has an ancient and honorable record, having been founded by Pope Martin V away back in 1826. It has been a notable institution of learning, and the enterprise which aims to rehabilitate it is most commendable.

THE OTHER SIDE.

Prosecutor's Version of the Arrest of Mr. Morris.

Cheboygan, March 26—I am in receipt of your letter of March 14, 1917, also copy of the Michigan Tradesman published as of that date and containing a communication purporting to have been written by G. A. Morris, on page two under the heading "Infamous Treatment Accorded a Traveler at Cheboygan."

I have read the communication and your comment on same and must say that I think the publication of the article, as well as your comment, most remarkable in view of the evident fact that you made no investigation. The statements contained in Mr. Morris' letter are not in accordance with the facts as shown by the testimony given at the trial by Mr. Morris and other witnesses. The facts of the case are as follows:

On the 9th of this month about 12:30 p. m., I received a telephone call from the sheriff of this county who informed me he was at the Michigan Central depot, and the 11:54 train was reported late; that a traveling man who had procured his dinner at the Traveler's Inn, kept by Mrs. H. R. DePuy, was at the depot to take this train; that Mrs. DePuy charged 75 cents for his dinner but he refused to pay more than 50 cents, and the sheriff said: "He is here and I will have him talk with you." I supposed at that time that Mrs. DePuy had reported the matter to the sheriff, as the Traveler's Inn is only a few steps from the jail so I said to the sheriff: "You must not arrest this man without a warrant." Mr. Morris then came to the phone and informed me that he went to the Traveler's Inn and ate his dinner but claimed it was not worth 75 cents. He stated that after he ate his dinner he handed the girl who served him a \$10 note, but that she could not change it and he then suggested that she (the girl who served him) accompany him to the depot where he would procure change and pay her; that she did accompany him to the depot but on his way over there, he made up his mind he would not pay more than 50 cents. He further stated it was a cold dinner and that he was only served with a couple of eggs and a potato and that he did not intend to be held up. He further stated that Mrs. DePuy charged traveling men more for her meals than other people and that this was discrimination and was unlawful and he would not pay more than 50 cents, which was twice as much as the meal was worth. (I doubted his statement in regard to the dinner served him as Mrs. DePuy has the reputation of serving very good meals.) I asked him if he had any understanding with anyone before he ate his dinner as to what he was to pay and he replied he had not; I then asked if he knew her rates before he went there and he stated he did not, but that during the time he was eating, Mrs. DePuy came into the dining room and he enquired her rates and was informed that she charged a certain price per week for regular lodgers and boarders, that she charged some people 50 cents for breakfast, 60 cents for dinner and 50 cents for supper and she charged traveling men 75 cents for dinner. I then told him it was my understanding that Mrs. DePuy had a rate for local people and a rate for transients and that in my opinion, she had a right to do this and advised him that it was a small matter and I thought he should pay her regular price viz: 75 cents. I said: "The next person who takes dinner there may hand her 35 cents or any amount he pleases and she would be compelled to accept it or would have no redress." I further said to him: "I do not think 75 cents is an unreasonable price according to the cost of living now-a-days;" that if you went to any first class hotel you

would pay at least this amount if not more for your dinner, but he emphatically refused to pay more than 50 cents. Mr. Morris never made any excuse to me that it was a question of not being able to procure change, neither did he make any such an excuse in his testimony given on the trial. I then informed him that I would phone Mrs. DePuy and if she requested his arrest, I would see that she was protected and would issue a warrant and if necessary would take him off the train if he boarded same without paying her regular price viz: 75 cents. He then asked me if I knew the law in Michigan, and I told him I thought I was familiar with the provisions of the Hotel and Inn Keeper's Act, and that in my opinion, he had procured this meal without intending to pay for it or that he would not act in this manner over such a small matter and he told me to go right ahead and do whatever I pleased.

I immediately called up Mrs. DePuy and enquired about the matter and she told me this man was very insulting, that when she started for the door in response to the bell, he met her in the hall and said: "I rang your bell four or five times, don't you have anyone attend the door?" She told him she was sorry but did not hear the bell; then he said he wanted dinner and she showed him into the dining room, asked if he would have vegetable soup and he replied he would and was served with same. The girl who serves, informed him they had codfish with boiled eggs and steak, but he said he didn't care for either and asked if he could have poached eggs on toast and was told he could and was served with the same together with two boiled potatoes, rye and white bread and butter, string beans, two kinds of pickles, jelly etc; that while he was eating his dinner Mrs. DePuy went into the dining room and he enquired her rates and was told she charged a certain price per week for regular boarders and lodgers, 50 cents for breakfast, 50 cents for supper and 60 cents for week day dinners and 75 cents for Sunday dinners to local people, but charged transients 75 cents for all dinners. He then said: "You'd better pull down the sign you've got out here, it's not a proper sign and I'm telling it to you," and he threw his napkin on the table. Mrs. DePuy then informed him that she had had no complaints about her sign and left the dining room and walked into the kitchen. The girl then asked if he would have chocolate pie and he enquired if that was the only kind of dessert they had and was told that was all they had that day. He stated he did not eat chocolate pie and asked for a cup of green tea, which was poured into a cup for him in the kitchen, but before the girl had time to serve it, he got up from the table and after a few seconds, handed her a \$10 note which she was unable to change. She took the note to Mrs. DePuy and she said she could not change it unless he was willing to accept a check for part of it. He then said to send the girl over to the depot and he would pay her there. He then left the house and the girl followed him over to the depot and when she got there he offered her 50 cents and said she could take that or nothing. The ticket agent, Mr. Robinson, called up Mrs. DePuy and told her the man would pay but 50 cents for his dinner, and Mrs. DePuy told the agent to tell the girl not to accept it and to come home. Mr. Morris asked the ticket agent at the depot where he could find a police officer and the agent referred him to the sheriff, who was there as I afterwards learned, for the purpose of taking the same train Mr. Morris was going on. The sheriff then talked with Mr. Morris and advised him that it was a small matter and that in his opinion he should pay her regular price viz: 75 cents, and at that time another

traveling salesman who was present, spoke up and said: "I have traveled all over Michigan and have taken a good many dinners at Mrs. DePuy's Inn and I never ate a better meal for 75 cents." Mr. Morris then jerked off his coat and used profane and obscene language in the presence of a number of ladies and gentlemen and wanted to fight with this man for interfering in his business. Mr. Morris in the presence of these people and the sheriff, who could have changed Mr. Morris' \$10 bill if he desired it, all heard him emphatically refuse to pay more than 50 cents and that he made no excuse about not being able to procure the change.

After talking with Mrs. DePuy and hearing her story I asked if she wanted a warrant to issue and she stated she did not like to be treated in that manner and expressed the wish that he be arrested and I immediately caused a warrant to be issued and called the sheriff at the depot and had him come after the same and he returned to the depot just as the train had arrived and Mr. Morris had boarded it, and served the same by taking Mr. Morris into his custody. He then took Mr. Morris to M. W. King's justice court and when I returned from dinner Mr. King came to my office and informed me that Mr. Morris had pleaded not guilty to the charge contained in the warrant and had demanded a jury trial. I then went to the justice court and met Mr. Morris for the first time and asked him if he was going to be represented by an attorney and he replied he would try his own case. I told him it was quite late in the day to secure a jury but I would try to get one if it would be more convenient for him, so I requested the Justice to have the officer prepare a list of names which was done in the usual and legal way, by the sheriff writing down eighteen names and Mr. Morris and I alternately striking six names each from the list. I told Mr. Morris if there were any names appearing on the list whose business or occupation he desired to know, to ask and I would tell him. Most of the names appearing on the list were business men, and Mr. Morris was informed the nature of their business, and at the same time stated he did not like to see so many business men on the list.

Mr. Morris and I each struck off six names and the sheriff then went out to notify the remaining six to appear. Some of the persons whose names remained on the list were out of town and one or two were exempt from serving as jurors, so the sheriff brought in talesmen to fill the vacancy. I then examined the jurors as to their qualifications to serve and told Mr. Morris in their presence that he had the right to excuse any of them for cause shown and that he further had the right to excuse any of the talesmen without assigning any reason if he desired to. He then expressed himself as satisfied with the jury and I did likewise and they were sworn in by the Justice to try the case. After the people's witnesses gave their testimony, I asked Mr. Morris if he did not wish to make a statement in his own behalf and he replied that he did and was sworn and gave his testimony.

Mr. Morris' statement that I attempted to "charge the jury," as he termed it, before he had a chance to give his testimony is false, and if he made the utterance "that's a lie" as stated in his letter, this was done under his breath as no one present heard it. His further statement regarding what he said to the jurors upon their returning their verdict "guilty of what" is also false.

Mr. Morris received courteous treatment at my hands and his trial was an eminently fair one and he was found guilty of the offense charged by a jury composed largely of representative business men of this city. After the jury returned their verdict and were discharged by the court, Mr. Morris was very insulting and I told him he had had a fair trial and the jury found him guilty and advised him to act the part of a gentleman and at the same time recommended to the court that he only impose a small fine. When the court fined him \$5 and costs, he wanted to know what right the court had to assess him the \$5 and stated it was a graft and that he desired to pay the costs and appeal the case to a higher court. I then informed him it was unnecessary for him to pay any costs if he wished to appeal the case and advised him that he could do this by filing a bond. He was then told by the Justice that if he provided a bond in the sum of \$100

Gang of Auto Thieves Exposed

Stole Automobile From Farmer Near Albion Reward Starts Investigation

William Squires, Albion factory hand, stole automobiles as a side issue. Worked with a gang selecting automobiles in different parts of lower Michigan. He would leave his work a day or two, selecting some farmer's car, turn over the automobile which would be sold and he would get from \$10 to \$50 for his share. The last car stolen was from Arthur Sine, a farmer living about seven miles from Albion. This happened to be insured, and the Citizens' Mutual Automobile Insurance Company, of Howell, offered a reward, and an investigation was started. Deputy Sheriff McCarthy, of Albion, found this car on March 12th; it had been stolen, afterwards traded to a garage dealer for a larger car; the radiator and hub caps had been painted to avoid detection.

Mr. Squires has been arrested, statements taken, which implicate a number of parties in the gang. It appears other automobiles had been stolen near Lansing, St. Johns, Jackson and many other places. It is thought that the activity of the police and the insurance companies in the cities were such that the thieves had found it easier to get away in the country districts. Many farmers are now owners of automobiles, and they are much interested in seeing the thieves punished to the fullest extent of the law.

If they obtain their rights they should organize in the country as well as in the cities, as the auto thief is starting his activities early in the year, and no doubt will continue.

that was all that was necessary for him to do, and shortly afterwards he left the Justice's office stating he would secure bondsman and appeal the case, but I am informed that he later returned and used very insulting language to the court and declared that both M. W. King's justice court as well as our circuit court was nothing but a graft and he could not secure justice and decided he would pay the fine and costs.

Homer H. Quay.

Because the Tradesman aims to be fair and generous in its dealings with all and because it believes that both sides to a controversy are entitled to an ample and impartial hearing, it cheerfully publishes the above statement from the Prosecuting Attorney of Cheboygan county, reserving the right to make its own comment on the circumstance and its unfortunate outcome.

It will be noted that the original statement of Mr. Morris and the subsequent statement of Mr. Quay do not differ on material points. They are at variance on some matters of detail which have no essential bearing on the controversy.

It is possible—indeed, quite probably—that Mr. Morris lost his temper during the fracas and said some things which would not sound well in print. Considering the provocation, he would be very likely to utter remarks which he might subsequently regret when the resentment he felt at the time wore off. To be apprehended on a charge involving only 25 cents is a humiliation which would be deeply felt by any man of spirit and character.

The defendant offered to pay 75 cents for his dinner and tendered a \$10 bill in payment. Ten dollar bills are legal tender in the payment of 75 cent accounts and the inn keeper has only herself to blame if she could not change the bill. Offering a personal check for the change had no legal bearing on the case, because a check is not legal tender. The only proper alternative left for her was to dig up \$9.25 in legal tender money or accept the 50 cents which the guest happened to have in his pocket.

The Tradesman seeks no controversy with the officers of justice in Cheboygan county. For thirty-four years it has stood for the square deal and has always vigorously defended the traveling fraternity against false aspersions and unjust treatment at the hands of transportation lines, liveries, hotels and officers of the law. It will continue this policy so long as it remains under its present management, without fear or favor.

The defendant was clearly within his rights when he tendered a \$10 bill in payment for a 75 cent dinner—75 cents to TRAVELING MEN ONLY! To charge traveling men 50 per cent more than other guests does not look right. If a lumber jack or a railway paddy had sat down to the same table and eaten three times as much as the traveling man, his bill would have been 50 cents. Because Mr. Morris happened to be a traveling man he was asked to pay 75 cents and because the landlady could not furnish change for a \$10 bill—which inns which

are supposed to furnish as part of the service which is supplied in first-class hotels—he was haled into a court of justice and forced to pay \$5 fine and \$9.21 costs before he was permitted to leave town. The payment of this sum did not secure for the landlady the extra 25 cents which she charged a reputable citizen of Michigan BECAUSE HE WAS A TRAVELING SALESMAN.

The Tradesman has now presented both sides of the controversy, according to the Prosecuting Attorney of Cheboygan county four or five times as much space as it devoted to the original communication of Mr. Morris. The matter is now a closed book, so far as the Tradesman is concerned.

Jaunty Jottings From Jubilant Jackson.

Jackson, March 26—W. A. Richeill has taken over the interest of E. J. Pierce in the W. A. Richeill Co., on Main street. Fred L. Hopkins has purchased the E. J. Pierce store on Mechanic and thus Mr. Pierce is no longer interested in the grocery business in Jackson. Mr. Pierce is planning on concentrating his efforts to his stores in Lansing and thinks there is a large field for development in that city. He made many friends in Jackson who will be sorry to see him leave. Fred L. Hopkins now has two stores on Mechanic and there is no telling where the chain will end. He is a hustler.

The Chamber of Commerce has just announced the possibility of securing another new industry for Jackson. It is the Mott Wheel Works, of Utica, N. Y., and the matter will be decided next week. Of course, it will come.

E. E. Tripp has purchased the Cornell grocery store, on Rockwell street,

and is quite enthused over making it a first-class, reliable place to trade.

George S. Cruger, grocer and coffee roaster, is back to his place of business after being laid up for about a week with sickness.

J. Fred Betz, the Hill grocer of Adrian, is gradually working into the wholesale business.

E. A. Wellman, general merchant of Horton, was in the city Tuesday on business.

Olds & Easterling have purchased the business of Fred A. Finch, on Jackson street. They will conduct the store on a cash basis and are starting out with a good patronage.

The Jackson Hotel Co., which conducts the Otsego, of this city, is to install a new lunch room. Part of the lobby will be partitioned off and a first-class place installed. This is an up-to-date move and Manager Puffer says it will be first-class in every detail.

The Michigan State Telephone Co. and the Michigan Light & Power Co. are figuring on taking care of a city of 75,000 in Jackson in the near future. This is in the way of enlarging their equipment.

The grocer who owned no futures this year missed it sadly.

Spurgeon.

A Pennsylvania woman who died recently and desired to be buried in a Canadian cemetery, was generous to her kin who attended her funeral. She made provision that transportation and other expenses of relatives who attended her funeral in the Canadian town should be paid, and provided that the mourners should be given permission to stop one day at Niagara Falls to see the sights. A woman so practical in life doubtless had many mourners when she died.



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

Barney says—

Mr. President, I happened to see that report on your desk that 25 per cent of the people in a certain town used Worden Coffees.

I guess that's going some, but, by Golly, we must keep on until the rest of the people buy Worden Coffees.

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS



Movements of Merchants.

Saranac—Earl Adgate has opened a meat market in the Hunter block.

Otsego—Ernest Derhammer succeeds Homer Henry in the laundry business.

East Jordan—M. S. Berger succeeds Lee Murphy in the cigar manufacturing business.

Jackson—The Jackson Brass Foundry Co. has increased its capital stock from \$2,500 to \$20,000.

Custer—Jesse J. Myers, of Bigbee & Myers, produce dealers, died at his home March 21 of pneumonia.

Olivet—Albert Minor is closing out his stock of groceries and will retire from the retail business.

Eaton Rapids—George McElmurry, of Charlotte, will open a bazaar store in the Walters block March 31.

Allegan—Henry G. Hicks has purchased the stock of the Allegan Harness Co. and will continue the business.

Newaygo—Swan Nelson has purchased the W. J. Pike & Son hardware stock and will continue the business.

Tecumseh—K. A. Braman, recently engaged in the jewelry business at Adrian, has opened a similar store here.

Battle Creek—The Toeller-Grant Co. succeeds the Toeller-Dolling Co. in the dry goods and furniture business.

Alma—George Rule has erected a modern store building which he will occupy March 31 with a stock of groceries.

Saginaw—The Saginaw Automobile Laundry & Repair Co. has engaged in business at 109 South Second street.

Woodbury—Harlen Horn has purchased the A. J. Laughlin stock of general merchandise and will continue the business.

Battle Creek—B. Elmann has engaged in the women's furnishing goods and dressmaking store at 92 West Main street.

Caseville—Edwin A. Smith has purchased the general stock of C. A. Stockmeyer and will continue the business at the same location.

Vicksburg—E. W. Carter has sold his stock of furniture and hardware to his son, Edwin, who will continue the business in addition to his auto livery.

Pullman—Thieves entered the meat market of Lemuel Armintrout, March 22 and carried away considerable stock and the contents of the cash register.

Manistee—John F. Bailey has purchased the stock of art goods of James E. Somerville and will continue the business under the style of the Bailey Gift Shop.

Grand Ledge—Thieves entered the department store of W. B. Smith March 23 and carried away considerable stock and the contents of the cash register.

Detroit—The Dorsey Tailoring Co. has been incorporated with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed and paid in in cash.

Ontonagon—W. C. Marley has sold his stock of dry goods and men's furnishing goods to J. Muskatt, who will consolidate it with his stock of dry goods and clothing.

Jasper—The Jasper Lumber & Supply Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and \$2,500 paid in in cash.

Muskegon Heights—The Brundage Drug Co., of Muskegon, will open a branch store here as soon as a store building is completed which N. B. Lawson is erecting.

Montgomery—James H. Bishop has sold his stock of dry goods to F. L. Farnsworth, who will continue the business under the management of Hubert Farnsworth.

Irving—C. R. Watson, who has been engaged in general trade for the past twelve years, has sold his stock to J. Van Harkle, who will continue the business at the same location.

Detroit—The Columbia Motor Truck Sales has engaged in business with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$3,000 paid in in cash.

Three Rivers—The Wagenaar Co. has sold its stock of groceries to V. W. Kessler, formerly engaged in the hardware business at Burr Oak, in connection with his father, Jay B. Kessler.

Kalamazoo—James A. O'Neill and Wilder P. Rix have formed a co-partnership and engaged in business at 114 North Church street under the style of the Sanitary Plumbing Co.

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

Detroit—The Columbia Motor Truck Sales Co. has been organized with an authorized capitalization of \$10,000, of which amount \$5,000 has been subscribed and \$3,000 paid in in cash.

Belding—William Ward has purchased the interest of his partner, Fred Schlegel, in the meat stock and equipment of Ward & Schlegel and will continue the business under his own name.

Mulliken—A company composed of Max J. Noble, of Mulliken, William Schavey & Sons of Grand Ledge and Frank W. Redfern of Lansing has been formed to take over the Clyde J. Noble garage and automobile supply business and the stock and fixtures of the Noble Implement Co. and continue the business.

Sunfield—Frank N. Cornell has sold his general stock to George M. Delavan, formerly engaged in the mercantile business at Alma and Breckenridge, who will continue the business at the same location.

Mackinaw Island—Clarence Lachance, for the past five years manager of the Charles J. Holden men's furnishing goods store, has purchased the stock and will continue the business under his own name.

Lansing—Boyd R. Small has added a line of clothing to his stock of men's furnishing goods at 107 East Michigan avenue. Mr. Small conducts a branch store at 340 Grand avenue, East Lansing.

Marquette—Stern & Field have engaged in the general mercantile business with an authorized capital stock of \$35,000, all of which has been subscribed, \$531.92 paid in in cash and \$34,458.08 paid in in property.

Pontiac—M. E. Newman, who conducts a grocery store on Saginaw street, has purchased the Amos Baker grocery stock and store fixtures, at 150 Baldwin avenue, and will continue the business as a branch store.

Detroit—The Huebner Service Co. has been organized to conduct a general hardware and storage business with an authorized capital stock of \$3,000, of which amount \$1,800 has been subscribed and \$1,310 paid in in cash.

Adrian—The Wm. H. Egan Co. has been incorporated to handle boots, shoes and furnishings, with an authorized capital stock of \$25,000, all of which has been subscribed, \$6,000 paid in in cash and \$19,000 paid in in property.

Kalamazoo—Saul Salomon has merged his cigar business into stock company under the style of the Salomon Cigar Co., with an authorized capital stock of \$5,000, all of which has been subscribed, \$2,000 paid in in cash and \$3,000 paid in in property.

Cedar—William Champagne has sold his interest in the blacksmith shop and stock of agricultural implements of Pelky & Champagne to Edward and Emil Killman and the business will be continued under the style of the Pelky & Killman Co.

Kalamazoo—The Kalamazoo Co-operative Society has been incorporated to carry on a general mercantile business on the co-operative plan with an authorized capital stock of \$10,000, of which amount \$620 has been subscribed and paid in in cash.

Detroit—The Chas. H. Kautzler Co. has been incorporated to conduct a general plumbing and heating business with an authorized capitalization of \$2,000, of which amount \$1,600 has been subscribed, \$1,200 paid in in cash and \$400 paid in in property.

Traverse City—E. C. Lewis, has merged his grocery business into a stock company under the style of the Lewis Grocery Co., with an authorized capital stock of \$7,000, all of which has been subscribed, \$138.61 paid in in cash and \$6,861.39 paid in in property.

Vogel Center—Gerbrand De Bree lost his store building and stock of general merchandise by fire March 23, entailing a loss of about \$10,000. Mr. De Bree

has opened a grocery store in a near by building and will erect a modern store building on the site of the old one, as soon as possible.

Elsie—After 45 years of continuous mercantile life, L. G. Bates has retired from business, selling his interest in the general merchandise stock of L. G. Bates & Son to G. L. Carter, an employe, for the past few years. The business will be continued under the style of Bates & Carter. C. D. Bates, junior member of the old firm for the past nineteen years, retaining his interest.

Manufacturing Matters.

Detroit—The Detroit Steel Package Co. has changed its name to American Commercial Car Co.

Detroit—The General Spring & Wire Co. has increased its capital stock from \$20,000 to \$30,000.

Munising—The Munising Woodware Co. has increased its capital stock from \$50,000 to \$200,000.

Detroit—The Schlieder Manufacturing Co. manufacturing poppet valves, has increased its capital stock from \$100,000 to \$250,000.

Charlotte—The plant of the Jordan & Steele Manufacturing Co. will be removed from Hastings to this place about the middle of April.

Alma—The Superior Baking Co. has engaged in business with an authorized capital stock of \$15,000, of which amount \$14,000 has been subscribed and \$1,500 paid in in cash.

Detroit—The Panama Cigar Manufacturing Co. has engaged in business with an authorized capital stock of \$1,000, all of which has been subscribed and \$250 paid in in cash.

Detroit—The National Steel Supply Co. has been incorporated to manufacture steel cold drawn metals with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$1,000 paid in in cash.

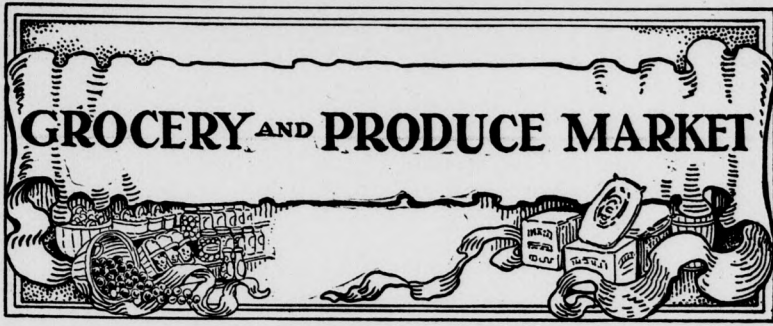
Detroit—The Erwin Drug Co. has engaged in the manufacture of drugs and the wholesale and retail dealing of drugs and general merchandise with an authorized capitalization of \$5,000, all of which has been subscribed and paid in in cash.

Detroit—The Art Embroidery & Button Co. has been incorporated to manufacture embroidery, etc. with an authorized capital stock of \$15,000, of which amount \$8,000 has been subscribed, \$3,000 paid in in cash and \$5,000 paid in in property.

Battle Creek—Frank C. Emery has merged his cigar manufacturing business into a stock company under the style of Emery Cigar Co. with an authorized capital stock of \$25,000, all of which has been subscribed and \$2,500 paid in in property.

The Dunn Electric Co. has been organized to manufacture, assemble and handle lighting fixtures, with an authorized capital stock of \$25,000, of which amount \$15,000 has been subscribed, \$1,250 paid in in cash and \$13,750 paid in in property.

The London Manufacturing Co. has been organized to manufacture display cases and fixtures with an authorized capital stock of \$20,000, of which amount \$10,000 has been subscribed and \$2,500 paid in in cash.



Review of the Grand Rapids Produce Market.

Apples—Spys, \$6 per bbl.; Baldwins, \$5.50@5.75 per bbl.

Asparagus—\$1.75 per doz. bunches.

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

Beets—90c per doz. bunches for new.

Brussel's Sprouts—20c per qt.

Butter—Receipts of all grades are very light. The market is firm on the basis of the present quotation. Stocks of butter in storage are being rapidly reduced all over the country and the consumptive demand is also very good. We look for a continued good trade at prices ranging for the coming week about as they are at the moment. The make of fresh butter is about normal and the quality is average good. Local dealers hold fancy creamery at 40c and cold storage creamery at 34½c. Local dealers pay 30c for No. 1 in jars, 28c for jars and 24c for packing stock.

Cabbage—\$8 per 100 lbs.

Carrots—\$2.25 per 100 lbs.

Cauliflower—\$2 per doz.

Celery—Home grown is entirely exhausted. Florida, \$4.75 per box of 3 or 4 doz.; California, 75@1 per bunch.

Cocoanuts—\$6 per sack containing 100 lbs.

Eggs—The consumptive demand continues to be very good. The receipts are being absorbed daily on arrival. The price is ranging about 15 to 20 per cent. higher than it did a year ago. The average quality arriving is very good. The market is in a healthy condition on the present basis of quotations, and we are not likely to experience any change of any consequence in the immediate future. Local dealers now pay 28c for fresh, holding case count at 29c and candled at 30c.

Figs—Package, \$1.25 per box; layers \$1.75 per 10 lb. box.

Grape Fruit—\$4@4.50 per box for Florida.

Green onions—Shalotts, 85c per doz. bunches; 25c per doz. bunches for Illinois.

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—16c per lb. for hot house leaf; \$2.50 per hamper for Southern head; \$4.75 per crate for Iceburg from California.

Maple Sugar—30c per lb. for pure.

Maple Syrup—\$1.50 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 \$9 per 100 lb. sack for red and \$10 for yellow. Span-

ish range as follows: Small crate, \$3; ½ crate, \$5; large crate (140 lbs.), \$9.

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 \$1 per basket.

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

Potatoes—The market is a little easier. Local dealers hold at \$2.75 per bu.

Poultry—Local dealers pay as follows, live weight: old fowls, light, \$21@22c; heavy (6 lbs.) 24@25c; springs, 23@24c; turkeys, 22@25c; geese, 18@19c; ducks, 23@24c. Dressed fowls average 3c above these quotations.

Radishes—35c per doz. bunches for small.

Rhubarb—75c for 5 lb. bunch.

Ruta Bagas—Canadian command \$3 per 100 lb. sack.

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

Tangerines—\$6 per box for either 106s or 196s.

Tomatoes—\$5.75 for 6 basket crate, Florida.

Turnips—\$2.25 per 100 lbs.

The Grocery Market.

Sugar—The market is steady on the basis of 7½c for granulated, New York basis. Federal and Howells offer to accept orders for 7c, but make no promise as to shipment. No incentive to speculate is given by present terms, and the country is being held down to a consuming demand, which is a healthy situation and argues well for later on during the active season. At present refiners have several weeks supply booked from the domestic trade, and are covered with purchases of raw sugar, which explains their indifference to the market. More business is being placed for export, it being estimated that fully 5,000 tons had been done of late for shipment to Europe and South America at various figures. With all the damage to the cane in Cuba by burning, which is variously estimated and cannot be accurately figured at this time, it is said that there would be ample supplies for the mills to make a large crop were it not for the retarding of grinding by the political troubles. Even though these are now practically a thing of the past, the reassembling of labor on the estates and the restoring of railroad traffic to normal conditions is slow, which makes for conservatism. In addition there is the likelihood of hostilities with Germany interfering with

the tonnage, to say nothing of higher war insurance. Presumably, the situation is being painted in too dark colors, but undoubtedly at the moment sentiment is bullish and higher prices would not surprise some circles in the trade.

Tea—The market is firm and sellers have no difficulty in getting the price where the trade needs tea. The reason for the quieter conditions is that there is little stock in first hands and prices are too high to foster speculation, although most circles are convinced that the record level has not yet been reached since the new teas are months off. It is suggested that the consuming demand will use up all the supplies in the interim before arrivals this summer from the Far East. India-Ceylons are strong, and it is practically impossible to get anything worth while under 38@39c, and no large supply at that. The strength of the primary markets this week has a stimulating effect, especially since the shipping and exchange situation make importations from the Far East difficult. The British government has commandeered more steamers, and, in addition, there is the added danger from submarines unless shipments are made via the Pacific and overland, which is costly and slow.

Coffee—The spot market is dull and prices merely steady, the lack of interest on the part of the country being only natural in view of the failure of futures to hold improvement and the prediction of large crops in Brazil the coming season. Some circles have seen evidences of more interest on the part of the roasters, but this is not general. The cost and freight offers from Brazil are badly delayed and this makes it hard to put through business. Some say that shippers are more anxious to sell and are soliciting bids. Shipments to Europe and this country, however, are slowly reducing the stocks in Rio and Santos. There is nothing new to report in mild coffees. The spot demand is poor in sympathy with Brazils, but shippers are not inclined to make concessions.

Canned Fruit—The Hawaiian pineapple season proves to have been a short one, and the opening prices announced during the week were immediately responded to by 100 per cent. confirmations. Canners were almost overwhelmed with new orders, which, however, they refused to confirm and would take nothing that was not already booked subject to approval of price. Hence, while there has been no formal withdrawal of quotations, the effect is the same, inasmuch as it is impossible to do business. There is nothing of consequence to report in regard to old pack. Supplies are light and the market is largely nominal.

Canned Vegetables—A stronger feeling prevails for future tomatoes, and while there is still some business reported at \$1.35, most canners are asking \$1.40. However, the volume of business is smaller, and it seems as if the demand is gradually being filled up. The demand for future corn has slackened considerably, apparently due to the fact that can-

ners are no longer willing to book orders ahead. Nevertheless there has been some business reported by Eastern canners on the basis of \$1.10@1.15 for standard No. 2s, while spot state corn has been sold at \$1.50.

Dried Fruits—The situation in dried fruit has quieted down somewhat, both on the spot and in regard to futures. As to the spot situation, the recent purchases, which included considerable quantities for export, seriously depleted the supplies of smaller sizes of prunes, and even some of the larger sizes are running low, with the result that the market shows an extremely firm undertone. The situation in regard to futures, however, is now pretty well defined. Those who are in close touch with the Coast situation feel assured that the organization of the prune and apricot growers will be successfully accomplished, and in fact, state that already they are close to the required acreage, and that there will be no doubt of their ability to secure sufficient signatures by May 1. No further efforts have been made to upset conditions by outside packers, although what their next move may be remains to be seen. The growers, however, are fully alive to the situation, although it is said that not a little acreage has been contracted for by outsiders. So far as the present outlook is concerned, it would appear that jobbers will await developments before booking up any considerable orders, especially as prices that have recently been named are considered altogether too high in the fact of unknown conditions. Apricots of the 1916 pack are practically exhausted, and although some tentative prices for 1917 have been named, the trade is not taking hold very readily. There have been crop scares calculated to at least foster some anxiety on the part of buyers, but these have proved to be exaggerated.

Rice—The market is higher locally, as stocks are badly depleted, and it is practically impossible to replenish in the South except at an advance. Blue Rose and fancy head rice is especially scarce, the former being popular with the trade and finding a large distribution because of its comparative cheapness. The offerings from the South are light and mills are asking full values, as they are paying the farmer his asking price for rough. The large export demand has been the chief stimulating factor, but the domestic trade is again waking up to the situation.

Cheese—The market is firm at prices ranging about the same as a week ago. The stocks of cheese are getting very light and are very nearly exhausted. New cheese is arriving in very small quantities and selling at about 2c per pound under the price of fancy old. We do not look for any relief until the new make increases to a considerable extent.

Salt Fish—Mackerel is unchanged for the week. The trade is working mostly on large sizes, which are ruling at a very high price and selling moderately. Other grades are very scarce and high. As a matter of fact very small sizes are about out of the market. Cod, hake and haddock show no change.

BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

Grand Rapids, March 21—In the matter of Clarence R. French, bankrupt, Ludington, the final meeting of creditors was held this day. The final report of the trustee, showing total receipts of \$1,522.23, disbursements for preferred claims, administration expenses, and a first dividend of 10 per cent., \$629.78, and leaving a balance on hand of \$892.45 was considered and allowed. The balance of the accounts receivable were sold for \$50 and an interest item of \$15.64 were both added to the balance on hand, making a total balance of \$958.03. Certain administration expenses, fees and a final dividend were declared and ordered paid. The amount of the dividend is not yet known.

In the matter of Edwin C. Richardson, the final meeting of creditors has been called for April 2, at which time a first and final dividend, if any, will be declared and ordered paid herein.

March 24—In the matter of Henry Mouw, bankrupt, Holland, the first meeting of creditors was held this day. It appearing that there were no assets in this estate not claimed as exempt to the bankrupt, no trustee was appointed and the estate will be closed as soon as possible.

March 24—In the matter of Milton S. Weaver, bankrupt, Grand Rapids, the first meeting of creditors was held this day. A. D. Dilley was elected trustee and his bond fixed at \$1,000. The matter of the sale of the assets, which was to have come up at the same time, was adjourned to March 31.

March 26—In the matter of Ferdinand G. Heumann, bankrupt, Traverse City, the first meeting of creditors was held this day. Walter H. Brooks, Grand Rapids, was elected trustee and his bond fixed at \$2,000. Appraisers were appointed and the meeting adjourned without day.

March 26—In the matter of the American Automobile Supply Co., bankrupt, Grand Rapids, a special meeting of creditors, to consider the trustee's report of an offer for certain assets described as 1,140 Alliance tires, was held this day. The matter of the sale of the said assets was considered. The first offer of \$1,140, made by Louis Levinsohn was rejected and the offer of William Maxwell, of Kalamazoo, in the sum of \$1,350, was accepted and the sale immediately confirmed.

In the matter of the Peerless Manufacturing Co., bankrupt, Holland, the special meeting of creditors, to consider the offer for the sale of the assets, was held this day. There being no higher bids, the first bid of \$550 from C. Woldering, Holland, was accepted and the sale confirmed.

Irvin G. Swander, Dighton, Osceola county, Michigan, has filed a voluntary petition in bankruptcy. Adjudication has been made and the matter referred to Referee Corwin, who has also been appointed receiver. C. A. Stiles, of Dighton, has been appointed custodian for the receiver. The first meeting of creditors has been called for April 9, at which time the creditors may appear, appoint a trustee, examine the bankrupt, prove their claims and transact such other business as may properly come before such meeting. The schedules of the bankrupt show liabilities amounting to \$2,442 and assets of \$2,766.75, including stock in trade valued at \$1,000. Following is a list of the creditors listed by the bankrupt:

Preferred Creditors.	
Eva S. Swander	60.00
Taxes	\$ 21.00
Secured Creditors.	
J. L. Newberry, Petoskey, chattel mortgage	\$184.81
Unsecured Creditors.	
Arbuckle Bros., Chicago	\$ 7.09
John Bathrick, Evart	16.45
Crescent Candy Co., Manistee	20.01
Cornwell Company, Saginaw	53.65
City Coffee & Spice Mills, Detroit	16.90
Excelsior Stove & Mfg. Co., Quincy, Illinois	8.41
Foley & Company, Chicago	8.00
G. R. Paper Co., Grand Rapids	44.26
G. R. Shoe & Rubber Co., Grand Rapids	25.00
Judson Grocer Co., Grand Rapids	491.66
S. H. Hill, Paxton, Illinois	21.80
Hirth, Krause Co., Grand Rapids	370.82
Ideal Clothing Co., Grand Rapids	38.00
C. W. Mills Paper Co., Grand Rapids	10.16
Moore Company, Temperance, Mich.	5.40
Nat. Biscuit Co., Grand Rapids	26.88
L. Perrigo Company, Allegan	15.25
Peoples Milling Co., Muskegon	47.30
Vinkemulder Co., Grand Rapids	22.85
James Tazelaar, Grand Rapids	24.05
Bump & McCabe, Petoskey	8.75
First State Savings Bank, Evart	160.00
Freeman Mapes, Park Isle	120.00
M. E. Beecher, Reed City	19.03
Peoples State Savings Bank, Pellston	30.00
First State Bank, Petoskey	41.47
Farmers & Merchants Bank, Dighton	35.90
C. S. Weber, Alanson	27.20

J. J. Swander, Swan, Indiana 300.00
Eva S. Swander, Dighton 100.00
Marion Despatch, Marion 8.00
Osceola Rural Telephone Co., Marion 3.00
A. J. Thompson, Charlotte 35.00
J. Emil Selbert, Sparta, has filed a voluntary petition in bankruptcy. Adjudication has been made and the matter referred to Referee Corwin, who has also been appointed receiver. C. E. Kelly, of Sparta, has been appointed custodian for the receiver. The schedules show liabilities of \$2,930.49, and assets of \$1,537.31, including machinery, tools, trade fixtures, etc., inventoried at \$1,000. Following is a list of the creditors of the bankrupt:

Preferred Creditors.	
D. J. Moore, Sparta	\$ 5.00
Secured Creditors.	
Alice Gardner, Grand Rapids	\$500.00
Lorne J. Gardner, Grand Rapids	300.00
Hazeltine & Perkins, Grand Rapids	470.00
Unsecured Creditors.	
John Albers Sons, Muskegon	\$ 40.00
J. C. Ballard Co., Sparta	9.32
Walter Bloomer, Sparta	.72
Berdan & Company, Toledo	52.14
J. H. Bruce, Sparta	8.00
A. E. Brooks & Co., Grand Rapids	14.94
Bunte Bros., Chicago	26.57
Consumers Power Co., Sparta
J. C. Crawford, Sparta
M. D. Culver, Sparta	20.70
Peter Dornbos, Grand Rapids	3.25
Fleischmann Co., Grand Rapids	33.62
Folger's, Grand Rapids	3.65
Chas. C. Friz, Sparta	3.45
J. R. Giddings, Sparta	2.54
Golden Rule Cutlery Co., Grand Rapids	29.17
G. R. Bread Co., Grand Rapids	18.90
Hass & Co., Sparta	9.60
Hill Domestic Bakery, Grand Rapids	2.00
D. C. Holt, Sparta	3.50
A. A. Johnson, Sparta	2.00
D. J. Johnson, Sparta	1.60
Kelly Ice Cream Co., Grand Rapids	25.90
King & Rinehart, Sparta	15.33
James Loop, Sparta	2.25
Mich. State Tele. Co., Sparta	2.00
C. W. Mills Paper Co., Grand Rapids	62.52
Nat. Biscuit Co., Grand Rapids	6.00
Parm & Parm, Sparta	1.00
Peoples State Bank, Sparta	40.00
M. Piowaty & Sons, Grand Rapids	45.82
Plankinton Packing Co., Milwaukee	62.70
Rademaker Dooce Co., Grd Rapids	119.43
Reid, Murdock & Co., Chicago	37.79
Ad. Seidel & Sons, Chicago	12.25
Stuart M. Selber, Pataskala, Ohio	450.00
J. O. Shepard, Marshall	45.00
Sparta Garage, Sparta	1.25
Sparta Lumber Co., Sparta	10.49
S. Steindler, Muskegon	3.09
Straub Bros. & Amiotte, Traverse City	40.14
H. Van Eenenaam & Bros., Zeeland	6.80
Voigt Milling Co., Grand Rapids	47.88
Walker Candy Co., Muskegon	79.67
Washburn-Crosby Co., Grand Rapids	12.15
Whalen Grain & Produce Co., Sparta	120.33
Wolverine Spice Co., Grand Rapids	22.15
Woodhouse Co., Grand Rapids	73.37
Alice Gardner, Grand Rapids	2.00

Packing Fifteen Cent Hogs.

Packers paid as high as 15.15 cents per pound for hogs on the hoof at Western markets last week, and had to pay that to get them. This is a record, of course. There is no sign of a let-down, and a recognized market authority soberly says that "a shortage in marketable hogs at this time borders on a calamity."

Hogs at 15 cents per pound afoot means that the dressed chilled hogs, including head and feet, stands the packer at least 19½ cents per pound. And it must be a good hog, and not "filled," to make this minimum cost. Then must be taken into account the loss in rendering the lard. Leaf lard will lose at least 10 per cent. in rendering; back fat, 20 per cent.; ham facings and fat trimmings, 50 per cent. and so on.

The packers are still charged with the responsibility for high meat prices. No wonder the trade welcomes any kind of an investigation which will acquaint the public with the actual facts!

Clerks who lose their temper easily will help your business more by working for your competitor. An uncontrolled temper is a great detriment to a store.

Bigger and Better Saginaw—Mark Brown Day.

Saginaw, March 26—Mrs. Homer Reeves, wife of H. E. Reeves, who represents the Hershey Chocolate Co. in Eastern Michigan, is in the Women's Hospital, this city. It is reported she is doing nicely. Through these columns I wish to extend the sympathy of the traveling fraternity to Mr. and Mrs. Reeves and to express the hope that Mrs. Reeves will soon be back in their pretty home on Martha street, enjoying life with her husband.

The Olympian car, manufactured in Pontiac, has come to town. D. T. Parker is the local agent and is planning big things for the coming auto season.

The annual election of the local Board of Trade takes place April 3. With such men to head the organization for the coming year as G. H. Hannum for President, Wallis Craig Smith for Vice-President and Guy V. Simmons for Second Vice-President, surely something can be done toward making Saginaw bigger and better. It is to be hoped that from the twenty-eight candidates in the field for directors on the board that the twelve to be selected will be men who will be willing to back up their leaders to the limit; men who will not be afraid to stand out for the right and do all in their power to bring to Saginaw manufacturing concerns which will be a benefit to all Saginaw.

Saginaw is to have a horse show this year under the auspices of the Saginaw County Horse Show and Sales Association. It will be held Friday, April 6. The prospects are that it will be a bigger and better show than ever held before.

Fred Fox, manager of the local branch of Lee & Cady, is on a business trip to Chicago and Milwaukee this week.

Saginaw is after the annual convention of the Michigan Good Roads Association. The convention proper lasts two days and a thousand delegates are expected.

The kiddies are all happy this week. Spring vacation. You Henry drivers, be careful, as the marble brigade and roller skater have the right of way.

The Erd Motor Co., manufacturing tractor engines, is making plans to quadruple the present output at its West side plant in the near future. It is at present manufacturing tractor engines for twelve big companies in the United States and it has just signed a contract with a Toronto, Ont., company for the production of a \$250,000 order for engines, the same to be delivered within three months. It has other orders booked amounting to over a half million dollars. The Erd Motor Co. has developed one of the most appealing tractor engines on the market—a machine which does not require any salesmanship or talking points, but presents its own argument by reason of its efficiency. The company is headed by Harry S. Erd.

Looks like fishing would be at its best this year, according to the catch made by Chief Deputy Baird and Deputy Waters, of the State Game Warden's Department, when they caught 1,200 pounds of suckers at the Michigan Central depot Monday night. The fish were consigned to New York City.

Prospects are that one of Northern Michigan's most beautiful summer resorts is to be greatly improved, according to plans already perfected by President F. H. Alfred, of the P. M. R. R. The road inspector also has many plans laid for betterment of the resort.

A special meeting of the Saginaw County Wild Life Conservation Association was held last Tuesday evening at the Board of Trade rooms. Action was taken on the fish legislation which is now before the State Legislature. The meeting was presided over by H. L. Rutherford, with A. B. Morford acting as Secretary. It

was voted to send six members of the Association to Lansing next Thursday evening to appear before the joint committee of both Houses of the Legislature and ask for better game laws for Michigan. The following men were selected: George Grant, H. L. Rutherford, W. S. Linton, John Harris, Vincent Kindler and A. B. Morford. This Association has done big things the past few years toward game law betterment.

M. S. "Mark" Brown, representing the Hazeltine & Perkins Drug Co., of Grand Rapids, is again able to be about, after a week's confinement from tonsillitis.

We were awakened this morning by the singing of the robins. Spring has come. Let's hope so.

What a source of satisfaction it is to the Michigan traveling fraternity to have working in their interest such a man as Editor Stowe—a man who is not afraid to show his colors; a man who through the press is not afraid to attack the biggest wrongdoer in the world when he knows he is right. Mr. Reader, you will kindly note what he has done in behalf of our brother traveler, Mr. Morris, who was so unjustly treated by a would-be hotel at Cheboygan and to him a greater injustice was done by the officers of the law at Cheboygan. We all know there are many good merchants and citizens of this flourishing town and surely it is a shame they have allowed such men as handled the Morris case to administer the laws of their city. Though it has proved a dear lesson, it is to be hoped it will soon be blotted out by the good citizens of Cheboygan and that they will throw out the brotherly hand and say, "Fellow traveling men, we welcome you to our city, where justice reigns for all." I say, again, hats off, to Mr. Stowe, the travelers' friend.

The writer has just received word that April 21 is the day to be known as Mark Brown day in U. C. T. circles for No. 43; also that our Supreme Secretary, Walter D. Murphy, of Columbus, will be present. Now boys, it is an honor to have him with us and a privilege we seldom have, so everyone start now to put your shoulder to the wheel of success and boost for Brown day. Don't wear out those application blanks by keeping them in your pocket. Make use of them. We should have a class of at least fifty. There's plenty of timber, so it is up to you. Help make it a memorable meeting for Mark Brown, the man who has done a great deal toward making U. C. T.ism what she is in Michigan to-day and especially in Saginaw. We especially invite our sister councils to be with us on that date. Come, we welcome you, and you, in turn, help us welcome in our midst Mr. Murphy and send him back to Columbus with the knowledge that Michigan is on the map.

Remember two things—to boost for a bigger and better Saginaw and Mark Brown day.
L. M. Steward.

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, March 28—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, 25½@26c; choice, 25@25½c; old 25@27c.

Eggs—Choice, new laid, 27½c; fancy henney, 30@31c; duck, 33@36c.

Poultry (live)—Fowls, 22@26c; springs, 22@26c; old cox, 16@17c; ducks, 23@25c.

Dressed Poultry—Chicks, 22@26c; fowl, 20@24c.

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

Potatoes—\$2.50@2.60 per bu.
Rea & Witzig.

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PRESIDENT—W. W. MECHLING, for twenty-four years with the Carnegie Steel Company, at their Homestead plants, and for two years past with the Forged Steel Wheel Company of Pittsburgh and Bullet, Pa. Mr. Mechling is now in active charge of the property.

VICE-PRESIDENT—M. H. CUTTER, President of the Bond House of M. H. Cutter & Co., with offices in the Rookery, Chicago. Mr. Cutter has a record of twenty-three years' experience in negotiating and marketing high-grade bonds.

SECRETARY—J. A. MASSEN, of the law firm of Hollen & Massen, 11 South La Salle St., Chicago.

TREASURER—H. F. LANDECK, of Oshkosh, Wis. Mr. Landeck is a widely known Wisconsin banker and business man.

DIRECTOR—B. F. BAKER, of Kewanee, Illinois, Treasurer of the Kewanee Boiler Company, a \$2,000,000 corporation, which manufactures the famous "Kewanee Boiler," large users of pig iron.

DIRECTOR—W. E. ORTHWEIN, of St. Louis, Mo., an influential business man and head of the banking house of Walter E. Orthwein.

DIRECTOR—E. P. SEDGWICK, Secretary and Treasurer of the Chicago Hardware Foundry Company, which is also a large user of pig iron.

DIRECTOR—C. E. TEMPLE, of Grand Rapids, Michigan. Mr. Temple is well known as an expert on the consolidation and management of public utility plants.

DIRECTOR—C. H. WHEELER, Superintendent of Ore Docks and Blast Furnaces of the U. S. Steel Corporation, at Gary, Indiana. Mr. Wheeler's affiliation with the iron and steel industry covers a period of nearly thirty years.

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Representatives of Bannan & Co., Inc., 834 Michigan Trust Bldg., Grand Rapids, Mich.

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E. A. STOWE, Editor.

March 28, 1917.

MONEY FOR FRANCE.

There can be no doubt of the propriety of the suggestion that the first as also the most efficient aid which the United States can render the Allies is the opening of a free credit of a billion dollars for the French Republic at the United States Treasury. The controlling reasons are:

1. The money would be available without delay, and without exhausting or tending to exhaust the credit of any of the Allies. There would be a total absence of incidental expenses (engraving bonds, banker's commissions, etc.) The money would be available for expenditure as needed, so that there would be no loss of interest ad interim.

2. We owe France a far larger sum. She expended, approximately one hundred and forty years ago, three or four hundred millions of dollars of munitions, equipment, etc., for our benefit, which money has never been repaid—the difference in the value of money between then and now and the accumulated interest would justify our expending a very much larger sum than the one suggested.

3. If it should be claimed that any element of self-interest entered into these expenditures by France—that she deemed she was indirectly benefiting herself by making them—exactly the same argument applies to the present situation. It would be self-interest on our part. The money would be expended for our own benefit.

4. It is far better and far more economical that such an amount of money should be now expended here for munitions to be promptly utilized on French battlefields rather than that we should expend that amount in accumulating munitions here. And this for the simple reason that the accumulation of an amount of munitions here which we would not immediately utilize would tend to diminish the amount available for immediate use on our behalf in France without regard to the fact that if accumulated here it would be highly probable that a large portion of them would come to be condemned as no longer up to standard before they were actually utilized.

FIXING PRICES A FAILURE.

Price-fixing by Governmental authority has the advantage of being easy and efficient. It is an end of argument. Is the price too high? Government can

remedy it. Now, it may well be argued that in some industries outside of railroads, competition has broken down as a price regulator. But in which ones? By what criteria are they to be judged? That competition is a failure in all industries, few have the temerity to urge. The bothersome thing in the Trade Commission's fixing the price of print-paper and warning the anthracite coal operators is that we see no evidence of a discriminating use and limitation of their power. We need a comprehensive statement of intentions, in order to judge of their attitude in regard to other industries. To-day comes their condemnation of misbranding substitutes for silk. This is on a different theory. It is done in order to regulate competition by abolishing unfair practices.

If prices are fixed too low, what is to ensure a sufficient supply. And if they are too high what is to prevent a flooding of the market through the artificial stimulus? What is a fair price to-day may be much too high or too low in three months. Shall the Commission issue quarterly or even semi-annual price-lists? Already, it is reported that they are to be represented on a board to regulate the distribution of print-paper. Next, they will have to regulate its quality, and then, perhaps, the wages of the employes, as in the case of railroads. Of course, this whole scheme is nominally a voluntary one, and has not been tested in the courts. The plan was entered into because the Commission used its great unofficial influence to bind both parties in advance to accept its decision. In the belligerent countries we are witnessing these policies carried to their limit. British farmers, whose sales-prices have been regulated, are now demanding that their purchases of seeds, fertilizers, implements, and the like, be also subjected to government regulation. The process must go on, until it has completed the circle. But this requires an almost superhuman intelligence on the part of the regulating Commission. Meantime, there is little encouragement to be gathered from the charges of "muddle" which are freely brought in England.

It is clear from Mr. Gomper's attack on the Adamson decision that he does not share the general opinion of its being a victory for labor. He is quick to point out the far-reaching effects of the opinion that the rights of employes "are necessarily subject to limitation when employment is accepted in a business charged with a public interest." The right to quit work is a necessary implication of freedom; but the right to bring about a concerted strike is a different matter. The unions think of it as an economic asset. From a legal point of view, the distinction between an individual action and a combined action has long been recognized. The individual right to quit work need not be affected by a law to prevent concerted quitting of work. The prospect of getting such a law has plainly been brightened by the decision of the Supreme Court.

Happiness may be extracted generously from peace of mind and a good appetite for breakfast.

SELLING GARDEN SEEDS.

So great has become the popular enthusiasm for gardening, because of the recent abnormally high cost of living, that every second head of a family is now thoroughly resolved to have a garden of his own during the coming summer. This all sounds well and will be well if common sense—and uncommon muscle—are added, to the resolution. Good vegetables require good care and there is no reason why it may not be given to them. But good seed is another equally vital requisite and here is a chance for the groceryman and general storekeeper to reap good returns.

Through carelessness or some other reason, local dealers, outside of the regular seed dealer, have of late fallen into disfavor because in many instances the seeds failed to grow. Vitality is a thing which cannot be discounted. The prospective gardener wisely insists upon seeds which will grow. Unless you are able and willing to furnish goods which you can guarantee, better stay out of the seed business; but if you are prepared with fresh seeds, there is sure to be a good sale for them, especially as the "free Government seed" supply has been exhausted and will not be replaced until the new crop is matured.

More than ever before will there be a necessity for the dealer's knowledge of special kinds of seeds. Ordinarily, the gardener knows approximately what he wants; but this year we will have an influx of new enthusiasts in gardening, some who never knew anything about the business, others who have been out of it since boyhood days and are entirely unfamiliar with the new varieties. It is not right to sell the home gardener of the North a melon which will only come to maturity under semi-tropical suns; neither will he thank you for palming off upon him the Lazy Wife bean when he distinctly stated to you that he did not want a pole bean of any kind. You may deceive him once, but not again.

Of course, it will take a little time to look up the different varieties, with which you are not, perhaps, familiar, but with the catalogue at hand this should be a pleasure during spare moments. As for varieties best suited to your own locality, ask some one who knows and will answer conscientiously. There is no better lettuce for general purposes than Grand Rapids, but for late summer planting in a sunny situation the Salamander will give better results.

There are special kinds which are best adapted to certain individuals. The one who wants an early pea may be satisfied with the small sorts which yield a fair crop of inferior flavor, but be competent to tell him of the Gradus, which is almost as early as the earliest, and which has the substance, flavor and heavy bearing qualities of the later sorts. If there is complaint that radishes get wormy and become pithy almost before they are ready for use, suggest the Icicle, which is comparatively free from these troubles, reaches a goodly size and is crisp and tender for several weeks. And if they want the first sweet corn of the season, remind them of Golden Bantam, which is of the very best quality.

Beware of how you suggest substitutes. We knew of one woman who was desirous of the Fordhook squash. The clerk, not seeing the desirous package, handed down a standard crookneck under the impression, doubtless, that there was close connection between "hook" and "crook," although the woman happened, fortunately, to know that the Fordhook is not the crookneck variety. There is no more sense in trying to sell seeds the nature of which is entirely foreign to you than in trying to sell cloth of which you are equally ignorant. A good general idea of the leading varieties of common vegetable seeds is an essential to their sale; and with this your efficiency in the seed department will be assured. More, if you are prepared to tell in what respects certain kinds excel, the patrons will soon find you out. Aid in sounding the slogan "More and better gardens" by furnishing good and appropriate seed.

THE CARDS ARE STACKED.

The Tradesman has repeatedly stated that this is an unfortunate year for merchants, so far as matters at Lansing are concerned. The pending measures which were introduced in the Legislature for the relief of those who are forced to patronize board insurance companies are all destined to defeat, because the cohorts of the combine have shaped matters up so that it is impossible to secure action on any bill which has not received the approval of the chairman of the combine. Late reports from Lansing are to the effect that the repeal of the so-called Anti-Discrimination law is out of the question and that the Major Pepper compilation of the insurance laws, which bears many earmarks of corporate greed and rapacity, will be enacted with plenty of votes to spare; also that the Governor will sign the bill because he is a stockholder in board insurance companies.

Some of the prominent members of the fire insurance combine have recently transferred their endorsement for State Insurance Commissioner from Will Waite, because they find him a weakling, to "Vic" Barry, who used to be Insurance Commissioner, but who was so faithful to the combine that he graduated into a \$10,000 position as Vice-President of the Metropolitan Life Insurance Company. He still holds that job and can hold it indefinitely and the insurance men who are on the square cannot understand why he should wish to surrender a \$10,000 position for a \$3,500 position unless there is a nigger in the woodpile somewhere. Readers of the Tradesman are at liberty to draw their own conclusions.

Dried duck has been popular in stores in Chinatown in New York City of late. The demand for dried duck became so great that two United States revenue collectors dropped into a Chinatown store the other day and bought some of this imported delicacy. They found the duck was stuffed with opium, which explained its popularity.

A steak is none the less costly for being rare.



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

The Power of Suggestion in Selling Shoes.

Written for the Tradesman.

Many retail shoe dealers have demonstrated to their own satisfaction the power of suggestion as a business aid. Not only does judicious and timely suggestions enable the shoe merchant to sell more footwear and findings, but it enables him to sell more of this sort of merchandise right.

"I want to get a good, comfortable pair of patent leather shoes," said a masculine customer to a friend of mine, who happened to be the manager of a swell little exclusive boot shop.

"No you don't!" exclaimed my friend, pleasantly, "to begin with, there isn't any such thing as a comfortable patent leather shoe for hot weather. And, in the second place, a patent leather shoe that isn't comfortable, can't by any stretch of the imagination be called 'good.' Sit down there—" And he indicated a comfortable chair upholstered in leather—"and let me show you 'a good, comfortable shoe' for this sort of weather." And he proceeded to show him a neat-fitting last, with plenty of toe-room, in gun-metal. And all the while he was doing so, he was talking—and saying things at that. (Some people, you know, can talk without saying anything. But my manager-friend isn't that sort.)

"Now I've got plenty of patent leather shoes, you understand—fully half a dozen good styles; and I can fit you, too. It isn't that. But I'd hate to sell you a pair, really; for they are not practical. D'you know what patent enameling does to a shoe? Fills up all the pores in the fiber of the leather; and Nature put those pores there for a purpose. That's one of the reasons the skin of animals is confessedly an ideal material for shoes—has pores in it through which the air can get to the feet. In other words, provides ventilation. Now a shoe that stops ventilation so the feet can't breathe, as some one has put it, isn't a 'good shoe' by a jug full. In the nature of the case, it can't be. Doesn't that gun-metal shoe feel comfy to the foot? Bet your life it does! That shoe is long on comfort. And, going back to patent leather: for another thing the enamel (or patent coating) invariably breaks and checks across the instep where the foot bends—it simply has to; there's nothing else

for it to do. So it doesn't look nice very long. It's an artificial finish; while this is what you might call a natural finish. And for that reason the finish lasts. Don't you like the shape of that shoe? I do. I think it carries a lot of style."

But there's no use quoting further. Enough of his line of talk has been reproduced to reveal its drift. And it is hardly necessary for me to add that he sold his party a pair of gun-metal shoes. In other words, by virtue of suggestion he induced that man to buy something entirely different from the thing he thought he wanted.

Suggestion is really needed more in the retail shoe business than in most any other line of retailing—simply for the reason that people really know less about footwear than they do about any other class of wearables. There are so many different kinds of leathers—and new finishes are being brought out all the time by the manufacturers of leather; and now that leather is becoming higher than a cat's back, there is the matter of leather substitutes that are being introduced more and more; and then the matter of shoe-construction, peculiarities of different lasts and all that sort of thing, not to enlarge upon the proper care of shoes and various kinds so as to get the maximum of wear out of them—all this combines to make a subject, which, to the laymind, is anything but simple. In fact it is complicated. It is too deep for people to know unless for some reason they have acquired special knowledge of the subject.

And that is just the reason why the retail shoe dealer and his clerks ought to fill up on facts—and hand them out as occasion requires. And, believe me, the people can easily detect the difference between facts and fancies in this matter. You can't hand them mere talk and get away with it. There must be solid substance in the stuff you hand out, or you can't put it over.

And not only must there be substance in your suggestions, but there must also be enthusiasm. A shoe merchant who doesn't warm up to his proposition isn't going to get very far in the game. In order to make good in the business of selling shoes, he must love to sell them. And what is true of the dealer or manager, is true of the clerk. My dealer-friend, from whom I generously quote, had rather sell shoes than to eat when he's hungry. He went into a retail shoe store as a sort of errand and utility boy when he was a kid; and he learned to love the smell of leather. The game really fascinated him from the start—and the

Shoes That Are Selling for Easter Business

7592 8 in. Blumenthals White Washable 2 1/4 in. Kid Lace Circle Vp. Pl. Toe Square Throat Single Sole McKay Turn Finish Covered Louis Heel Aluminum Top Plate in Heel Natural Finish Top Lift 3-7 A-B-C \$7.00



7545

7545 7 1/2 in. Gun Metal 3/4 Fox. Lace Semi-Eng. Stitched Tip Single Sole McKay 11-8 Heel 2 1/2-7 C-D \$3.25

7541 Same in Patent 2 1/2-7 C-D \$3.25

7551 Same in Gun Metal Button 2 1/2-7 C-D 3.25

7532 Same in 8 in. Gun Metal Lace Semi-Eng. Tip 3.50



7535

7535 8 in. Gun Metal 3/4 Fox. Lace Blk. Cloth Top Stitched Tip Single Sole McKay 11-8 Heel 2 1/2-7 B-C-D \$3.00

7512 Same in Patent 2 1/2-7 B-C-D 3.00

7523 Same as 7535 only Button 2 1/2-7 B-C-D 3.00

7579 Same in 8 in. White Lamb White Cloth Top 3.50



7552

7552 8 in. Vici Kid 3/4 Fox. Lace Stitched Tip Single Sole McKay 17-8 1/2 Louis Heel 2 1/2-7 A-B-C-D \$4.00

7573 Same in Gray Goat 3-7 A-B-C-D 4.25

7564 Same in Dark Brown Goat 3-7 A-B only ... 4.25

7558 Same in White Lamb 3-7 A-B-C-D 4.00

7554 Same in Dull Kid Stag Vamp 2 1/2-7 B-C-D 4.00

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HIRTH-KRAUSE COMPANY
 Tanners, Shoe Manufacturers and Jobbers
 GRAND RAPIDS, MICH.

charm of it has grown upon him with the passing years.

And when it comes to selling findings and accessories of the shoe store, it may be said that the power of suggestion is the dynamics back of the whole proposition. People buy new laces when their old ones are worn out. And they may call for a box or bottle of shoe dressing when their shoes begin to look so shabby they're almost ashamed of them. But beyond these and a few other voluntarily-expressed requirements on the part of your customers, you'll not have much call for findings and accessories until you yourself begin to create a demand for them through suggestion.

Here, for example, is the experience of a repairer: "A gentleman came into my shop the other day," he said, "to have his heels rebuilt while he waited. After he had taken his shoes off and I had started tearing off the worn lifts I asked him if he had ever worn rubber heels and he replied that he had never worn a pair. I merely remarked that for one who was on his feet a great deal, especially on pavements or hard floors, that rubber heels were certainly a wonderful help. Then he asked, 'How much is the difference in the cost of the rubber heels and the leather ones?' I replied, 'only 15 cents,' and he said, 'well, just put on a pair.'"

Who ever bought a pair of shoe trees, for example, until somebody in a shoe store showed him a pair and suggested the advisability of having them (and using them—especially in drying moist or wet shoes over night), and thus prolonging and preserving the shape of shoes? Why, I dare say there are folks in your town who never, in all their young lives, saw a pair of shoe trees, and wouldn't know whether to pick them up or not, if they should find a perfectly good pair on the road. And they never will get wise to shoe trees until somebody enlightens them through the channel of suggestion. And what is true of trees, is true to a greater or less extent of many other commodities that you have in stock, or could have in stock, and dispose of in paying quantities.

Let us take another slant at this matter of the power of suggestion. Some people—and a lot more than you think—do not understand how to figure the cost of their footwear expenditures for a period of twelve months. They buy new ones to replace old ones, and they keep no record of the kind and amount of footwear service they are getting. They think they're practicing economy; but more likely than not they are actually extravagant without knowing it. To begin with, they demand a pair of shoes costing not to exceed a certain amount—say \$3 or \$3.50. And they get what they think they want—a cheap pair of shoes. But when the shoes are worn to a certain point, they can't be repaired. And the number of pairs per year of such shoes would often surprise the purchaser if he kept tab on his footwear investments.

The initial cost of a real good pair of shoes may seem heavy, but consider how much longer they wear,

and how much more service one actually gets out of them. They can be repaired again and again. A friend of mine bought a pair of shoes for his 11 year old girl. This was three years ago when shoes were ever so much less expensive than they now are. His dealer advised him to get the very best shoes he had in stock for a child of that age. They came at \$4.50 a pair—and they were beauties. The man was a bit alarmed at the cost, but he decided to take a chance. So he bought those shoes. They were stylish, and they fit beautifully, and they had comfort, and all other merits and virtues that juvenile footwear may be anyhow made to possess. That 11 year old kid was tickled to a frazzle with them—and wore 'em weekdays and Sunday too. For twelve months she wore them, except for a period during the excessively hot months. Her father had them half-soled six times. Finally, at the end of a full year, they began to be a little short for her; so her father bought her a new pair and let her little brother finish the job of wearing them out. Did it pay to buy those shoes? They cost \$4.50 to start with. Six half-solings cost \$3 more (repair prices were cheap in those halcyon days) and other incidentals such as laces, polish etc. perhaps 50 cents more; making a total cost of \$8—less than \$1 a month for shoe leather for a vigorous, growing girl. Can you beat it? And just think: all that time she was wearing a perfectly stunning pair of shoes that made her little girl friends green with envy. And this splendid investment was due wholly to the power of a good suggestion.

But why pursue the thought further? Enough has been said (or hinted at) to reveal the possibilities implicit in the power of suggestion. Shoe merchants should learn to use it more than they do. Cid McKay.

Live Notes From a Live Town.

Owosso, March 26—Harry Rose, who has conducted a general store in Ashley for several years, has sold his stock and fixtures to Charles Corwin, a retired farmer, who has taken possession. Mr. Corwin has a wide acquaintance in this part of the terrestrial sphere and will be on the ground floor every minute.

Herbert Hawcroft, the up-to-date West Side groceryman, has secured the appointment to the office of City Clerk. While we extend our congratulations, yet it seems like an oversight to us to spoil a good groceryman to make a common every day city clerk. Hawcroft has sold his stock of groceries to F. C. Monks, who runs a grocery across the street.

We read with considerable interest of the excellent and courteous treatment extended to Mr. Morris at the Travelers Inn, at Cheboygan, and we wish to take the present opportunity to extend to Morris our sincere chagrin and also give him a tip—that he is in the wrong territory. Last week the writer had occasion to visit a small town of three stores, also a fairly good tavern. On account of a hitch in the schedule of train service we had less than an hour, so we sent word to the landlady to put up a lunch about like she would put up for her Uncle Ezra if he was going to Ohio or somewhere. The lunch was delivered to the train in a sack containing two large slices of bread

and butter, four pickles, four fried cakes, a slice of cold meat, a generous chunk of cheese and a couple of small individual mince pies like mother used to make. She soaked us 20 cents. We only hope that this lady who put up my lunch in Cohoctah and the proprietress of the Travelers Inn, at Cheboygan, will meet in Heaven and each have a copy of the Tradesman with them. We once several years ago had a chunk of Northern territory handed us for a couple of years and I don't think I ever made a trip North but what we would bump up with something that would make us stop and take notice, although we never had the pleasure of meeting either Peary or Cook. I remember one trip in particular when I made an extended trip in company with my old friend, Bill Royce. We got into West Branch at 2:30 a. m. The hotel was closed. It was just between lumber camp time and potato digging and things weren't booming sufficiently to run an Astoria, but the agent thought we could find lodging across the way, as a widow lady and her son were keeping the only place in the city. We went as directed and Bill rapped at the door, which was opened by a diminutive shock haired boy who seemed to be most all felt boots and rubbers, who asked what we wanted. Bill told him we came over to see what time it was and to incidentally enquire if we could stay all night. The boy said, "Yep, if you'll pay for it." So he proceeded to show us about as large a room as I have ever slept in excepting once when I went to sleep in a circus. It had no furniture whatever excepting a slat bed with a straw mattress. There was no carpet on the floor and no curtains at the windows. Bill asked the boy if he would bring a chair to hang our clothes on. The boy said "yep," and was gone about ten minutes. He returned with a chair without any back to it. We folded our wardrobe up the best we could and rolled in for a snooze. The wall back of the bed had no paper on it, but was profusely decorated with tobacco juice. Bill said that I had better sleep on the back side next to the wall, as I had chewed tobacco longer than he had because I was older and that I chewed Mayflower and that was nastier than what he was using, consequently I could stand it far better than he could. The next morning we heard a rap on the door and Shockey stuck his head in and said, "Say, if you fellows want any meat for breakfast, one of ye hafter pay your bill now." I climbed out and was digging up some change when Bill came along to the door with a sheet and asked the boy if they wanted it for a table cloth; we had a good big breakfast, dinner and supper, cooked good and appetizing. We turned in about 9 o'clock that

night, as we were obliged to take our train out at 2:30 a. m. I gave the boy a quarter to call us at 2 a. m. and we were asleep in about a minute by the clock. A pounding on the door by the boy awoke us out of the sleep of the just. He poked his head through the aperture and hollered, "Say you fellers, I'm going to bed now and if you don't want to miss your train, one of ye better keep awake." Bill got up, struck a match and looked at his watch. It was just 11 o'clock. The only thing left to do was to get up and go to the station to wait, which we did. This is no josh, but simple unvarnished truth and I can prove it by Bill.

Honest Groceryman.

No Race Suicide For Sioux City Wholesaler.

The Moore-Shenkberg Co., of Sioux City, Ia., has posted a bulletin in the offices and warehouses of the corporation, offering a prize to each and every one of its employes becoming the parent of a child during 1917.

O. J. Moore, President of the company, and one of the Vice-Presidents of the National Wholesale Grocers' Association authorized the offer, giving as his reason that the expense of bearing children was almost prohibitive to those whose wages were not large. The bulletin says:

"Realizing that the expense of childbirth in the affairs of the families of our organization is often an item of financial stress, it has been determined that, commencing this date, we shall be pleased to offer the sum of \$50 to any family having one or more infants born to it during the year 1917.

"The only qualification for such financial recognition will be that of the husband having been an employe in good standing with this company for a period of at least sixty days previous to such advent."

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



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Organized in 1912

Responsibility Over \$1,400,000

We carry the risks of approved shoe dealers at 25 per cent less than regular board rate.

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All losses are adjusted by our Secretary or our Special Agent.

THE BIG 4 THE GREAT 4

Four Great Boot Values ON THE FLOOR

The "Bullseye"

Black with white sole



Price \$3.40 net 30

The "Pacer"

All RED



Price \$3 10 net 30

The "Red Tread"

Black with red rubber tread



Price \$2 75 net 30

The "York"

Black "at a price"



Price \$2.40 net 30
(Not guaranteed)

The Greatest Boot on the Market is the "Bullseye." Get in *quick* and *right* on your Boots. The season is ripe. Are you ready?

The Michigan People

Grand Rapids Shoe & Rubber Co.

Grand Rapids

One of Our Most Consistent Sellers



No. 990—\$3.45

You Should Carry this Shoe in stock



LAST No 18

Our Number 990 is one of our most consistent sellers. It is an all leather shoe with genuine Gun Metal calf uppers.

The extra width roomy last makes it a ready fitter and an extremely comfortable shoe to wear.

This Number gives splendid service, wins instant favor in any community and will always be in style.

Sample gladly sent on request.

HEROLD-BERTSCH SHOE CO.

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.



That Tennis Shoe Order



We are prepared to fill your orders for

Tennis Shoes Now

and suggest that you let us know your wants early.

Better do it today.



Rindge, Kalmbach, Logie Co.
Grand Rapids, Mich.





Some Advantages of the New Trade Acceptance.

The trade acceptance as a feature of our modern business system has come to stay and is probably one of the most important improvements evolved by our progressive bankers. As these acceptances are likely to become universal, they will affect every branch of industry and commerce. It is, therefore, worth while becoming better acquainted with the plan.

Bankers and officials of the Federal Reserve system unite in recommending the greater use of this form of credit, and it is one instance where a suggestion and a decision of the Federal Reserve Board can be heartily concurred in. Before, however, trade acceptances can become universally recognized as efficient instruments of credit, merchants generally must become reconciled to their use. Trade acceptances bring into play the important elements of verifications and increase of commercial paper resources, and should they be freely available for discount accommodation on a large scale, credit men would be brought more intimately in contact with banks and mercantile risk would be safeguarded by more double checking than at present.

To pave the way for this improvement in banking practice, the bill introduced by Congressman Glass, of Virginia, passed by both houses and signed by the President Sept. 7, 1916, provides that a Federal Reserve bank can, in addition to the deposits now specified in the Federal Reserve law, receive from member banks maturing bills, checks and drafts payable upon presentation when the same are payable in its district. The proportion of bills drawn for agricultural purposes or based on live stock, which a reserve bank may accept for discount, subject to the approval of the Reserve Board, is to be based upon the assets of the reserve bank instead of its capital. To the classes of acceptances by member banks eligible for re-discount are added acceptances covering domestic shipments, provided shipping documents or warehouse receipts, etc., conveying or securing title, are attached to the draft.

The adoption of trade acceptances means the liquidation of so called "frozen" credits and transformation of book credits into negotiable paper. To illustrate: If John Smith's debt to John Jones for merchandise purchased merely takes the form of a record on Jones' books, the obligation is of no use to Jones in this business until the date of payment is due. Whereas, if Smith has accepted

in writing Jones' order to pay to Jones on the date named in the order the amount of the invoice, a credit instrument has been created which Jones can discount at his bank. Another method is for Smith to go to his bank and have the bank accept the bill for him.* The bank thus extends credit to Smith in his business and Jones has a piece of negotiable paper bearing the bank's endorsement which, if discounted with a member of the Federal Reserve system, can be rediscounted at any Federal Reserve bank, and forms a possible basis for Federal Reserve note issue. It will thus be seen that the amount involved in the original purchase, instead of being locked up in an open account on Jones' books, is actually benefitting a large number of people. The deputy governor of the Federal Reserve Bank of San Francisco thus sums up the trade acceptance situation:

"Present trade conditions in this country are conditions of undefined credit inaccurately applied to the trade of the country.

"These conditions should be reformed by substitution of defined and certain terms.

"This reform may be brought about by the rigid application of sound principles of trade credit, by extending trade credit only to operation in goods, that is, applying trade credit to trade.

"The trade acceptance is the best credit instrument yet devised for applying trade credit to trade, and because of its simplicity and adaptability, its general use will radically improve conditions of trade credit, thereby facilitating trade.

"The use of an acceptance in closing a transaction involving deferred payment for goods purchased enhances the credit of the accepting purchaser and facilitates the financing of the sale by the seller.

"The credit of the acceptor is enhanced by the evidence that he is buying on certain terms, is prepared to pay at a certain time and is adopting the most approved and economical method of transacting his business.

"The seller is benefitted by securing a piece of commercial paper carrying the responsibility of two merchants, covering a genuine, live transaction, and, consequently, discountable at the most advantageous rate, thereby enabling him to sell on better terms without a decrease in profit."

Each merchant contributes his share toward placing merchandise credits on a sounder and more stable basis, involving fewer losses, less uncertainty and great improvement over

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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.....	\$ 1,724,300.00
Combined Total Deposits	10,168,700.00
Combined Total Resources	13,157,100.00

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When funds are given to this company to invest, the investments are made only after the most careful investigation by a SPECIAL INVESTMENT COMMITTEE.

These men are all prudent, conservative, practical and successful business men of broad experience. Each member of the investment committee is aided by the special facilities which this large trust company has for ascertaining the real values of securities of every type.

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THE MICHIGAN TRUST CO. OF GRAND RAPIDS

Safe Deposit Boxes to rent at low cost.

Audits made of books of corporations, firms and individuals.

the prevailing practice of buying on open credit.

Those who should be directly interested in this are the manufacturer, the retailer and the country bank. At present they act independently of each other as when a manufacturer receives an order for goods he goes to the bank and on the basis of this order secures a loan to buy raw materials and cover the labor cost, etc., of production. The retailer, when the time comes, goes to his bank and borrows the money with which to buy the goods if they are not purchased on the open account plan. Thus the two transactions overlap. On the other hand, under the acceptance plan, instead of obtaining credit because he has an order, he makes the order the basis of his credit. The country banks should be vitally interested. It has to finance the retailer. Why not have the bank sign the order for the goods (which is the acceptance) to be paid for at a specified date in the future, thirty, sixty or ninety days? By doing this countersigning the bank will be in close contact with its retailer customer and will thus be in a position to know the exact character and extent of its client's business.

Banking interests are keenly alive to the present critical situation as to peace or war and are prepared for any eventuality. This preparedness is stabilizing the business of the country and, while there may be some reduction due to the timidity of some who wish to hunt their holes at the first cloud that appears upon the horizon, general activities will continue as usual and it is believed on a more normal basis. While the big bankers of the money centers who have the interest of the country at heart do not desire to see anything that looks like a speculative spree, they are prepared to put "shock absorbers" under the market and enter big buying orders to maintain prices, if such a course should be necessary to prevent such a slump in security prices as would shake the confidence of the people.

There is no occasion for fear, which is the ruling factor in every financial panic, and the monied interests of the country are showing genuine patriotism in thus holding the country level.

Through the settlement of the threatened railroad strike savors over much of yielding to sand-bagging methods, it is having the effect of creating a greater feeling of confidence in future business conditions. Of course, we all realize the consumer must pay the freight and that another element smacking of permanen-

cy has been added to the high cost of living. If the strike had been declared it is dollars to doughnuts the brotherhoods of trainmen would have been defeated, because they did not have public sentiment behind them. To place any blame for the terms of settlement would be foolish and unfair to the railroads. It is not until all collateral facts are made public that a just decision can be arrived at. One thing, as seen from the surface, seems certain—there will be a general increase in rates for all classes of railroad transportation service. While this adjustment is being made it is to be hoped that the whole question of railroad rates, earnings and a fair return on money invested in railroads will be gone into and definitely settled on a basis that will be fair alike to the railroads, investors and the people. In the mean time a temporary advance in rates may be expected to enable the railroads to meet the additional demand now made and also enable them to provide for the largely increased business which will be forced upon them.

Acting along progressive lines the Hastings National Bank of Hastings, Michigan, has started a boys and girls' poultry club working in conjunction with the Hastings Young Men's Christian Association.

"We started," said H. G. Hayes "with giving thirty settings of eggs to be repaid in eggs sufficient to supply sixty settings, these settings to be again distributed, thus constantly enlarging the circle of juvenile poultry activity."

This is in line with the best education and the bankers of Michigan in their agricultural encouragement are laying the foundation for a great increase in prosperity in the future in which they will fully share.

Paul Leake.

Tribute to the Nickel.

Oh, here's to the nickel,
So shiny and bright,
That serves me so often
From morning till night.

It takes me to business,
Or blackens my shoes;
It pays for a smoke,
Or provides me with news.

When I go to the movies
It takes me inside;
If I travel by jitney
It pays for the ride.

It's a tip for the waiter,
The barber or kid
Who brushes my clothes
And then hands me my lid.

It quenches my thirst,
Or it buys me a stew—
It sure beats the deuce
What a nickel will do.

So here's to the nickel,
Let loud praises swell
To this wonderful coin
That has served me so well.
R. E. Haynes.

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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.

UPPER PENINSULA.

Recent News of the Cloverland of Michigan.

Sault Ste. Marie, March 26—Grand Rapids is not the only place in which the trains were late last week. Cloverland seems to hold the record, as we were several days without trains, and many tales are told by the traveling public during the few days we were snowbound. St. Ignace entertained quite a few of the Sooites who were held up in consequence, while others had the pleasure of sleeping in the coaches all night in the vicinity of Newberry.

• We refrain from expressing the real sentiments of Clyde Hecox, of St. Ignace, relative to the weather, on account of its getting too late to begin now. Clyde says that he merely mentioned that it has been a blank of a winter since the beginning right after the hot spell last August. This recalls to his memory a story they tell on one of our leading hotel clerks. A young fellow blew into town one of the rawest days we had during the fall. "Say," he remarked to the clerk as he registered, "when do you have summer up here?" "I don't know," drawled the clerk. "You see, I have only been here eleven months."

It is tantalizing to hear some of the beautiful stories of the Sunny South as told by our fellow citizens who were fortunate enough to spend the winter in the South, while we had to remain at home and put in most of the winter shoveling coal and opening trenches to the street. As last Wednesday was the first day of spring, we are going to be optimistic and look for a change for the better.

Moran was up against the real thing last week, when the kerosene barrel was emptied. John D.'s oil tank failed to show up and, from what we can learn, it would be easy picking for the electric light people to obtain a unanimous vote to connect a wire with that important place, as the merchants do not have time to play "Love in the dark."

Roy Hollingsworth, the well-known traveler for the Soo Machine and Auto Co., called at Engadine last week to get some auto orders. From all accounts he was the first one there, getting everything in sight up to this writing.

Bert Miller has opened a cigar stand and pool room at 244 Ashmun street.

The citizens of Engadine are rejoicing over the possibility of their town being lighted by electricity. This will be good news to some of our traveling brothers who are afraid to go home in the dark.

Fifteen years ago last week Mike Hotton started a new industry in the Soo in the form of a soap factory. We have no record of just how long the business flourished, as we understand that the product has since been taken from the market and the property is still to be had for other purposes.

We heard of some more wolf stories in the neighborhood of Dafter, when a party drove across from Kinross to Dafter last week. They had quite a scare from the wolves while passing through six miles of woods. The animals were only a short distance from them at times, and the party, being unarmed, felt a great relief when the destination was reached without being molested.

Charles Haas met Charles Huptli, the well-known salesman for Wilson Co., who has the reputation of covering more territory on foot than any of the traveling fraternity. He found it almost impossible, however, last week to make some of the ten mile jumps, as heretofore, and looked the picture of discouragement. Charlie said, "Never despair, somewhere beyond the clouds the sun is shining."

"Yes," said Huptli, "and somewhere below the lake there is a solid bottom, but that does not help a man when he falls overboard." From all accounts Huptli made the Soo as usual.

Bruce Walker, for a number of years a well-known traveling salesman for the Gamble, Robinson & Shaw Co., has tendered his resignation to accept a position with A. H. Eddy, of the Eddy Food Emporium.

Merlin Wiley, of whom we are all proud because of the work he has been doing as representative of this district at Lansing, has joined the Coral Society. He recently offered a toast, "Let us all rise and sing, How Dry I Am."

Robert Hudson, who is at present touring California, accompanied by Mrs. Hudson, writes that they had a hot time last week and a narrow escape from being cremated, when the Hotel Rosslyn, at Los Angeles, in which they were guests, was partly destroyed by fire. Bob always was a lucky fellow and his time has not yet come.

Captain Marshall Duddleson and family have just returned from spending the winter in Florida. Marshall has been appointed captain of the steamer Charles H. Hutchinson, one of the best steamers on the lakes. He is planning on giving an "at home" to his numerous friends in the near future. The South seems to have agreed with him, as he is still leader in the Fat Man's Club and an expert at the light fantastic.

St. Ignace lost one of her well known attorneys, Milton H. Baxter, who left a few weeks ago on professional business for the West and has decided to locate there.

Vosper & Laprairie finished their lumbering operations at Bois Blanc after having completed a very successful winter's operation.

Dave Yalomstein, manager of the

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LOOSE LEAF SPECIALISTS
The Tisch-Hine Co.
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Resources

9 Million Dollars

3½ Per Cent.

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

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

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

Wm. N. Senf, Secretary.

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Overflowing with Quality
Try them.
It will bring you friends
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OBEY THAT IMPULSE

Buy stock in a Grand Rapids Automobile Company as you so often promised yourself you would do if you ever got the opportunity.

BUY GEM STOCK NOW

Materials are arriving at the factory and progress being made in every direction. Conservative management and steady progress is the keynote of the Gem Company. One large firm of motor distributors is asking for entire first year's production of delivery cars. In addition to this, two experienced and successful automobile sales managers are each asking for the output of 1,000 cars. This proves that there is a strong demand for such a product.

The Gem Company has the material to build them and will do so at a good profit. This fact, combined with positive assurance that the output can be sold many times over, makes this your chance to aid Grand Rapids in getting a successful automobile concern, and at the same time gives you a wonderful investment opportunity.

No field for investment today is brighter and safer.

Proposition growing stronger every day—now much stronger than originally planned.

Other important plans are now under way.

When these plans are completed, stock will no longer be sold at \$10 per share.

Now is the time for you to act.

Deuel & Sawall, Inc.

405-6-7 Murray Building
Grand Rapids, Michigan

Winkelman department store, at St. Ignace, was a business visitor at Detroit last week.

A. C. Smith, assistant postmaster and clerk for the G. A. Smith & Co., has accepted a position with E. L. Smith & Co., Trout Lake. Mr. Smith until a few weeks ago, has been conducting his grocery and restaurant business in the Probst building, but is now located in the Nevins building, which has been remodeled into a first-class cafe, pool room, butcher shop and grocery. He is now prepared to give the best of service. Mr. Smith is one of Trout Lake's hustlers and his new venture will, undoubtedly be a success.

Allenville is about to order an airplane for its school teachers, as it is about the only successful transportation to and from school. Snow shoes are not in it any more.

It is reported that some of the shacks around Allenville have been missing, but after considerable snow shoveling many of them have been found and the familiar song, "Nearer My God To Thee," was heard in many cases after being discovered.

The business men of Rexton went to the Soo Line officials last week with the request that this important town be made one of the stopping stations for the flyer. The passenger business would show a large increase of the flyer were to make regular stops.

The St. Ignace Business Men's Association held another one of their monthly feeds last week which was largely attended. The spirit of optimism was very evident and several propositions in which at least two manufacturing concerns have their eyes on St. Ignace, were discussed, and if it is within their power the factories will be landed. St. Ignace has plenty of room for a few more factories and it would be an ideal location for certain lines.

George Warner, the well-known general merchant at Rexton, has branched out into the oil business on a large scale and is doing most of the oil business in his section, both wholesale and retail. Mr. Warner recently purchased 140 55 gallon casks which came filled from the refinery. Hereafter, however, he will get his oil in 6,000 gallon tank cars. This will save considerable in freight. Mr. Warner also intends to install a gasoline station in connection with his other business as soon as the good roads pass through Rexton which will be one of the drawing cards attracting auto travelers. Mr. Warner is one of the live merchants and has confidence in the future.

William G. Tapert.

Local Association Organized at Pontiac.

Cadillac, March 26—The week of March 19 to 24, inclusive, was one of very important developments in Association work, as the retail grocers and meat dealers are waking up to the fact that their business is being unjustly attacked from all sides by statements which are absolutely false to the effect that they are the cause of the high cost of living, when, as a matter of fact, they are the poorest paid workers of any class, yes, even poorer paid than the farmer whose average wage in Michigan in 1914 was about \$300, plus their living, while

few if any of the grocers received a like amount.

At Imlay City there was a large turnout of the business men, all of whom were much interested in the development of their own community, but the final work of organizing an effective association still remains to be done, as some adverse influence must be removed before this can be accomplished.

At Pontiac the meeting was not so well attended as it might have been, owing to the fact that it happened to come on a pay day, so that the stores had to remain open, which fact prevented many of the grocers attending the meeting, but those who were there were well paid for their time in listening to the valuable pointers on "Careful Buying" given by W. J. Cusick, First Vice-President of the State Association, wherein he held the opinion that a good deal of the difficulty of the retailer is due to the inefficient methods employed in buying goods, clearly illustrating that in order that the retail grocer may be in the same position to deal with the public as are some of the competing stores, it is necessary that he buy in larger quantities and in that way take advantage of all discounts which may be offered by the jobber. This plan would not reduce the cost to the consumer, but it would enable the retailer to get a reasonable profit which he is not doing now.

Mr. Robinson, the local jobber was the next speaker and gave a very fine talk on the value of co-operation and the necessity of the grocers forming associations which will put them on the same working basis as nearly all other lines of trade.

Other talks were given by Mr. Metzner, of Detroit, Mr. Marcero and Mr. Purser, of Pontiac, after which Secretary Bothwell gave a talk on the influences which are affecting the retail business indirectly.

Chairman Harlow appointed a committee on nominations, with the result that an association was formed and officers elected, so that we are pleased with the result of the meeting, as the value of association is more forcibly demonstrated by the work in the large towns than in the small ones. J. M. Bothwell, Sec'y.

Death of Ex-President Swank.

Battle Creek, March 27—L. L. Swank, formerly President of the Grocers & Butchers Protective Association, was taken seriously ill about two weeks ago while taking part in the Odd Fellows drill team of this city. Mr. Swank was removed to the Nichols Hospital, where he was given the best medical attention possible. However, Mr. Swank passed away Wednesday at 12:30. The funeral was held at the First Baptist church, Saturday, March 24, at 2:30 p. m., and was in charge of the Odd Fellows. Mr. Swank's term of office with the local Association would have expired to-day. For the past year he had been a very energetic worker, missing only one meeting. Mr. Swank was also a faithful worker in the Odd Fellows lodge and will be missed greatly by both organizations.

A. J. Hoyt, Sec'y.

Let's laugh a little more at our own troubles and a little less at our neighbor's.

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

Private wires coast to coast
Correspondence solicited



THE BANK WHERE YOU FEEL AT HOME

GRAND RAPIDS SAVINGS BANK

WE WILL APPRECIATE YOUR ACCOUNT
TRY US!

We Are Offering

High Grade Investment

Yielding Over 6¾%

Tax Exempt in Michigan

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HOWE SNOW CORRIGAN & BERTLES

INVESTMENT BANKERS

GRAND RAPIDS SAVINGS BANK BLDG. GRAND RAPIDS, MICHIGAN.

The drawing of your Will is a matter of too great importance in relation to your affairs and to those dependent upon you to be put off from day to day.

It is too important a document to be drawn carelessly. We advise those who desire to name this company as Executor and Trustee to have their wills prepared by a skilful, and trustworthy Attorney.

When this is done please notify our officers, and your will, if you so choose, will be kept in our vault without charge, to be instantly available when wanted.

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

Veit Manufacturing Co.

Manufacturer of

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

Holland, Michigan



Revolution in Textiles—Sport Fabrics Will Remain.

The influence of sports has taken a firmer hold in the United States than elsewhere owing to the awakening among woman-kind all over the land, and to the naturally nervous, quick, rather emotional nature of the fair sex. They recognized the possibilities of sport fabrics and have made them standard in women's apparel, meeting the idea of unusual effects with alacrity. The idea of sport means happiness, youth, motion, being alive in body and mind, alert and especially happy. The brightness of the fabrics now dominating the textile field carry out these emotions and the unusual designs accentuate the effect, influencing women to wish for them, to have them, therefore sport fabrics will remain in silk, wool, mohair, pile fabrics, cotton, ribbons, etc.

The combination idea has met with instant success. Many fabrics are too dominant to use alone, but when combined with a plain or quiet material, the growing becomes smart where before it was only conspicuous. Our manufacturers are very quick to catch on to just the right shades to combine; that faculty is making our fabrics noted for their coloring. People of Europe do not take to sport attire, which is natural under present circumstances, but they would never take to the spirit of the colors, combinations and gowning as our people do.

The sport designs brought out in Paris are made for America. Mourning with English crepe having a Paris finish is adapted by all able to use it in France; a subdued air is in the streets broken only by real Americans returning to wear something brighter. For making designs suitable for sport, the house of Chanel is considered first and Lanvin second. They seem to be won over strongly for Jersey fabrics with big pockets, bigger collars and oddly shaped revers. The advent of sport goods has increased general business as well as that of the sports and leavened the entire silk business during the past year. It is not a "passing fad," but seems to be a permanent annex to the general fabric business.

Artificial silk does not seem to be an adjunct for sports, but in "shimmer" cloth the surface is of artificial silk which gives the sheen and the ground work of a color. Shantung shows adaptations of the Oriental effects; some are of the geometrical order, many are not, but of the combination; but all of the designs show the craving for something unique in colors and designs. Fancy and yarn

dyed tussahs are to be freely used in sport costumes, but there are also suitable ideas in this weave to keep one branch for persons not wishing sport clothes. In the real sport fabrics there are golf and egg-shaped balls, checks of many kinds, Oriental and Japanese effects and stripes of every width known.

Not only silks are shown for sport, but such fabrics as yellow satin, stencilled in black with designs from Indian pottery found in Peru. A coat of dark Copen Georgette crepe with large spots of gray is worn over an underskirt of gray satin. The new linen corduroy experimented with is meant for suits with tan-colored pockets, cuffs and collar. Original model from Lanvin. A jersey with a corduroy effect is combined with plain jersey. Silk and wool jersey combines for a suit, the silk being on iridescent plaid. A few correspondents write from Paris that wool jersey has gone to its rest, and that taffeta is fast going; one is tempted to write "go thou too," as wool jersey and taffetas are yet amply "worth while" here. A white wool jersey skirt to be worn with a pleated coat of navy jersey has a border of green, coral, orchid, gold and two shades of navy. Tricots with novelty checks or stripes, usually of white on a color, form tailored semi-sport suits, trimmed with braid and buttons.

Plain colored Shetland sweaters are worn in the South with a skirt of silk sports crepey goods with a brilliant figure or stripe. The numerous visitors to Honolulu took skirts of every kind, but all bore the imprint of sports. The brightest green skirt with smoked pearl buttons looks well under that wonderful blue sky. The golden yellow skirts of wool jersey are very popular at the resorts. Other skirts are of silk jersey, burella tricotine, Shantung, many silken fabrics of registered names, mohair, tweeds, mixed fabrics of sporty flavor and cottons of undoubted beauty noticed in the cotton department. Smart hand painted stencilled patterns are used. Printed pongee suits are found at the Southern resorts. Black satin skirts and coats of length are trimmed with the lovely striped or figured crepey silk or the striped silk of unusual favor and quality for collar, cuffs, belt and pockets. Black and white satin effects are made up for conservative women. In any case, sports and sport goods will stay with us.—Dry Goods.

His One Asset.

He hasn't any pull, I know,
He's just a friendless clerk,
I think he'll offset all that, though,
With willingness to work.

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

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

Eagle Cordonnet



P. F. C.
Crochet
Cotton

The best made,
for all purposes

Ask Your Jobber

Grand Rapids
Store Fixture Co., Inc.
The Place, 7 Ionia Ave., N. W.
BUY AND SELL
Used Store and Office Fixtures



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, Park Avenue, head of Monroe

Hartnett Flower Shop
Cut Flowers—Floral Decorations
Funeral Wreaths and Sprays
Park Avenue, head of Monroe
Both Phones Grand Rapids, Michigan

The Book That Takes the Risk Out of Buying

For many years "OUR DRUMMER" with its net guaranteed prices has been famous for taking the risk out of retail buying. This is more than ever the case now in these unusual times. It not only makes buying secure from the price standpoint, but it removes uncertainty in the way of getting goods. Back of the prices in this book are huge open stocks of the merchandise it advertises.

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas

R. M. C. Art 65

Cordonnet-Crochet Cotton



The Big 10 Cent Ball

For quality, quantity and price R. M. C. Cordonnet Crochet Cotton has no equal. It is without doubt the most popular of all crochet threads used in the State of Michigan. We carry a large stock, which assures you of prompt service.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

Pickings Picked Up in the Windy City.

Chicago, March 26—Chicago is now taking on its spring beauty. For the last three or four days it has been wonderful weather in Chicago. Let us hope it stays for some time to come.

It is the intention of the city to build a monument on the site of old Fort Dearborn. This site now has on it as a remembrance of Chicago's old days a tablet. This does not seem to meet the approval of the majority of citizens and for that reason they are going to erect a beautiful monument. It will probably be finished and unveiled along in the fall.

Chicago is showing a wonderful amount of loyalty at this time. Every yachtsman owning any sized yacht on the lake has offered his boat to the Government to do with as it sees fit. At the head of this list is Mayor Thompson. There has up to this time been enrolled 175 owners who not only will give their yachts but will enlist their services. Some of these boats will be shipped to the Coast for parole duty.

It was reported by the Chicago Board of Health that there are 113 fewer cases of scarlet fever in the city than there were last week. Cases reported last week, 602; this week, 589. This is not bad, considering the size of the city.

The following citizens of Grand Rapids were in Chicago the past week: Charles Donnelley, Bert Decker, Harry Cole and C. A. Metz.

The United Commercial Travelers of Northwestern Council held their annual meeting Saturday, March 24, and the following officers were elected for the ensuing year: Senior Counselor, W. C. McGee; Past Counselor, H. E. Redell; Junior Counselor, Jos. Fisher; Secretary, W. J. Sullivan; Conductor, L. E. Davis; Page, J. J. Wiggins; Sentinel, J. E. Hanchett; Executive Committee, E. K. Klink, B. E. Davis, Edw. Glickauf and C. H. Thomas. The meeting was called to order at 6 o'clock and was a rousing affair from beginning to wind up.

One of the very good candidate getters gotten up for the benefit of Northwestern Council was that of W. J. Sullivan, Secretary. It was a little card; the following reading is on same: "Ten thousand dollars for loss of both eyes; both hands, \$10,000, both feet, \$10,000; one hand and one foot, \$10,000; one eye, one hand or one foot, \$5,000; one hand, \$1,250; one foot, \$1,250; one eye, \$1,250; accidental death, \$6,300, \$5,000 paid within ninety days and the balance paid each week to the beneficiary for fifty-two weeks." This is very nicely gotten up and is known as the preparedness card. This is given to the members and handed every commercial man whom one may happen to meet and knows is eligible.

The Chicago housewives still seem to be great users of sewing machines.

One of the big industries of the city and one of the things that the individual person would hardly take note of is that of the number of sewing machines sold each day. The writer is unable to give the figures as a matter of courtesy to his informant, W. B. Barker, who is one of the local managers. Mr. Barker has come up through the ranks of the Singer Sewing Machine Co. and is considered one of their best men. He is the manager for the North Side, with offices in the Wilson avenue district and, no doubt, will in the near future be promoted to General Supervisor.

The writer wishes to inform the U. C. T. Publicity Committee of Bay City that he is doing his best to let every commercial man know of the Bay City convention in June.

Every body is waiting expectantly for the decision on the final vote before the Illinois Legislature which comes up next Wednesday as to whether or not people of Illinois will be given the privilege of a State-wide vote to see if Illinois is to be put in the dry column or left as it is.

One of the sights in the city of Chicago and one well worth going to see, is that of the new ice palace at Thorndale and Broadway. There will be ice skating in this palace summer and winter. Make it one of your sight seeing points while in the city.

Real estate transactions in Chicago the past week has been a little below normal.

Chicago is going to have very shortly a great patriotic day. All of the Naval Reserves and National Guard who can be gotten together will parade the loop, trying to increase the ranks through recruiting for the United States service. No doubt this will be the means of recruiting thousands of men.

Some of the main unprotected important buildings and bridges of Chicago are now being guarded by State soldiers. The Government is not taking any chances.

One of Chicago's new theaters to be built will be erected at the corner of Lake and State streets. The property is owned by the Marshall Field estate. This will be one of the largest theaters in Chicago. Up to date there has been no name decided on and perhaps will not be until Field Museum, now being built in Grant Park, is completed.

Charles W. Reattoir.

Success oftener comes from plain persistence, simple sticktoitiveness, than from luck. Any man can be persistent.

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

A New Spring Line of Boys' and Men's Caps

We carry a complete line in all the latest styles.

Boys' Caps priced at \$2.25 and \$4.50 per dozen.

Men's Caps priced at \$4.50 and \$9.00 per dozen.


Also a big assortment of STRAW HATS in various shapes and prices.

Paul Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Michigan

TANGLEFOOT
THE SANITARY FLY DESTROYER
NON-POISONOUS
Our TANGLEFOOT Handy Package, 5 Double Sheets, Retail for 10c. Saves Labor and Expense of Wrapping.



5000 Merchants

Are Glad They Have

"SHUMANIZED"

This new system of shelf-pricing is spreading like wildfire.

Because it cuts costs, boosts sales, increases profits, puts an end to misunderstandings and speeds up every customer's selection and purchases.

PENNY PRICING makes high prices look like bargains, when the Shuman System is used.

And it's all so simple!

Just spring the clamps on shelf, box, crate or basket and paste the proper gummed price stickers on the face of the clamps.

There are 23 envelopes of stickers so that you can make any combination from 1c to 99½c.

OUTFIT No. 1 consisting of 50 galvanized steel clamps and 1410 gummed stickers **\$3.25**

OUTFIT No. 2 consisting of 150 galvanized steel clamps and 1410 gummed stickers **\$5.75**

Extra clamps \$2.50 per 100.

Extra stickers 10c per envelope of 50 of a kind

Order through your jobber, or if he does not handle we will send direct upon receipt of price.

Frank G Shuman Company

Room 705, 168 North Michigan Avenue

Chicago, Illinois



Your Citizens 'Phone

Places you in touch with 240,000 Telephones in Michigan; also with points outside the state.



95,000 Telephones in Detroit
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DIRECT COPPER METALLIC
LONG DISTANCE LINES

Citizens Telephone Company



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.

Necessity of Educational Campaign on Dairy Products.

Well within the span of one man's lifetime, the business which we represent, has grown from a mere huckstering enterprise to an industry of such magnitude, that when we refer to its annual volume in tonnage or worth, we are compelled to do so in terms of hundred of millions.

It is a well-established fact, that those goods, known as dairy products, exceed in value any other fruit of American husbandry, and are as essential to the world's daily diet as the staff of life itself.

That an institution so important to the domestic affairs of men, and at the same time occupying so prominent a position in interstate and international commerce, should furnish a fruitful field for legislative effort, is not to be wondered at by those who understand our political system.

The question of distribution for immediate consumption and of preserving and conserving the world's perishable food products from the time of greatest production to that of light or non-production, has reached that stage of complexity where, in the light of recent events, no legislative body, civic, state or national, can seemingly feel that it has discharged its full duty to a constituency until it has duly regulated that industry.

That regulation of corrective legislation is unnecessary for the most part, is well recognized by those who have given deep thought and careful study to the situation. Yet, popular clamor arising out of a lack of clear understanding of the source and nature of production as well as the manner and method of handling, place a burden of legislation upon the legislator which he himself, because of narrowness of vision, is singularly incapable of properly discharging.

A lack of knowledge on the part of any person outside the trade, is no reflection on intelligence or education, for it must be remembered that we, who are in and of the trade, have secured our knowledge from actual experience, and that present methods

are modern methods, and that all of the conditions surrounding them have developed within your experience and mine, and that neither have in the larger sense, shared the knowledge gained through experience with the outside world.

Much of the legislation offered as a corrective measure, especially legislation which has to do with the produce trade, is the result of a desire on the part of the legislator to please a constituency. I am glad to say, that I believe there is a growing tendency to get away from the "pork barrel," and, that in my opinion, more than the average legislative effort is offered with honest intent, but with a vague idea on the part of its author of what is needed or what is to be accomplished.

I am strongly of the belief, that it is incumbent upon the trade to inaugurate a campaign of enlightenment and education, and that campaign must be broad in its scope and thorough in its nature. It should be an encouragement, if possible, to the producer in the direction of greater production. It should be educational to the consumer, teaching fully the source, season and nature of production, keeping qualities of perishable goods under refrigeration, and teach also the best methods for handling and serving after removal from cold storage. It should bear emphasis on the value of cold storage to a community; teach its effect on production, and show its equalizing influence on the markets. These points, together with many others, a knowledge of which the consumer of these delicate products is entitled to.

I note that the National Canners' Association are to contribute \$20,000 yearly for three years to a university, the object being for investigation of food-poisoning, with special reference to canned goods. This is an educational campaign, and is commendable, but no less so than would a publicity campaign on our part be. The amount of money expended yearly for dairy products by the consuming public, exceeds many fold that expended during the same period for canned goods, and it should not be a difficult matter for us, through our national organization and allied associations, to create a very considerable sum to be used educationally in the manner which I have just outlined. The re-

G O L D B O N D

P R I Z E

PACKED IN CASES

BROOMS

Manuf'd by
AMSTERDAM BROOM CO.
 AMSTERDAM, N. Y.

P R I Z E

G O L D B O N D

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

Rea & Witzig
PRODUCE COMMISSION MERCHANTS
 104-106 West Market St.
 Buffalo, N. Y.
 Established 1873

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

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

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

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

Watson-Higgins Milling Co.
 Merchant Millers
 Grand Rapids, Michigan

Owned by Merchants

Products Sold Only by Merchants

Brands Recommended by Merchants

Established 1876

Send us your orders **FIELD SEEDS**
 Clover, Timothy, Orchard Grass, Blue Grass, Red Top
 Would like to have your trade

Pleasant St. and Railroads **MOSELEY BROTHERS** Grand Rapids, Mich.

The Vinkemulder Company
 Jobbers and Shippers of
 Everything in
Fruits and Produce
 Grand Rapids, Mich.

Bread Profits Increase
 You will make a Bread Reputation for your store and secure new trade with

Creamnut BREAD

The "Creamnut" Line is made in the new "Airlight" Bakery which you should visit. We will make you a trial shipment.

Grand Rapids Bread Company
 VISITORS WELCOME
 Prescott St and South Ionia Ave. Grand Rapids

EGGS WE BUY WE STORE WE SELL EGGS

Make us your shipments when you have fresh quality Eggs, Dairy Butter or Packing Stock—always in the market, quick returns. We sell Egg Cases and Egg Case material. If not receiving our weekly quotations write us.

KENT STORAGE CO. GRAND RAPIDS, MICHIGAN

sult could but be corrective of much antagonistic and unfavorable legislation, and attempted legislation, a better feeling on the part of the public toward a class of men, who are, to say the least, peers of any class of business or professional men, and further, to lessen the tendency and likelihood of newspaper attack upon this necessary and commendatory calling.

It would apprise the public of the true relation of the middleman to both producer and consumer with the result that production would doubtless be greatly increased, and the channel of distribution materially broadened. For, after all, the consumer is our customer, and his or her good will should be cultivated.

The funds necessary for a broad and intense campaign of education, are in my opinion to be had. I believe that the trade in all of its departments is ready to put its shoulder to the wheel and help. The American Association of Refrigeration, The National Poultry, Butter and Egg Association, The Illinois Poultry and Egg Shippers' Association, and all organizations and exchanges connected or associated with the trade, could, and I am sure will help in whatever manner may be asked of them, if some Moses of the wilderness will but show them the way. J. B. Mitchell.

Sparks From the Electric City.

Muskegon, March 26—Joseph Roebuck has moved from Latches garage, on Isrella street, to Clay avenue in the rear of the P. Cloeting tin shop.

White Lake Garage, Whitehall, is making extensive repairs and improvements.

H. C. Nelson, Montague, has purchased the old opera house and will rebuild into a modern garage.

Don Archer, who purchased the Joseph Evans hardware stock, at Hart, has taken possession.

Conrad Schmidt, of Cobmoosa, has sold his shop to a Mr. Meyer, formerly with A. Greguire, Hart.

Jay Lyon reports his father as seriously ill at his home at Hart.

N. H. Steiner reports that his new home at Muskegon Heights is nearing completion. Welcome to our city, Matt!

Campbell, Wyant & Cannon have nearly completed the building recently destroyed by fire.

Country roads around Hart and Shelby are in a very bad condition at the present time—neither sleighing nor wheeling.

Glad to see the Grand Rapids Herald throw away its hammer and write editorials showing good sense and true Americanism. Now let the Detroit Free Press fall in line.

Milton Steindler still carries his arm in a sling, but is on the job at that.

Muskegon promises a good race for Mayor. Mr. Ellfsen, who is now holding his second term, and Harry Reitdyke, who was elected four times in succession, are the aspirants. The Heights has only one ticket in the field.

The Muskegon county dog quarantine has not had the desired effect of shutting up the dogs, as many are still seen running about the city.

We had quite a pleasant telephone conversation with the Chronic Kicker last week. In the language of Pat it was good to Me ears.

Our telephone number is still 6470.
E. P. Monroe.

The City Bakery Co. has increased its capitalization from \$50,000 to \$125,000.

Sidelights on Celery City and Environs.

Kalamazoo, March 26—Two of Kalamazoo's popular and favorably known business men, Edwin F. Zander and Earl E. "Stub" Travis, have associated themselves with the firm of D. Binkhorst & Co. and will engage actively in the sale of bankable securities in Michigan. Mr. Zander has resigned his former position with the Serwin & Williams Co., while Mr. Travis has completed arrangements for the sale of his popular tailoring establishment.

The Harrow Spring Co. has awarded to the Byer Bros. Construction Co. a contract for the erection of a new concrete and steel heat treating department, which will be located along the Vine street front of the company's property. G. G. Worden, architect and engineer, has prepared the plans and specifications for the building. It will be in every way a model department and will materially enhance the efficiency of this rapidly growing institution. Building and equipment will represent an outlay said to be in excess of \$50,000. This is the third unit assured in the expansion of this concern. Last summer the first new building, 150 x 50, was built to house the electric furnaces. This department has been enlarged to 250 x 50, while a heavy traveling crane for handling products has been ordered for the company. This will be located just east of the present buildings and will be carried on heavy concrete piers, which support the overhead steel runway. The Byer Brothers' construction Co. is at present putting in the concrete bases.

The initial shipment of structural steel suitable for use in the foundations of the new building for the Fuller & Sons Manufacturing Co. was received Saturday morning. With this material available, the Byer Brothers' Construction Co. will put a big force of men on the job Monday morning and rush the work as fast as possible.

Two of the most experienced plumbers in the city have formed a company under the firm name of the Sanitary Plumbing Co. Jas. A. O'Neill with twenty-nine years' of experience, is President and Wilder P. Rix, who has worked twenty-six years at the trade, is Secretary-Treasurer. The location of the new concern is at 114 North Church street, at which place Mr O'Neill has conducted business for the past twelve years. Mr. Rix for about fifteen years was located in Exchange Place, near the Gazette office.

The Otsego laundry, owned and operated by Homer Henry for the last twenty years, has been sold to Ernest Derhammer.

To take charge of all Government construction work in the Philippines, H. Ray Kingsley, formerly of this city, has been ordered back to his duties on the islands, following a ten months' furlough. He left Kalamazoo Monday and will sail from San Francisco April 5, reporting for duty at the Bureau of Public Works in Manila.

W. H. Rodenback, one of Albion's progressive grocers, appears to be a convert to Preparedness; or, perhaps, he only anticipates warm weather this year. Nevertheless he is under a straw hat and is still whistling.

The Cornwell Co., Michigan distributors of the Swift packing house products, now owns its own station in Kalamazoo. A. L. Rose, manager of the local branch, announces that the concern has purchased the building at the southeast intersection of the Michigan Central Railway and North Church street. The structure is a portion of the old Clarage machine shop and is two stories high and 81 x 66 feet in dimensions. Many

improvements have been made to date and others are in progress. An ice machine has been installed and a large cooler erected. The offices will be moved to the northwest corner of the structure.
W. S. Cook.

There may be customers who do not care for or appreciate prompt service, but I doubt if you have ever seen any of them.

"SAFE" COMPUTING CHEESE CUTTERS
Assure a profit on cheese, automatically gauge 5c, 10c slices, etc., 4-lb., 2-lb., etc. Sanitary, convenient, inexpensive and the most accurate.
WOODEN CABINETS ALSO

INSIST on getting the "SAFE" from your WHOLESALER
Mfd. by COMPUTING CHEESE CUTTER CO., Anderson, Ind.

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

WOODMAN'S BRAND
GUARANTEED PURE
HONEY
PUT UP BY WOODMAN GRAND RAPIDS MICH.
BEEKEEPER SUPPLIES. HONEY & BEESWAX

WILSON & CO.
Wholesale Buyers of
Eggs, Poultry and Butter
We always pay top prices
Get our prices before selling
Grand Rapids :: Michigan

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.

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

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

J. J. Carukin Transfer Co.
GIVES A NEW MEANING TO THE WORD SERVICE
City 6847 Bell M 462
67 Ionia Ave., S. W.
Grand Rapids, Mich.

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

WM. D. BATT
HIDES, WOOL, FURS AND TALLOW
28-30 LOUIS ST.
GRAND RAPIDS MICHIGAN

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

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.

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



Sensible View For a Mother to Take.

Written for the Tradesman.

The affection often seen between a widowed mother and a son who is an only child always has been considered, and rightly, as furnishing one of the most striking examples of pure and unselfish devotion to be found in human life. The sadness of the mother's lot and the genuine heroism sometimes shown on both sides make a strong appeal to popular sympathy and admiration. Single-heartedly the mother cares for her boy, protecting him while he is small and still tenderly looking out for his welfare and health when he is grown and takes his place in the world as a man among men. The son, appreciative of the sacrifices that she has made in his behalf, holds his strength and abilities ever at his mother's service.

We can not exalt too highly the almost ideal beauty of this relation in some of the aspects which it presents. And yet, in certain other aspects, this same wonderfully beautiful bond may be the occasion of long-continued and bitter sorrow. I am glad to know one woman who has had the fairness of mind to see both aspects; who has exemplified the beauty of the relation and at the same time has shown the shrewdness and wisdom to escape its catastrophe.

Let Mrs. Walters tell her own story.

"When my husband died and I was left alone with Max, who was then a very little boy, I soon began to observe other women who had had a like experience. Some of these were much older than I, with a widowhood extending back twenty or thirty or even forty years. I saw that with only one child and that one a boy, a widow, even if very poor, usually can manage in some way to gain a livelihood. If of a pleasing personality she will everywhere find helpful friends. It may be all the better if she is obliged to keep busy, for then she at times forgets her bereavement. In any case, time softens her grief. The years move along more happily than she had thought possible. All goes fairly well until the son is grown and able to lift from his mother's shoulders the too-heavy burdens which she has long borne. And then—he marries. And his wedding day is to her as the day of doom. Her son's marriage is the great catastrophe of her life.

"The typical widow with an only son is too bound up in her boy to think of making her home elsewhere than with him. She becomes a sort of fifth wheel in the household where her activities no longer are needed.

Her heart is chilled by knowing that she is felt to be in the way.

"If the daughter-in-law is rather meek and she herself quite forbearing, this state of things may continue as a sort of slow misery as long as she lives. If the temperaments are more assertive, the situation becomes unbearable, and either the mother takes herself away or the son and his wife leave. In many such cases it adds to the difficulty that the mother has spent all she had to establish her son in business or professionally, and must be dependent on him for the means of life.

"The widow with one boy seems as a rule never to make any calculation that her son will want to marry, the same as any other man. She can not see that the home that she makes and that is entirely satisfactory to her, may not be perfectly satisfying to him also.

"Some widows' sons marry young, despite the maternal plans and protests. Some delay matrimony until rather late in life, the catastrophe thus coming to the mother when she is aged and less able to bear disappointment and change. A very few do not marry at all, or do not marry while the mother lives, but it is rare that devotion is carried to this extent. "Before Max was 6 I determined that I for one would not nurse the delusion that he would always be contented and happy unmarried. I decided that I would best reconcile myself—beforehand you see—to the fact that he probably would marry. I have held that idea in mind and have made my plans accordingly. I determined too that I would not be that unwelcome third party, the mother-in-law in the home of my son and his wife.

"While my boy was—and still is—the dearest being in all the world to me, I schooled myself not to be too completely wrapped up in him. I had some warm friendships and I kept them up. Two of my sisters have daughters, and I always have been very fond of my nieces. I usually managed to have some one of the girls with me most of the time. Stella, the oldest of the five, was especially congenial. An own daughter could not be more so. It is with her that I have made my home since Max married, five years ago. I know that the arrangement suits her as well as it does me. To have other interests and other affections instead of being wholly absorbed in the one son, is best for the mother and best for the boy also.

"I brought Max up to be considerate of me in every way, and I am



The Genuine MAPLEINE

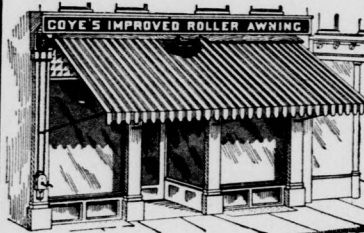
Gives satisfaction to
all who use it

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

CRESCENT MFG. CO.
Seattle, Wash.



AWNINGS



Chain or Cog Gear Roller
Pull up Store and Window
Plain or Decorated

CHAS. A. COYE, Inc.
GRAND RAPIDS, MICH.

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

Made only by
FOOTE & JENKS
Jackson, Mich.

Mr. Flour Merchant:

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

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

Purity Patent Flour

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

GRAND RAPIDS GRAIN & MILLING CO.,
Grand Rapids, Michigan

Candy Easter Eggs

Your last chance to get them is **RIGHT NOW.**

Send in your order by first mail.

Don't wait for salesman.

We have all sizes from PENNY to TEN for a PENNY. Try a pail or two of our CANDY EASTER EGG ASSORTMENT. Contains \$7.70 worth of eggs at retail and shows a nice profit.

Putnam Factory National Candy Co.
Grand Rapids, Michigan

"Blizzard" Ensilage Cutters



CLEMENS & GINGRICH CO.
Distributors for Central Western States

1501 Wealthy St.

Grand Rapids, Michigan

proud to say that he is so in a marked degree. I also instilled it into his mind that he must expect to take care of me whenever I might need it. But in my heart I resolved that I would try not to be a drag and a hindrance.

"I aimed to do enough for Max but not too much; for doing too much spoils a boy who is inclined to be selfish, and makes one who is unselfish feel his indebtedness too keenly. In financial matters perhaps I was more fortunate than most in that Max's father left the property we had all to me. It was in a small business, which I conducted until three years ago.

"When Max decided to become a physician and the problem of his medical education came up, I would have been glad to draw on my savings and let him go through college in the style of the sons of families in well-to-do circumstances. I know one of my sisters felt that I was stingy that I didn't. But I saw that it would take the greater part of what I had laid by for my old age. What was worse, it would put my son's future under heavy mortgage to me. So after high school Max worked two years in our store and saved his wages. With this little fund and what I could help him, by being economical he got along very nicely.

"Learning thus to depend on his own efforts, he was prudent enough not to marry until he had a good practice. While his wife is all I can desire in a daughter-in-law, I can not quite say that I was glad when he married, for I am a very human mother after all. But I was not broken-hearted. I felt and still feel that I have much to live for and enjoy. And I am far happier knowing that my boy is leading the normal life and the life of his own choosing, than I would be had I persuaded him to remain single and cherished the selfish notion that he was mine alone."

Quillo.

Boomlets From Bay City.

Bay City, March 26—St. Laurent Bros., manufacturers of peanut butter, who recently sold the property they now occupy to the World's Star Knitting Co., have purchased the brick building at the corner of Third and Water streets, known as the European Hotel building, and will spend several thousand dollars in remodeling and equipping it with modern machinery for their business.

Frank Taylor, prominent dry goods merchant of Tawas City, spent last Monday in Bay City, transacting business.

J. C. Haddix, Bentley, dealer in harness and leather findings, is closing out his business at auction sale and contemplates moving to Lansing.

John Rau, proprietor of the Hansen Hotel, at West Branch, has been quietly looking around for a new landlady for the hotel, and about two weeks ago succeeded in finding one he thought would fill the bill. Congratulations are in order, John.

N. Nash, of Essexville, has sold his stock of groceries to Rodney Jacobs, of Detroit. Mr. Jacobs was a former resident of Essexville.

V. W. White, of West Branch, died Saturday morning at the home of his son, E. R. White, 310 Erie street, this city. Mr. White was Past Senior Counselor and one of the charter members of Bay Council and formerly

a resident of this city. He traveled for Hammond, Standish & Company for twenty-seven years and after retiring from the road, ten years ago, moved to his farm near West Branch, where he has since resided.

Charles Tanner, of Alpena, who has for several years covered the territory on the D. & M. Railroad north of Bay City for Tanner & Dailey, wholesale grocers, has resigned his position and has taken the agency for the Republic motor truck. John L. Sullivan, of this city succeeds Mr. Tanner.

The grocery stock and building of John D. Merkiel, of Gaylord, was totally destroyed by fire last Friday morning. The loss, which is estimated at \$3,500, is covered by insurance.

Meyer Beckman, general merchant and banker of Lewiston, is the proud possessor of a new baby girl which arrived last Wednesday. It is reported that Meyer's hat suddenly become too small and, as he did not have one in stock large enough, he had to send to Bay City for a No. 9 Dunlap.

Alexander Blumenau, one of the proprietors of the Bay City Milling Co., had his hand crushed between the rolls of a corn crushing machine while at work in the mill Saturday morning. He was taken to Mercy hospital, where the hand was amputated above the wrist.

W. T. Ballamy.

Tree Valuable for Its Oil.

The Chinese wood-oil tree the cultivation of which is proposed in our Southern states, is probably not very long-lived, and in this respect may be compared to the silver maple. The flowers come out before the leaves, and are about as large as catalpa flowers. As an ornamental tree it is likely to be about as desirable as the catalpa, but the soft wood is of little value. The real value of this tree lies in the fact that the nuts contain one of the best drying oils, called wood or tung oil. In recent years the oil has revolutionized the varnish industry in the United States, for it has made possible the manufacture of a quick-drying varnish that is less liable to crack than that made from kauri gum. Tung oil has also been found of special value in water-proof priming for cement.

THE ALASKA REFRIGERATOR

The Best Built Refrigerator on Earth
MUSKEGON, MICH.

ONE MONTH FREE

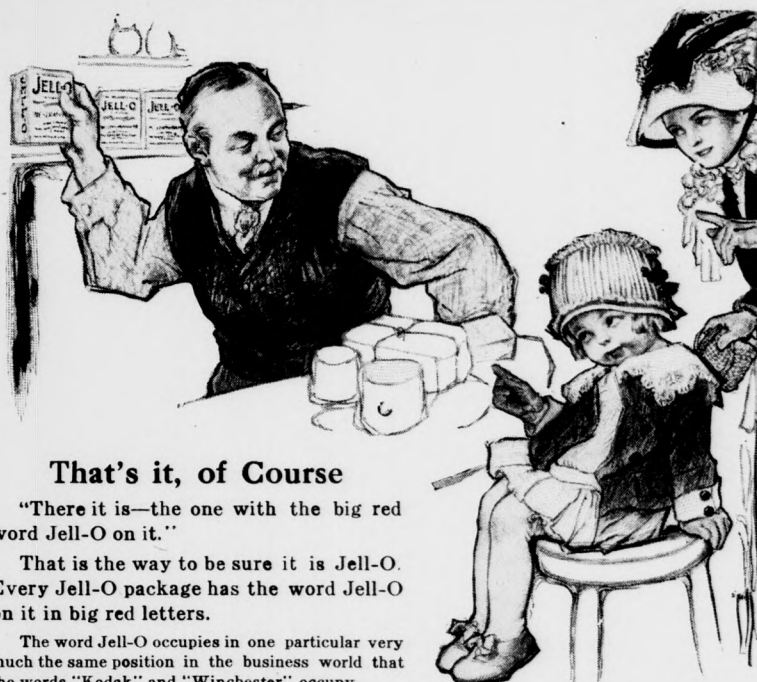
MCINTYRE'S Inside Investments

A Weekly Magazine of Inside Facts to Investors

This paper is an authoritative guide for Investors of large or small capital. It gives full information about "Inside Investments" definitely informing the reader how to invest for big, quick, sure profits.

Send your name and address for one month free subscription to this valuable magazine.

McIntyre Companies Limited
1084 Westminster Building, Chicago



That's it, of course

"There it is—the one with the big red word Jell-O on it."

That is the way to be sure it is Jell-O. Every Jell-O package has the word Jell-O on it in big red letters.

The word Jell-O occupies in one particular very much the same position in the business world that the words "Kodak" and "Winchester" occupy.

You know everybody calls every kind of a camera a "Kodak," and all story writers speak of a rifle as a "Winchester." Now, it appears, all kinds of jellifying products are called "Jelloes," as though there were more than one

"J-E-L-L-O"

The Genesee Pure Food Company makes all the Jell-O that is made, and the other kinds, made by Tom, Dick and Harry, are something else. They are not Jell-O.

You are interested because in selling Jell-O you turn your money over from four to six times oftener than with the "something else" kind.

THE GENESSEE PURE FOOD COMPANY
Le Roy, N. Y., and Bridgeburg, Ont.

A tightly sealed waxed paper bag, proof against moisture and air, encloses the Jell-O in each package.



Protect Your Telephone

THE desk telephone, consisting of more than one hundred parts, is a mechanism as delicate and intricate as a watch.

Since the original Bell Telephone was constructed, there have been seventy-four different Bell models designed for the purpose of obtaining improved combinations of strength, simplicity and utility.

The Telephone Company is constantly on the alert to keep its equipment ready for instant use.

Subscribers can co-operate with the Telephone Company in preserving the delicate apparatus, and so insuring good service, by never leaving the telephone where it can be knocked to the floor and jarred or damaged.

Michigan State Telephone Company



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.

Concerning the Hardware Dealer's Spring Paint Campaign.

Written for the Tradesman.

Continuous effort is vital to the success of a paint campaign. The hardware dealer who in a few days or weeks will be launching his spring paint campaign—if, indeed, he has not launched it already—will do well to bear this important fact in mind. Not merely is it necessary to start the campaign right; it is even more necessary to keep persistently at it.

The winter is, of course, the proper time to do a lot of preliminary work, including the sketching out of the campaign. The dealer who has already done this preliminary work is that much ahead. If he has not, it is not too late, even now, to plan an effective campaign.

Some merchants are apt to say: "It isn't worth while to put forth a lot of extra effort. The manufacturers will advertise anyway, and I'll do quite a bit of business as it is." But when it comes to pulling business or anything else, a good team is a lot more effective than a single horse. The retailer who works hand in hand with the manufacturer will secure far better results in his paint department than the retailer who leaves it all to the manufacturer—and better results, too, than the retailer who undertakes the whole campaign himself, and refuses to avail himself of the help which the manufacturer freely offers.

There are several ways in which the paint manufacturer can, and will, help. He helps in any event by National advertising. In addition to this, he furnishes hangers, color cards and other advertising matter for display or distribution. If you haven't a full supply of this sort of material, see that you get it right away. Then the manufacturer will co-operate in a mailing list campaign. Send him your prospect list and he will mail paint literature, giving your name as the local dealer.

In this connection, the prospect lists should be revised now, if the work has not been already done. On the one hand there is no use mailing literature to people who have just painted. The names of owners who painted last year should, therefore, be entered on an advance list, for use next year or the year after, when they will be in the market for paint again.

On the other hand, don't miss any prospects. Get a list of owners whose houses palpably need painting. See that the clerks make note of such houses; if necessary send out a keen eyed clerk on a tour of inspection, or go out yourself. Get names and addresses.

As for the people you canvassed vainly last year, if they haven't bought from other dealers go after them again. The house that needed paint in 1916 will need it even more in 1917. Ultimately, that house must be painted. The dealers who will sell paint will, in nine cases out of ten, be the dealer who keeps persistently after the prospect.

In most cases, the manufacturers will mail literature to these prospects. But the retailer should not rest satisfied with what the manufacturer does in this direction. He should take an active hand himself in the "follow up" circular campaign.

Thus, one hardware dealer early in the campaign gets out a personal letter to every prospect. The letters are mimeographed with the address filled in and are personally signed; they are done on the regular firm letter-head and are sent under full postage. The recipient who might fling a circular carelessly aside is pretty sure to examine carefully a sealed letter with a two cent stamp. In this letter the dealer, as concisely as possible, urges the advantages of painting from the viewpoints of health, protection of property and civic beautification, and clinches his argument by driving home the advantage of painting right now before paint goes up another notch. In preparing a circular letter it is always good policy to reserve to the very last the argument which says, in effect, "Do it now!" That letter is the most effective which, in the closing sentence, suggests specific, immediate action.

The best paint campaign is that in which every possible influence is brought to bear simultaneously and continuously upon the prospect. An artillery corps may fire, say, a single round from each of a thousand pieces; or a thousand rounds in succession from a single piece. But the most effective fire is that of a thousand rounds in succession from a thousand pieces, all aimed at the self same

McCray Sanitary Refrigerators
will increase your sales and your profits by keeping your perishable goods fresh and salable at all times. Write today for Catalog and "Easy Payment Plan."
No. 70 for Grocers—No. 92 for Residences—No. 62 for Meat Markets—No. 51 for Hotels and Institutions.
McCray Refrigerator Company
744 Lake Street Kendallville, Indiana
Agencies in all Principal Cities

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

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

SPEEDWAY TIRES

5,000 Miles

HORSE SHOE TIRES

(Wrapped Tread System)

5,000 Miles

PULLMAN TIRES

3,500 Miles

Made in all Styles and Sizes.

Made throughout of the very best materials used in tire manufacture. We know them to be the best tires in their respective class.

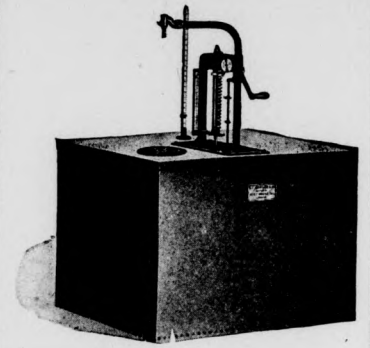
**Red and Gray Inner Tubes,
Batteries, Spark Plugs and Auto-
mobile Accessories.**

Wholesale Distributors:

Brown & Sehler Co.

Grand Rapids Michigan

We have an Interesting Proposition to make to Dealers.



BOWSER
ESTABLISHED 1885

Oil and Gasoline Storage Systems

Are the best business builders you could possibly put in your store. They end the day of kerosene odors in your display room oil-soaked floors—fire risk and inaccurate measure.

They promote thrift among your employees and stimulate the sale of good things for the table. Your customers are quick to see your efforts to give high grade service and show it by sticking with you.

The outfit shown is the two-barrel size. The tank is steel, riveted and soldered inside and out—is enameled dark olive green.

The pump discharges a quart at a stroke or may be set for pint or half pint, is enameled black, fittings nickeled.

Computer shows just exactly how much to charge for odd quantities.

Anti-Drip Nozzle prevents dripping when pumping ceases.

Gauge Stick indicates how much oil is in tank. Also many other features we will be glad to tell you about.

Write us today—no obligation.

S. F. BOWSER & COMPANY

Incorporated

FORT WAYNE, INDIANA

Sales Offices in all Centers and Representatives Everywhere



**Sidewalk Coal Hole Covers
Cistern and Vault Covers
Boiler Arch Clean-Out Doors and Frames
Sidewalk and Vault Light Glass**

Always in Stock. Dealers write for prices and discounts.

Adolph Leitelt Iron Works

213 Erie Street

Grand Rapids, Michigan

trench or redoubt—and helped out with machine guns, airplane bombs, and every other possible agency. So the man who sets out to sell paint uses circularizing, window display, newspaper space, personal suggestion, all together in his big drive; and having started with all these agencies working harmoniously for success he just keeps it up until his objective is attained.

Of course the hardware dealer has other lines to push and to sell. He can't give all his interior display, all his window display, all his newspaper space, to paint. He can't talk paint to the exclusion of everything else.

Yet he can do a great deal more than those few merchants do who seem to seek excuses for failure rather than stepping stones to success.

Toward the end of March is a good time for the first paint display; if, indeed, the dealer hasn't already anticipated the start of the campaign. Most dealers agree that it is good policy to start advertising several weeks before the actual demand may be looked for. In preparation for the demand it is, of course, important to see that the stock is in good shape, with good assortments of the various popular colors. New labels should be secured where necessary.

The first window display should not be left in more than a week. A good many hardware dealers change their displays two, or even three, times a week. In some stores changes are made regularly on Tuesdays and Fridays, Wednesdays and Saturdays

being the big market days in a good many places.

It is generally regarded as good policy to have window displays and newspaper advertising synchronize. Thus, if you put on a paint display for Saturday, Monday and Tuesday, run paint advertising in the morning paper for those days; or in the evening paper for Friday, Saturday and Monday. In preparing window displays, the manufacturers' advertising material—hangers, color cards, etc.—will help out immensely. Some manufacturers furnish window suggestions that can be adapted to almost any style of window. Where a hardware dealer has two windows, it is considered by some authorities a fair apportionment to devote one window to paint every second week. Manufacturers can often help too in the preparation of newspaper advertising, by furnishing suggested advertising, electros, etc. It is good business for the retailer to avail himself of every such help.

Throughout the campaign, the paint stock should be moved up to a prominent place in the store, and hangers, etc., used to enhance the attractiveness of the interior display. See that the small color cards, etc., supplied for distribution are handed out to the right people. They cost money, and should be used, not wasted.

In one store it is customary to hand out these cards to every school child who wants one.

In another store the salesman puts them into the hands of adults, or of

younger folks whose parents he knows are likely to be interested. "I want you to be sure and get me the dimensions of your house, and I'll give you an estimate. If you like, I'll come up this evening," he says. Or some other personal message equally to the point accompanies the card.

One bit of advertising handed out to the right individual and accompanied by some such personal suggestion will do more to sell paint than a score of cards scattered broadcast.

William Edward Park.

There is no more excuse for leaving your window empty than for allowing your salespeople to sit around in a back room out of sight while customers come in.

For Instant Shipment at Chicago Prices

Incubators and Brooders, Lime Sulphur Solution, Paris Green and Blue Vitriol, Black Leaf 40 and Formaldehyde, Denatured Alcohol at 72c, Roofing and Asphalt Shingles, warranted 28x1 1/4 Bike Tires \$1.25 each.

Van Dervoort Hardware Co., Lansing, Mich.

Johnson Paint Company

"Quality" Paint Manufacturers

The Prompt Shippers

Get Our Dealers Proposition

BIG RAPIDS,

MICHIGAN

AGRICULTURAL LIME BUILDING LIME

Write for Prices

A. B. Knowlson Co.

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

Foster, Stevens & Co.
Wholesale Hardware



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

Grand Rapids, Mich.

40°
TEMPERATURE

40 degrees
Temperature or
Lower, as wanted.

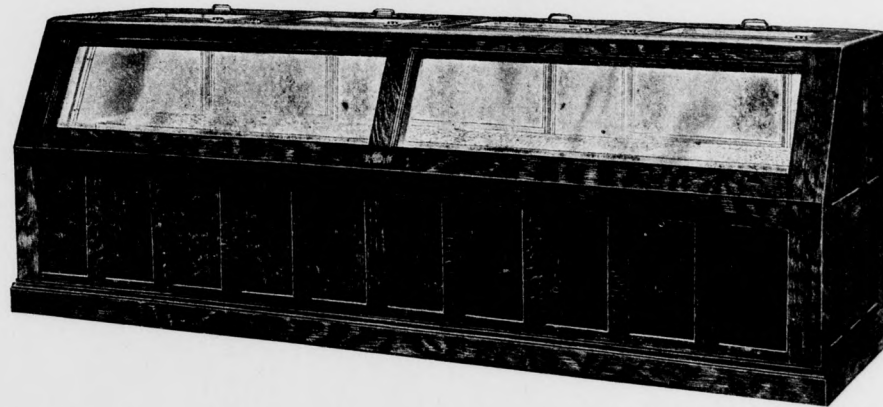
Freeze if you
choose.



18°
TEMPERATURE

Stock sizes 8-10-12
foot long
36 inches wide
42 inches high

All lengths
made to order



The Modern Method Only Satisfactory Case Made
Thoroughly Tested and Thoroughly Guaranteed A Valuable Asset to Any Store

Keep your fresh meats, vegetables, delicatessen, etc., all day long, also over night and over Sundays in a BRECHT PATENTED DISPLAY FREEZER CASE. Thorough Dry Air circulation, temperature below 40 degrees. Therefore your

products are always fresh and attractive until sold. No more "taking out over night." Plate glass and fancy oak, enameled white inside; tinned metal removable shelves in full view of your customers at all times. Thoroughly insulated; front has three lights of glass and two air spaces.

THE BRECHT COMPANY

ESTABLISHED 1853

Main Offices and Factories ST. LOUIS, MO., 1248 Cass Avenue

NEW YORK, 176 Pearl St.

PARIS

BUENOS AIRES



Grand Council of Michigan U. C. T.
 Grand Counselor—Fred J. Moutler, 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.

Reasons For Opposing Increase in Passenger Rates.

Lansing, March 26—Before the Senate and House committee in the matter of an application for an advance on passenger fares from 2 cents per mile to 2½ cents per mile, A. P. Fleckenstein, of Ionia, said, in opposition to an additional advance of one-half cent per mile or 25 per cent. advance to Michigan railroads:

I come here as a taxpayer of the State of Michigan to oppose any advance on carfare at this time. Being a traveling salesman by profession for the last thirty years, I speak from practical experience. I do not come in my official capacity as special representative of the United Commercial Travelers on the question of mileage and excess baggage, neither do I come representing the grand jurisdiction of said order, which comprises in this State a membership of over 3,000, and in the supreme domain a membership of over 75,000. First, I wish to state according to reports made by the railroads of the United States to the Interstate Commerce Commission at Washington, D. C., the commission taking the first nine months of 1916 as a basis for the twelve months of that year, estimate that the railroads of the United States will have a gross revenue of over \$3,640,000,000. That, gentlemen, is a vast amount of money, but in this day and age of military strife and war, we citizens who read the daily papers and magazines have become so accustomed to seeing big figures in print that we do not stop to analyze them.

“Three billion, six hundred and forty million dollars, divided by a population of 100,000,000 means that we pay the railroads \$36.40 per capita annually. Now let us stop right here and analyze this and see just what it means to the taxpayer. Take for instance a man with a family of eight children, ten in the family including himself and wife. He pays an indirect tax of \$364 each year, \$30 a month. In other words, before he has his breakfast each day he puts into the treasury of the railroads \$1. Why? Because he pays transportation charges on every article of food, clothing, utensils, etc., etc. that he uses. We are all an asset to a railroad, whether we ride on a passenger train or not, and we are only a liability when we are dead.

“I find in this State that Michigan railroads had a passenger revenue as follows, ending June 30 of these years:

- 1914—\$17,569,718.20.
- 1915—\$16,636,752.82.
- 1916—\$17,123,226.87.

“Ending June 30, 1916, Michigan railroads carried 18,568,225 passengers. These passengers rode 769,923,315 miles. At 2 cents per mile these roads should have had a revenue of \$15,398,466.30. But they had a revenue of \$17,123,226.87. Or Michigan railroads received in excess of 2 cents per mile, \$1,724,760.57. This for car fare only, as passenger trains carry United States mail, express, cream and milk, also a great revenue is obtained on excess personal and sample baggage. Then there are other considerations to passenger travel—concessions from news-stands and news agents, restaurants, dining, buffet and sleeping cars, etc., etc.

“To increase passenger fare in Michigan one-half cents per mile, or 25 per cent, taking 1916 passenger-miles as a basis, 769,923,315 miles traveled by the public at large would mean an advance to the taxpayers of this State of \$3,849,616, saying nothing about the advance on excess baggage rates, which are much higher to-day than in the adjacent State of Indiana, on the identical railroads operating in both states.

“The excess baggage rates to-day are much higher for the same railroads in Michigan than in Indiana, also same railroads in North Dakota and Michigan. I herewith quote you the Michigan tariff:

Where car fare is:	Excess baggage rate per cwt.
.01 to .20	.08
.21 to .40	.10
.41 to .60	.12
.61 to .80	.15
.81 to 1.00	.17
1.01 to 1.20	.20
1.21 to 1.40	.23
1.41 to 1.60	.26

“The rate continues in this manner according to the carfare paid. While in the State of Indiana, according to excess baggage tariffs, as applied in that State, I find the following:

Where carfare is:	Per 100 Lbs.
.01 to .06	.01
.07 to .12	.02
.13 to .18	.03
.19 to .24	.04
.25 to .30	.05
.31 to .36	.06
.37 to .42	.07
.43 to .48	.08
.49 to .54	.09
.55 to .60	.10

“Continuing in this manner in units of 1 cent per hundred pounds according to carfare paid. For illustration we will take 1,000 pounds of sample baggage in the State of Michigan, and in Indiana, on a carfare of 42 cents in either state. In Michigan the rate would be 12 cents per hundred, this thousand pounds costing \$1.20; in Indiana, 7 cents per hundred pounds, this thousand pounds would cost 70 cents. The Michigan charge for the identical distance is 50 cents higher on this shipment. Again, comparing the Upper Peninsula of Michigan, The Chicago, Milwaukee & St. Paul railway, St. Paul, Minneapolis and Sault Ste. Marie railway, which do business both in North Dakota and Michigan. Where the carfare in Michigan is \$1.05 the excess rate, 20 cents per hundred pounds, 1,000 pounds, would cost \$2. In North Dakota on the same railroad, same carfare, this 1,000 pounds of baggage

would cost \$1.04. The Michigan railroads are getting nearly 100 per cent. more on excess baggage charges to-day than is asked by the same railroad in North Dakota, and still they want 25 per cent. more. Gentlemen of the committee, the rates are too high, as can be proved to you by comparison with other states for the identical railroads and instead of advances asked the taxpayers should be asking for lower rates.

“To advance carfare in Michigan a half cent per mile would mean the traveling salesmen, who constitute 5 per cent. of passenger travel, at least an advance of over \$200,000. On this item alone, saying nothing about an advance of 25 per cent. on a sample baggage.

“We traveling salesmen, acting in the capacity of freight solicitors for these railroads, should have as low rates as is granted by these roads to tourists, colonists and trans-continental passengers, who travel through the State of Michigan for less than 1½ cents per mile. We are developing Michigan manufacturers, jobbers and other Michigan institutions and are promoting commerce in general. A half cent per mile advance means to each individual traveling salesman who travels in the State of Michigan an advance on his expense account of at least \$100 on carfare alone. The State of Michigan, ending July 31, 1916, had a population of 3,015,442. Ending June 30, 1916, Michigan railroads had a gross earning operation revenue of \$85,458,402.13.

“The citizens and taxpayers are paying, as I said before, 10 cents per day per capita for every working day for transportation charges whether they ride or not.

“Gentlemen of the committee, before acting on this bill, I would suggest that through your Railroad Commission you investigate thoroughly this question of passenger fare. A passenger train carries other commodities than railroad travel.”

Low Neck Gowns, Too.

“The present styles in women’s dress have been a great thing for the savings banks.”

“How to you make that out?”

“Why, with the short skirts and transparent stockings they’re wearing now a woman has no place to hide her money.”

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

New Kaiserhof
 Fireproof Hotel
 450 Elegant Rooms
 *1.00 per Day—up
 3.00 with Bath
 *2.00 per Day—up
 German Restaurant
 Clark St. near Jackson Blvd.
 Chicago

Hotel Oceana
 On European Plan

About April 1, I will open the Hotel Oceana on the European Plan, with rooms at 35 and 50c. Large sample room, 36x30, on first floor. Plenty of light. First-class cafe connected with the hotel. My aim will be to please anybody who honors me with his patronage.

FRED SANDBERG,
 Hart, Michigan.



Elevators

Electric and Hand Power

Also Dumbwaiters

Sidney Elevator Mfg. Company
 Sidney, Ohio

Mention this paper.

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

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.

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

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

Gabby Gleanings From Grand Rapids.

Grand Rapids, March 26—Our readers may or may not be cognizant of the fact that we have right here in our midst a second Barney Oldfield and, what is more, he is a member of Grand Rapids Council. If you happen to belong to the ninety or 100 other ignorant millions who never heard of him we will say that this distinguished gent is no less a personage than William H. Fisher. Sometime in January his manager put on an imaginary automobile race and all salesmen out of the Chicago division, embracing about forty, were given an imaginary automobile and started on a thirty-seven day race, the man landing the most business for Armour & Company to be considered the winner. To say this was an exciting contest is stating it mildly and when the dust had all settled and the smoke cleared away, it was found that our own William H. Fisher, driving a Chalmers car, had nosed out all of the others and finished in first place.

We wish at this time, as a special favor to the dance committee, to ask people to refrain from calling them on the phone so often to enquire when the next dance is going to be given. The telephone company is thinking seriously of charging extra rental for these phones unless this practice is discontinued. We desire to state, for your instruction, that our next dancing party will be held in U. C. T. hall, Saturday night, March 31, a 8:30 o'clock. Extra music, including at least five pieces, has been engaged and all U. C. T. members and their friends are invited. If you have never attended one of these parties—any of you eligibles, we mean—we suggest that you do so, as they make a big hit, socially, as well as from a terpsichorean standpoint.

With the absent voters law in vogue, a law whose enactment the U. C. T. were as instrumental in consummating as any other agency, if not more so, there is no logical excuse for any Grand Rapids traveling man not availing himself of the right of franchise April 2 and without losing a minute's time either. Better make your reservations early before it is too late.

The folks around Fayette, Ohio, are having a lot to say of late about a new system of salesmanship inaugurated by Gary Acker, of the firm of Acker, Farst & Acker. Just whether Gary intended this for an innovation in the art of salesmanship or not will never be known, but all the folks around Fayette think he did. It seems that one of the firm's good and tried customers telephoned in for a roaster and Gary answered the phone. Now among other good articles of merchandise which this firm dispenses are ford cars. In about thirty minutes after receiving the call, one of the firm's crack salesmen drove up in front of the man's house who had telephoned in for a roaster, with a brand new ford roadster, and said to the farmer, "Here is the roadster you ordered on the phone." Whether this was prearranged or not, we understand it worked and, if it wasn't planned, will Mr. Acker please explain just why he picked out his best salesman to deliver the car?

E. J. Merrifield, of Bloomingdale, etc., was seen on the cars one day last week in company with Mrs. Merrifield and a party of friends on their way home from Florida, where they have been wintering. Exercising his usual forethought, Ed. stopped in Toledo long enough to become conversant with some of the inflated prices, which we believe was a wise precaution, for with his mind directed for the past two months toward roses, grape fruit and alligators, the sudden shock of looking over the price marks on his goods at home

might have a tendency to give him a bad attack of the ague.

In our last week's letter we expostulated at length on the ability of Arthur N. Borden, P. C., as an after dinner speaker. Our letter hadn't any more than come off from the press when word came to us that Art. had actually put his talents into operation and acted as toastmaster at the annual meeting of the Michigan Sheet Metal Contractors' Association, held in the A. U. V. auditorium in Jackson last Thursday night. Art. doesn't know this, but the writer made a few enquiries around among some of those who were there and from all reports Grand Rapids Council has another member who has covered himself with glory, oratorically speaking.

C. M. Hunt, of the firm of C. M. Hunt & Son, Eaton Rapids, has returned from his winter home down in Florida. In company with him was Mrs. Hunt and three alligators.

The Michigan State Legislative Boards of Brotherhoods of Locomotive Engineers, Firemen, Enginemen, Conductors and Trainmen are making an appeal to the United Commercial Travelers to assist them in getting the absent voters law applicable to them. As this communication was sent out too late for our March meeting and as our April meeting will be too late to act in time for the election April 2, at which time the amendment will be submitted to the electors of the State of Michigan, we are taking this means of presenting the appeal to our members. It appears to the writer that inasmuch as the Brotherhoods assisted us in our efforts to obtain the absent voters law and, furthermore, as these petitioners are called away from their homes on election day almost as much as we are that we should lend our assistance on April 2 and by our ballot help them to carry this proposed amendment which we believe should include every voter who finds it impossible to go to the polls on election day because his business calls him from home.

H. A. Gish has sold his residence at 1056 Bates street and Mrs. Gish is out with the new car looking up a new home.

The Hotel Steel, at St. Johns, has changed hands. Al. Caldecourt, the day clerk, who has been there for the past five years, assumed the management on March 17, succeeding Bert B. Gustin, who has greatly improved the hotel and made it one of the best between Detroit and Grand Rapids. Al. will try his best to continue the good work.

Harry C. Rindge will leave some time next week for a two months' trip among the customers of the Rindge, Kalmbach, Logie Co. in Louisiana and Texas. Mr. Rindge was recently elected a director and Secretary of the Jennings Manufacturing Co. and may conclude to take an active part in the management of the business later.

Hugh F. Dehn, sales manager of the Bradley & Metcalf Co., shoe manufacturer of Milwaukee, has been spending several days in the city.

Edward D. Winchester, Vice-President Worden Grocer Company, who has been spending the last four weeks with a son of Senator Money, located about half way between Biloxi and Gulfport, Miss., is back at his desk again.

James B. Shaughnessy (Michigan Hardware Company) has the continued sympathy of the fraternity in the serious illness of his 7 year old daughter, who is afflicted with tubercular meningitis. A counsel of the leading physicians of the city has decided that there is no hope for the little sufferer and the end may come at any time.

Once more we wish to call our readers' attention to the memorial

day exercises to be given by the officers of Grand Rapids Council to the members and their friends Sunday, April 1, at 3 p. m. in the council rooms 38-42 Ionia avenue. So far as we know this is the first attempt ever made to carry on these exercises strictly according to the manual by the regular officers of the lodge and as it involves a tremendous amount of work and study, the officers should be rewarded and encouraged in their efforts by a large attendance. All members and their families and friends are welcome and we trust you will show your loyalty to your lodge and reverence and love for your departed brothers by your presence on that day. A. F. Rockwell.

Wherein Oceana County Beats the World.

Mears, March 26—I have just finished the perusal of the last Michigan Tradesman and can't find a darn thing to kick about.

I believe spring is coming up in this glorious country, as a farmer came to town with a wagon yesterday. This is the first "thing on wheels" that has appeared in Mears since last December about 3 o'clock. Sleighing is good here yet, in spots, and the spots are not dry places, either. They are drifts of ice and snow from 2 feet 3 inches to 9 feet 3 inches in depth. This only goes to prove Oceana county not only has the best crop of everything in the State, but more weather than any other place.

We have more and colder winter, more sleighing and lots longer and better summers. Yea, verily, this is the land of promise, although, from a merchant's standpoint, I would like a little more cash and not so much promise.

Sunny Will Berner called on his regular trip last evening. It took him four hours to drive the four miles from Hart, as he and the driver got the team down in the drifts twice enroute. This will read queer to people who lost their winter a month ago, but things all look bright and rosy this morning. The sun is shining and the ice is melting. That old saw about the first robin bringing spring is false as applied to us, for we could see robins any day all winter. There is a family of that name living here. Fact is, this is going to be a gamey day, as Mr. Quayle just brought in a load of beans and I noticed Mr. Partridge, the insurance man, go through on the train. There were two chickens also got off the same train. I can't say whether they were blonds or not, as it was too blamed muddy around the depot.

Chronic Kicker.

First Blood For the New Committees.

Detroit, March 26—The new Entertainment Committee of Cadillac Council initiated themselves by staging the most enjoyable dancing party of the season Saturday evening,

March 24. The party was well attended and was very lively. Even the chronic kickers admitted they had a good time and would be pleased to attend the next party. The music was very good, the floor in excellent condition and everybody present seemed imbued with the spirit of good fellowship. The Refreshment Committee provided punch and wafers for the dancers and the Floor Committee attended to the introductions, performing its duty nobly. A cordial invitation is extended to all to attend the next party, Saturday evening, April 28, which will be the closing party of the season.

Date of the moonlight excursion will be announced later.

Are you going to join the pilgrims to the annual convention at Bay City June 1, 2 and 3? If not, why not?

The Entertainment Committee is already figuring on a minstrel show for next fall.

Oh, you burnt cork baby!

R. H. Willard.

Maine Sardine Deal Involves Million Dollars.

A dispatch from Chicago announced the fact that the Booth Fisheries Co. had purchased sardine plants along the Maine Coast valued at something like a million dollars. This gave rise to a rumor that another big combine was about to enter the field to compete with the Sea-coast Canning Co., at present the largest and most progressive packers of sardines, but enquiry in well informed circles discloses that no great merger is evidently intended; certainly nothing justifying the stories which were circulated. It appears that the plants the Booth interests have acquired are those of the Lubec Sardine Co., three at Lubec and one in Belfast, with a small plant at Eastport, which will probably be used as a receiving station for fish. It is said that the new owners have no radical changes in contemplation, having even so far entrenched the old management as to engage R. J. Peacock, late manager of the Lubec Company, as manager of the business under the new owners.

Nuts—The demand for nuts is fairly seasonable and the market is firm in a general way, with some of the domestic varieties dragging a little but with foreign nuts firmly held.

Joseph Dongel succeeds Anne Gulis in the grocery business at 1558 Muskegon avenue.

You can't afford to roast people; it costs too much for fuel.

FRANCO

Flashlights Batteries Bulbs

20% More Efficient than Any Other Made

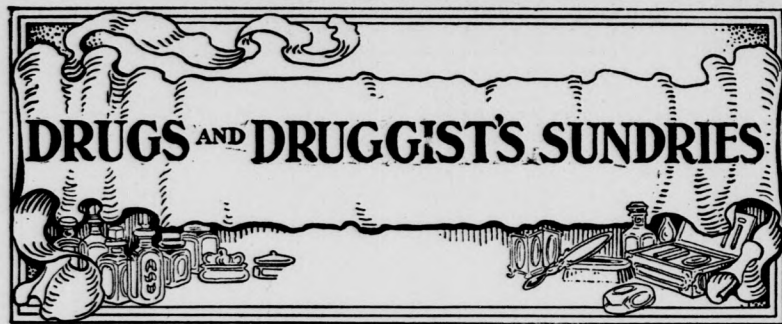
Now is the Time to Replenish your Stock

Ask for details

Sold only by

MICHIGAN HARDWARE COMPANY

Exclusively Wholesale Grand Rapids, Michigan



Michigan Board of Pharmacy.

President—E. T. Boden, Bay City.
 Secretary—Charles S. Koon, Muskegon.
 Treasurer—George F. Snyder, Detroit.
 Other Members—Leonard A. Seltzer, Detroit; Herbert H. Hoffman, Sandusky.
 Next Examination Session—Chemistry Building, University of Michigan, Ann Arbor, June 19, 20, 21, 1917.

Michigan State Pharmaceutical Association.

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

Michigan Pharmaceutical Travelers' Association.

President—Fred L. Raymond, Grand Rapids.
 Secretary and Treasurer—Walter S. Lawton, Grand Rapids.

Druggist Failed to Read His Insurance Policy.

William Hardwick, Melville's leading druggist, was a man of forethought. He carried fire insurance both on the store and his residence. The policy applying to his store he kept in his house and that applying to his house and its contents he kept in his safe at the store. Thus, in the event of a fire in either property the policy applying to it would escape the flames.

One night William Hardwick's slumbers were disturbed by the frantic ringing of the telephone.

"Come right downtown," urged an excited voice, "your store is going up in smoke."

When Hardwick arrived the fire was under control and fifteen minutes later the "all out" signal was sounded.

"I should worry," reflected the druggist, after a brief survey of the damage done, "there's about \$6,000 worth of stock destroyed. And, as it happens, I carry just \$6,000 worth of insurance." And leaving one of his clerks to watch the premises, Hardwick went back to bed.

"Now then, Mr. Hardwick," said the adjuster two days later, "my estimate agrees with yours. Six thousand dollars covers all the damage done. That means that we owe you \$4,500."

"What's that!" demanded Hardwick indignantly. "You owe me \$4,500? What bunco game is this? Why don't you owe me \$6,000, the face of my policy?"

"Because of this 80 per cent. co-insurance clause," explained the adjuster, and he indicated a paragraph in the policy which the druggist had so carefully guarded.

"This clause provides that we shall be liable for no greater proportion of the loss than the sum insured bears to 80 per cent. of the cash value of the property insured. Your stock is, or was, worth \$10,000. Had

you carried \$8,000 insurance, we would have paid you your loss in full, that is up to \$8,000. But, as it is, I repeat that we owe you but \$4,500. If, however, the loss had been total, we would have had to pay you \$6,000, the amount of your policy. This misunderstanding has arisen, Mr. Hardwick, merely because you have never taken the time to thoroughly read and digest your policy.

"Your carelessness in this regard has cost you \$1,500, Mr. Hardwick. I am sincerely sorry for this, but fail to see that you have any one but yourself to blame."—N. Y. Evening World.

Walnut Hair Oil and Dye.

Oils impregnated with the coloring principles of walnut shells have been recommended for dyeing the hair, thus serving as a combined oil and dye. The oil is to be applied daily, the hair acquiring a dark tint. The following is a good formula:

Paraffin Oil	16 oz.
Alum, powder	4 dr.
Walnut Shells, dried	4 oz.
Alcohol	Sufficient.
Perfume	To suit.

Moisten the shells with alcohol, add the alum and paraffin oil, heat on a sand bath for an hour, then filter, and finally add any desired essential oils or synthetic perfumes.

Activities in Michigan Cities.

Written for the Tradesman.

Flint expended \$610,609 for street improvements, sewers, bridge work and municipal buildings during the past fiscal year. The city laid 7.85 miles of sheet asphalt street pavement with its own asphalt plant at a cost of 67 cents per square yard, as compared with 60 cents for the previous year. The lowest bid made by private contractors in 1915 for this work was 95 cents, while in 1916 no bid was received.

The city of Muskegon Heights will do its own sidewalk building this year and will purchase cement mixers and material for same. The city may also do its own street paving.

Lansing maintains a Market Inn, in charge of its municipal lodgings committee, and when a man begs at the door he is given a ticket directing him to this place. Since the opening of Market Inn February 1, over 360 men have been fed, clothed and sheltered there. Another dormitory is being equipped to care for fifty additional men.

Jonesville has secured a new industry, E. L. Smith, of Alma, having bought the old Deal buggy plant. He will make auto bodies and accessories.

Muskegon is taking first steps to-

ward improving the municipal dock at the foot of Third street and it is planned to go on and reclaim the water front around Muskegon Lake in the interests of health, beauty and recreation for citizens.

Ithaca is assured a pickling station, provided 150 acres of cucumbers will be raised by farmers.

Another large addition, 60 x 326 feet, will be built by the Clark Equipment Co., at Buchanan. The company manufactures steel wheels for automobiles and trucks.

Hastings has a chance to secure a state fish hatchery and will probably donate twenty acres of land for this purpose. State officials will make a park of the property and a show place which will draw many visitors.

The death warrant of the old fire horse has been signed at Port Huron through the recent decision of the city commission to purchase motor drawn apparatus for fire houses.

Muskegon has been growing rapidly and now, as one of the penalties, the pumping equipment at the Lake Michigan waterworks is inadequate and must be increased.

Almond Griffen.

An unbridled passion sometimes leads one to the halter.



It's Pure, That's Sure

Piper Ice Cream Co.
 Kalamazoo, Mich.

The Criterion Line

Wall Papers

Our Spring JOBS and NEW GOODS are for immediate delivery.

Paints

Ask for Criterion Paints.

Window Shades

Made-to-Order Shades our Specialty.

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

Deliciously Sweet

You don't "treat" your good customers with cream that's the least bit sour—and LOSE THEM—not if you're using PIPER'S—

For PIPER'S ICE CREAM is always deliciously sweet.

WE BUY IT SWEET. We use only the freshest country cream supplied to us regularly by the best herds, many of them registered. Every particle of this cream is so rigidly tested that it is next to impossible for any but the best to reach our freezing vaults. PIPER'S CREAM tests exceedingly low in bacteria.

WE KEEP IT SWEET. Our methods of freezing are all painstakingly clean, every process being conducted with scientific accuracy. After being frozen, the cream is recooled to zero—a temperature low enough to preserve it indefinitely.

WE DELIVER IT SWEET TO YOU. This zero temperature makes possible our unequalled system of packing, which insures the arrival of the cream in your place of business as crisply sweet as the minute it leaves our plant. This system would be useless with cream shipped at the ordinary temperature. But it absolutely assures the safe arrival of PIPER'S.

Furthermore, because PIPER'S is always scientifically machine-made, packed and shipped by methods identically alike, it will always reach you just as daintily sweet as the pure, rich cream, fresh from the herd.

It will pay you well to get PIPER'S—the one best ice cream. Let us prove it—by a trial shipment.



Claude G. Piper

Wholesale Distributor
Both Phones 2388

No. 286 Bridge St., N. W.

Grand Rapids, Mich.

DUTCH MASTERS SECONDS



Will stimulate your trade

Handled by all jobbers

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

WHOLESALE DRUG PRICE CURRENT

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

Acids	Boric (Powd.) .. 17@ 25	Boric (Xtal) .. 17@ 25	Carbolic .. 62@ 66	Citric .. 96@ 1 00	Muriatic .. 2 1/4@ 5	Nitric .. 8@ 15	Oxalic .. 65@ 75	Sulphuric .. 2 1/4@ 5	Tartaric .. 95@ 1 00
Ammonia	Water, 26 deg. .. 8 @ 12	Water, 18 deg. .. 5 1/2@ 9	Water, 14 deg. .. 4 1/2@ 8	Carbonate .. 14 @ 16	Chloride .. 25 @ 35				
Balsams	Copaiba .. 1 25@ 1 50	Fir (Canada) .. 1 25@ 1 50	Fir (Oregon) .. 40@ 50	Peru .. 4 25@ 4 60	Tolu .. 60@ 80				
Barks	Cassia (ordinary) .. 25@ 30	Cassia (Saigon) .. 90@ 1 00	Elm (powd. 35c) .. 30@ 35	Sassafras (pow. 35c) .. 30@ 35	Soap Cut (powd.) .. 23@ 25				
Berries	Cubeb .. 90@ 1 00	Fish .. 15 @ 20	Juniper .. 8 1/2@ 15	Prickly Ash .. @ 30					
Extracts	Licorice .. 38@ 40	Licorice powdered .. 70@ 75							
Flowers	Arnica .. @ 3 50	Chamomile (Ger.) .. 95@ 1 05	Chamomile Rom. 1 .. 25@ 1 35						
Gums	Acacia, 2nd .. 45@ 50	Acacia, 3rd .. 45@ 50	Acacia, Sorts .. 25@ 30	Acacia, powdered .. 40@ 45	Aloes (Barb. Pow) .. 30@ 40	Aloes (Cape Pow) .. 20@ 25	Aloes (Soc. Pow.) .. @ 50	Asafoetida .. @ 1 50	Asafoetida, Powd. .. @ 1 75
Insecticides	Arsenic .. 18@ 25	Blue Vitriol, bbl. .. @ 13	Blue Vitriol, less .. 15@ 20	Bordeaux Mix Dry .. 14@ 20	Hellebore, White .. 38@ 45	Insect Powder .. 32@ 52	Lead, Arsenate .. 11@ 30	Lime and Sulphur Solution, gal. .. 15@ 25	Paris Green .. 41 1/2@ 46 1/2
Ice Cream	Piper Ice Cream Co., Kalamazoo .. @ 75	Bulk Vanilla .. @ 75	Bulk Fancy .. @ 85	Brick Vanilla .. @ 25	Brick Fancy .. @ 30				
Leaves	Buchu .. 1 75@ 1 85	Buchu, powdered .. 1 85@ 2 00	Sage, bulk .. 67@ 70	Sage, 1/2 loose .. 72@ 78	Sage, powdered .. 55@ 60	Senna, Alex .. 70@ 75	Senna, Tinn. .. 40@ 45	Senna, Tinn. pow. .. 50@ 55	Uva Ursi .. 18@ 20
Oils	Almonds, Bitter, true .. 15 00@ 16 00	Almonds, Bitter, artificial .. 7 00@ 7 20	Almonds, Sweet, true .. 1 25@ 1 50	Almonds, Sweet, imitation .. 65@ 75	Amber, crude .. 1 75@ 2 00	Amber, rectified .. 2 50@ 2 75	Anise .. 2 00@ 2 25	Bergamont .. 8 00@ 8 20	Cajeput .. 1 35@ 1 60
Others	Cassia .. 2 75@ 3 00	Castor .. 2 40@ 2 50	Cedar Leaf .. 1 25@ 1 40	Citronella .. 90@ 1 20	Cloves .. 2 25@ 2 40	Cocunut .. 27 1/2@ 35	Cod Liver .. 4 75@ 5 00	Cotton Seed .. 1 35@ 1 45	Croton .. 1 50@ 1 80
Potassium	Bicarbonate .. 1 90@ 2 00	Bichromate .. 55@ 60	Bromide .. 1 40@ 1 50	Carbonate .. 1 60@ 1 75	powdered .. 60@ 65	Chlorate, gran'r .. 95@ 1 00	Chlorate, xtal or powd. .. 90@ 95	Cyanide .. @ 2 00	Iodide .. 3 50@ 3 60
Roots	Alkanet .. 2 00@ 2 10	Blood, powdered .. 20@ 25	Calamus .. 50@ 55	Elecampane, powd. .. 15@ 20	Gentian, powd. .. 30@ 35	Ginger, African, powdered .. 20@ 25	Ginger, Jamaica .. 30@ 35	powdereu .. 30@ 35	Goldenseal pow. 7 .. 50@ 7 70
Seeds	Anise .. 35@ 40	Anise, powdered .. 40@ 45	Bird, Is .. @ 10	Canary .. 8@ 12	Caraway .. 85@ 90	Cardamon .. 1 80@ 2 00	Celery (Powd. 40) .. 30@ 35	Coriander .. 25@ 35	Dill .. 25@ 30
Tinctures	Aconite .. @ 95	Aloes .. @ 75	Arnica .. @ 1 65	Asafoetida .. @ 1 35	Belladonna .. @ 1 65	Benzoin .. @ 1 10	Benzoin Compo'd .. @ 1 60	Buchu .. @ 1 50	Cantharides .. @ 80
Capiscum	Capiscum .. @ 1 20	Cardamon .. @ 1 50	Cardamon, Comp. .. @ 1 05	Catechu .. @ 75	Cinchona .. @ 1 65	Colchicum .. @ 1 05	Cubebes .. @ 1 45	Digitalis .. @ 80	Gentian .. @ 90
Paints	Lead, red dry .. 10 1/4@ 11 1/4	Lead, white dry .. 10 1/2@ 11	Lead, white oil .. 10 1/2@ 11	Ochre, yellow bbl. 1 .. @ 1 1/4	Ochre, yellow less 2 .. @ 5	Putty .. 2 1/2@ 5	Red Venet'n bbl. 1 1/4 .. @ 4	Red Venet'n less 1 1/4 .. @ 5	Vermillion, Amer. .. 25@ 30
Miscellaneous	Acetanalid .. 68@ 75	Alum .. 9@ 12	Alum, powdered and ground .. 11@ 15	Bismuth, Subnitrate .. 3 60@ 3 70	Borax xtal or powdered .. 10@ 15	Cantharades po .. 2 00@ 6 00	Calomel .. 2 36@ 2 40	Capiscum .. 30@ 35	Carmine .. 6 50@ 7 00
Resins	Cassia Buds .. @ 40	Cloves .. 32@ 40	Chalk Prepared .. 6@ 8 1/2	Chalk Precipitated .. @ 10	Chloroform .. 75@ 83	Chloral Hydrate 1 .. 92@ 2 12	Cocaine .. 7 20@ 7 40	Cocoa Butter .. 60@ 70	Corks, list, less 70% .. @ 2
Salts	Copperas, bbls. .. @ 2	Copperas, less .. 2 1/2@ 7	Copperas, powd. .. 4@ 16	Corrosive Sublm. 2 .. 15@ 2 25	Cream Tartar .. 56@ 60	Cuttlebone .. 50@ 60	Dextrine .. 7@ 10	Dover's Powder .. @ 3 50	Emery, all Nos. .. 6@ 10
Shells	Emery, powdered .. 5@ 8	Epsom Salts, bbls. .. @ 4	Epsom Salts, less 4 1/2 .. @ 7	Argot .. 1 20@ 1 50	Argot, powdered .. 2 75@ 3 00	Flake White .. 15@ 20	Formaldehyde lb. .. 15@ 20	Gelatine .. 1 10@ 1 15	Glassware, full cs. .. 75%
Starches	Glauber Salts bbl. .. @ 1 1/2	Glauber Salts less .. 2@ 5	Glue, Brown .. 25@ 35	Glue, Brown Grd. .. 25@ 35	Glue, White .. 30@ 35	Glue, White Grd. .. 30@ 35	Glycerine .. 61@ 74	Hops .. 45@ 60	Indigo .. @ 4
Sulphur	Iodine .. 4 50@ 4 60	Iodoform .. 5 90@ 6 00	Lead Acetate .. 20@ 25	Lycopodium .. 1 75@ 2 00	Mace .. 85@ 90	Mace, powdered .. 95@ 1 00	Menthol .. 4 75@ 5 00	Morphine .. 12 80@ 13 05	Nux Vomica .. 20@ 25
Sulphur	Nux Vomica, pow. .. @ 20	Pepper, black pow. .. 35@ 40	Pepper, white .. @ 40	Pitch, Burgundy .. @ 15	Quassia .. 12@ 15	Quinine .. 85@ 1 00	Rochelle Salts .. 45@ 50	Saccharine oz. .. @ 1 80	Salt Peter .. 38@ 45
Sulphur	Seidlitz Mixture .. 40@ 45	Soap, green .. 20@ 25	Soap mott castile 2 1/2 .. @ 25	Soap, white castile case .. @ 10 00	Soap, white castile less, per bar .. @ 1 10	Soda Ash .. 4 1/2@ 10	Soda Bicarbonate 2 1/2 .. @ 6	Soda, Sal .. 2@ 5	Spirits Camphor .. @ 75
Sulphur	Sulphur, roll .. 3@ 6	Sulphur Subl. .. 3 1/4@ 7	Tamarinds .. 15@ 20	Tartar Emetic .. @ 80	Turpentine Ven. .. 50@ 3 50	Vanilla Ex. pure 1 00@ 1 50	Witch Hazel .. 70@ 1 05	Zinc Sulphate .. 10@ 15	

6

Table with 1 column: FLOUR AND FEED. Lists various flour and feed products with prices.

7

Table with 1 column: Jell-O. Lists various Jell-O products and other items like Mapleine and Mustard.

8

Table with 1 column: Smoked Meats. Lists various smoked meats like Hams, Bacon, and Beef.

9

Table with 1 column: Mackerel. Lists various mackerel products and other items like Mackerel, Lake Herring, and Seeds.

10

Table with 1 column: Oolong. Lists various oolong and other tea products, along with English Breakfast and Ceylon.

11

Table with 1 column: Smoking. Lists various smoking products like tobacco, cigars, and pipes.

SPECIAL PRICE CURRENT

12

Table with 2 columns: Item Name and Price. Includes items like Sweet Lotus, Sweet Rose, Sweet Tip Top, Sun Cured, Summer Time, Standard, Seal N. C. 1 1/2 cut plug, Seal N. C. 1 1/2 Gran., Three Feathers, Pipe combination, Tom & Jerry, Turkish, Patrol, Tuxedo, Union Leader, War Path, Wave Line, Way Up, Wild Fruit, Yum Yum.

CIGARS

Table listing various cigar brands and prices, including Peter Dornbos Brands, Johnson Cigar Co.'s Brand, El Portana, Worden Grocer Co. Brands.

TWINE

Table listing twine types and prices: Cotton, Jute, Hemp, Flax, Wool.

VINEGAR

Table listing vinegar types and prices: White Wine, Oakland Vinegar, Highland apple cider, State Seal sugar, Blue Ribbon, Corn, Oakland white picklg.

WICKING

Table listing wicking types and prices: No. 0, No. 1, No. 2, No. 3.

WOODENWARE

Table listing woodenware items and prices: Baskets, Bushels, Market, Splint, Willow, Clothes.

13

Table listing butter plates, wire bind, churns, egg crates and fillers, faucets, mop sticks, pails, toothpicks, traps, tubs, washboards, wood bows, wrapping paper, yeast cake, window cleaners, axle grease.

SOAP

Table listing soap brands and prices: Lantz Bros. & Co., Acme, Climax, Gloss, Big Master, Lantz Master Soap, Naphtha, Oak Leaf, Queen Anne, Queen White, Railroad, Saratoga, White Fleece.

Table listing soap brands and prices: Proctor & Gamble Co., Lenox, Ivory, Star, Swift & Company, Swift's Pride, White Laundry, Wool, Queen Anne Scourer.

Table listing soap brands and prices: Tradesman Company, Black Hawk, Sapollo, Scourine, Soap Compounds.

Table listing soap brands and prices: Washing Powders, Gold Dust, Lantz Bros. & Co., Snow Boy, Naphtha, Queen Anne, Oak Leaf.

Table listing soap brands and prices: 1 lb. boxes, 3 lb. boxes.

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14

Table listing baking powder, salt, Morton's Salt, Royal, Lantz Bros. & Co. soap.

SOAP

Table listing soap brands and prices: Lantz Bros. & Co., Acme, Climax, Gloss, Big Master, Lantz Master Soap, Naphtha, Oak Leaf, Queen Anne, Queen White, Railroad, Saratoga, White Fleece.

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FITZPATRICK BROTHERS' SOAP CHIPS. White City, Tip Top, No. 1 Laundry, Palm Soap. Includes 'WRITE FOR PRICES' box and 'SEND FOR SAMPLES' text.

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.

Yearly Invoice Record

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

Tradesman Company
Grand Rapids

The Iron Safe Clause

in Fire Insurance Policies, which is frequently used as a club by unscrupulous insurance adjusters to coerce merchants 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

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

Advertising Cuts—Brighten up your advertisements with attractive cuts. Our big catalogues sent free. Cuts for dry goods, furniture, variety, general, millinery, cloak and suit and department stores. Cuts all sizes. Prices 25c each. Send now for catalogues of these cuts. Address Cut Syndicate, 16 East 23rd St., New York. 955

Partner Wanted—\$12,000 to build three stone stores in best trading point I know; two railroad towns; West Central Missouri. 10 per cent guaranteed above insurance and taxes. J. A. Young, Williamsville, Vermont. 956

Woke Up a Dead-Beat—In 30 minutes. Read this: Southington, Conn., Feb. 2, 1916. The Western Seed House, Salina, Kansas. Gentlemen: Enclosed find check for \$1.25 in payment for the Dead Beat Chasers sent us. We tried No. 5 on one party who had been unable to get anything out of for over a year; he had forgotten our place entirely. But No. 5 woke him up. We got a response inside of half an hour after he received it. This alone more than pays the \$1.25 spent. It is the best \$1.25 we ever have spent. Thank you. The Lewis-Williams Shoe Company, Stansfield's Sons of Mt. Carmel, Ill., writes: "Send us another set of Dead Beat Chasers, they are sure the dope." Tom Gray, the Big Lumberman of Clayton, New Mexico, writes: "It paid for itself twenty times over in the first three weeks, and collected two accounts over two years old which we had given up as lost." Here is our proposition: We'll mail you our set of "Dead Beat Chasers and Slow Pay Ticklers" on approval. If they please you send us your check for \$1.25—if they don't suit you mail them back to us within three days after you receive them, the postage is only 4c to return them, and the matter is ended. Write us today. The Western Seed House, Salina, Kansas. 957

For Sale—Two-story brick building 22 x 70, basement same size. Cemented cellar bottom. Opera house on second floor. Building built five years. I want to retire from the retail business. New stock of men's furnishings, shoes, some clothing. Only store of its kind in town. Am doing cash business. Fine opening for ready-made clothing store for men and boys. This town is located in one of the best farming sections in Michigan. Large milk condensary pays from \$28,000 to \$30,000 to farmers every month for their milk product. Address Lock Box 172, Webberville, Michigan. 943

For Sale—Wagon and implement repair business. Good live town in good agricultural community. Lots of work and good business for a good wood worker. Write or visit W. C. McGowan, Pewamo, Michigan. 945

640 acre homesteads in Colorado, the finest wheat land in the world. No long hard winters. Flowing wells of pure water. Come quick. Der Deutsche Farmer, 327 Barth Block, Denver, Colo. 946

Wanted—General merchandise, grocery or bazaar stock or restaurant and bakery in exchange for 80-acre improved farm (Lapeer Co.) Price right. No. 947, care Tradesman. 947

Patent For Sale or Royalty—New construction of a hose reel. Good household article. Saves hose, time and trouble without taking off the hose from the reel when sprinkling. Address Frank Nemeec, 1833 No. Ballou Street, Chicago, Ill. 948

For Sale—The stock and hardware business of the late H. H. Fowler, known as "Fowler Company." Good, clean stock, centrally located. Splendid opportunity for any one wishing to engage in the hardware business. Address T. J. Potter, Admx. Estate, H. H. Fowler, Greenville, Michigan. 942

For Sale Or Exchange—For real estate, dry goods and men's wear stock in good condition. Rent \$20 a month, good location. Address Box 114, Shepherd, Michigan. 938

For Sale—Grocery at Niles, Michigan, doing good business. Best location in town. Will sell cheap if taken at once. Address No. 939, care Tradesman. 939

The Village of Kent City, Michigan, has a large factory building suitable for manufacturing purposes, the use of which they will lease free for a term of years to some manufacturing concern. Chas. S. Parks, President, Kent City, Michigan. 941

Collections everywhere. We get the money and so do you. No charge unless collected. United States Credit Service, Washington, D. C. 944

For Sale—Grocery stock and fixtures. Good location. Established business. Mrs. T. L. McClelland, Otsego, Mich. 951

BUSINESS OPENING WANTED

Experienced Dry Goods Merchant Wants To Locate in Factory Town.
1. Would consider lease on store building. 2. Taking over a profit-making dry goods store. 3. \$12,000 investment in established business after a "show me" squint behind the scenes. Thirty-five-year-old, in harness seventeen years. Can strike buyer, window trimmer, advertiser, card writer, gaiters—1916 record, \$1,800 net profit besides \$150 monthly drawing account. Address Box C., care Michigan Tradesman.

Lease For Sale—Very desirable lease on Monroe avenue, Grand Rapids for sale. Must act quick. J. L. Lynch, 28 Ionia Ave., Grand Rapids. 950

Stock of men's clothing, furnishings and shoes for sale to quick buyer. Stock invoices about \$5,000. Will sell cheap for cash. J. L. Lynch, 28 South Ionia Ave., Grand Rapids. 949

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

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

\$1,000 down, balance easy, buys real estate and furnished sanitarium. Sanitarium, Smyrna, Michigan. 923

Grocery, general merchandise store. \$30,000 year. Price \$5,000. 1700 Jackson St., Joliet, Illinois. 898

Safes Opened—W. L. Stocum, safe expert and locksmith, 128 Ann St., N. E., Grand Rapids, Michigan. 104

For Sale—A well established millinery business located in heart of town. Spring stock bought. Reasons for selling, health. Address M. W., care Tradesman. 907

BOOST YOUR BUSINESS—25 model grocery advertisements prepaid only \$1. 12 clothing ads, 50c. Written by experts. Other series for other lines. Ira Crawford, Box 128, Duluth, Minn. 936

For Sale—Old established general store, dry goods, shoes and grocery, doing good business in best town of 700 inhabitants Southern Michigan. \$5,500 or will reduce stock. Good reason for selling. Books open to inspection. Address No. 931, care Tradesman. 931

Exceptional Opportunity—To continue dry goods, clothing, furnishings and grocery business. All or part of stock and fixtures for sale. Building for sale or rent. No better location or town of 1,200 in State. Address No. 932, care Tradesman. 932

Drug Store For Sale—Finest store in South Texas; best harbor on gulf coast; mild winters. Cool summers. Healthy climate; only store; sales \$150,000. Price \$8,500; terms, \$4,000 cash, balance clear land. A sure snap. Aransas Drug Co., Aransas Pass, Texas. 920

For Sale—An old established sheet metal shop. Good business in good location. Will make good price. Quitting on account of poor health. Address University Sheet Metal Works, 4140 Fourteenth Ave., N. E., Seattle, Washington. 921

For Sale—Moving picture theater, cheap, if taken at once. Address No. 201 Lincoln Ave., Grand Ledge, Mich. 925

For Sale—Grocery and market. Leading business in city. Good location. Established thirty years. Ill health cause. George Gussner, Bismarck, N. D. 926

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—McCaskey, 380 account system, National Cash Register 5c to \$49.95. Two Bowser self measuring tanks and pumps, all in first class order. Make an offer or we will quote price. Address Vold & Lee, San Jose, Illinois. 889

Georgia Talc Co.—Manufacturers of talc and soapstone powders, foundry facings, crayons and pencils. Main office, Asheville, North Carolina. 958

For Sale—To close an estate will sell only shoe stock in town of 700. Nearest town 10 miles. Stock up-to-date. Building for rent or sale. L. H. Godfrey, Admx., Parma, Michigan. 959

For Sale—Or trade for small farm, home bakery and restaurant in good resort town; only bake oven in town. Box 456, Bellaire, Michigan. 950

Wanted—To hear from owner of good dry goods or general merchandise store for sale. State cash price, description. D. F. Bush, Minneapolis, Minn. 961

For Sale—Grocery and market with fixtures. Invoice about \$5,000. All cash business. Going into another line and must sell by April 1. Best small city in Central Michigan. Central location. Established 25 years. Address No. 963, care Tradesman. 963

Bargains—Dry goods or general merchandise stores, any kind, anywhere. Send for free list. Western Sales Agency, Minneapolis, Minnesota. 962

Drug Store—Leading store, city of 6,000. Box 111, Mesilla Park, N. M. 964

For Rent—Store building, 22 x 80, Sterling, Illinois, 10,000 population. Best location. Address N. Gaulrapp, Sterling, Illinois. 965

Any part of 400 acres raw land—no incumbrance, to exchange for merchandise—groceries preferred. 705 Post Bldg., Battle Creek, Michigan. 966

For Sale—Prosperous business in Michigan town of 2,500. Dry goods, ladies' ready-to-wear, and millinery. Stock invoices about \$10,000. Will sell for 75c on the dollar. Splendid opportunity for woman or man. Health reason for selling. For particulars address No. 967, care Tradesman. 967

For Sale—Stock of staple and fancy groceries located in one of the best towns in Northwestern Ohio. Will invoice about \$4,500. Clean and up-to-the-minute in every respect. Doing over \$50,000 annually. Owner wants to retire from business and will not consider a trade. This is one grand opportunity for the man who wants to step into a live business. Address, Ed. Summers, Montpelier, Ohio. 968

For Sale—One No. 6 Hubbard bake oven; one No. 3 Hubbard bake oven; one Power bread mixer. Will be sold cheap if taken at once. Frank Schroeder, Manacelona, Michigan. 969

Store For Sale—In five country town in Ionia county. Groceries and furniture. Will invoice between \$1,200 and \$1,500. For cash \$1,000. Will trade for first mortgage on real estate equal to purchase. Address No. 970, care Tradesman. 970

For Sale—A money maker in a new town of 400. \$5,000 general stock at invoice; turned more than three times; town growing. Good future. Write State Bank of Gilman, Gilman, Wisc. 971

For Sale—Stock shoes and groceries. Best opening in State. No trades. Come quick. I. W. Teller, Colon, Mich. 973

Splendid Opening—Bakery, grocery and ice cream business for sale. Live town. New country. County seat and United States Land office. Box 95, Timber Lake, South Dakota. 975

For Sale—Saw mill, \$3,000. Good opening for lumber yard. Growing town. An opportunity with a future. State Bank of Gilman, Gilman, Wisc. 972

For Rent—Steam heated store building at Paw Paw. Good location, exterior cement blocks. Holt Bros., 221 Widdcomb Bldg., Grand Rapids. 974

For Sale—A Nickel Mint popcorn and peanut machine as good as new. Price, \$90. Hoare & Slater, Fremont, Michigan. 976

Sales Manager—Our Improved Honey Comb Chocolate Chips pay big "on side." Ask for samples. Taylor 'Made, Kazoo St., Battle Creek, Michigan. 977

Drug Store For Sale—A good business in a good town. No junk. Just a good stock for what it is actually worth. This store has done a successful business for twenty years in its present location. Address No. 978, care Tradesman. 978

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

For Sale—5, 10 and 25c store. Address No. 905, care Tradesman. 905

Free For Six Months—My special offer to introduce my magazine, "Investing for Profit." It is worth \$10 a copy to any one who has not acquired sufficient money to provide necessities and comforts for self and loved ones. It shows how to become richer quickly and honestly. "Investing for Profit" is the only progressive financial journal and has the largest circulation in America. It shows how \$100 grows to \$2,200; write now and I'll send it six months free. H. L. Barber, 433-23 W. Jackson Blvd., Chicago. 800

CASH REGISTERS—We buy, sell and exchange all makes of registers, also repair, re-build and refinish all makes. Let us quote you price from Vogt-Bricker Sales Co., 211 Germania Ave., Saginaw, Michigan. 846

Will pay cash for whole or part stocks of merchandise. Louis Levinsohn, Saginaw, Michigan. 767

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

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

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

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

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

Wishing to introduce my patented portable fireplace, I would sell my hotel and furniture, only hotel in town of 1800. Price \$16,500, or exchange for farm. Chas. Maynard, Milan, Michigan. 894

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

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

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

Merchants Please Take Notice! We have clients of grocery stocks, general stocks, dry goods stocks, hardware stocks, drug stocks. We have on our list also a few good farms to exchange for such stocks. Also city property. If you wish to sell or exchange your business write us. G. R. Business Exchange, 540 Houseman Bldg., Grand Rapids, Mich. 859

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

HELP WANTED.

Wanted—A strictly first-class shoemaker capable on jack or machine work. I want a man who can do things and who is not afraid to hustle. Top notch salary and steady all the year round job for the right party. We operate one of the most up-to-date shoe repairing plants in the West. Why Shoe Works, Kalamazoo, Michigan. 952

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.

Bankruptcy Proceedings in South-western Michigan.

St. Joseph, March 17—In the matter of Ralph F. Reed, bankrupt, of Three Rivers, an order was entered by the referee calling the first meeting of creditors at his office on March 28 for the purpose of proving claims, the examination of the bankrupt, the election of a trustee and the transaction of such other business as may properly come before the meeting.

March 19—Mabel Boers, half owner of the Boers Shoe Co., of Benton Harbor, filed a voluntary petition and was adjudicated bankrupt and the matter referred to Referee Banyon, who was also appointed receiver. The schedules of the bankrupt disclose she is one of the partners of the Boers Shoe Co. The following are listed as creditors:

City Treasurer of Benton Harbor	\$ 80.52
Partnership Creditors	
Outing Shoe Co., Boston	\$ 193.50
Herold-Bertsch Shoe Co., Grand Rapids	400.00
Chicago Shoe Store Supply Co., Chicago	63.63
Grand Rapids Shoe & Rubber Co., Grand Rapids	134.85
A. S. Kreider Co., Chicago	64.00
Kopling Ryder Co., Jefferson, Wis.	70.18
B. F. Goodrich Co., Akron	224.01
News-Palladium Co., Benton Harbor	98.08
Smith Wallace Shoe Co., Chicago	293.26
C. P. Ford Company, Rochester	90.81
R. P. Smith Sons Co., Milwaukee	78.03
Goodyear Rubber Co., Chicago	73.21
E. W. Burt Company, Lynn	113.59
Mishawaka Woolen Co., Mishawaka	59.28
Thomas Hageman, Benton Harbor	50.00

\$2,006.43

Undivided assets interest in Boers

Shoe Co. \$725.00

March 21—In the matter of Joseph L. Mondey, bankrupt, the first meeting of creditors was held at Kalamazoo. No creditors were present or represented and no claims were proved and allowed. The bankrupt was sworn and examined by the referee without a reporter and, there appearing no assets above the bankrupt's exemptions, an order was made that no trustee be appointed and the bankrupt allowed his exemptions as claimed.

March 22—In the matter of Henry Kephart, Phillip Kephart and Kephart & Son, a co-partnership, of Berrien Springs, the adjourned first meeting of creditors was held at the referee's office. The trustee's first report and account, showing total receipts of \$2,293.82, was approved and allowed. Certain expenses of administration were allowed and ordered paid. A first dividend of 5 per cent. was declared and ordered paid to all unsecured creditors who had filed claims to date. The first dividend list was filed, whereupon the meeting was adjourned for three months.

March 24—In the matter of Maurice L. Jones, bankrupt, of Benton Harbor, the trustee filed a report showing that, pursuant to an order of the District Judge for the purpose of closing the estate, he had assigned to W. Worth Bean, Jr., the fifteen shares of stock of the Bean & Jones Contracting Co. and requesting that he be discharged as trustee and the estate closed. The matter was approved by the referee and referred to the District Judge for confirmation.

Get-Together Meeting at Reading.

The spirit of co-operation between retailers and jobbers has taken on a new form in Reading, Pennsylvania. The Chamber of Commerce of that city promoted a one-day conference March 14, which was attended by almost 400 retail grocers of Reading and the surrounding county. There was a world of good feeling aroused and a spirit of co-operation and mutual helpfulness is henceforth assured in the relations of the former with the department store men and the jobbers of Reading. The fact that the programme of addresses was an instructive one, that the entertainment was unusually good and that the dinner, like everything else on the programme, was complimentary, combined to make the day one long to be remembered. The conference was the first of its kind held in Pennsylvania and one of the first in the country. It will be repeated next year and on a larger scale. Tentative plans for this are already being made. The scheduled speeches—all of which were very much worth while—were by William Smedley, field representative of

the Retail Merchants' Association of Pennsylvania, who spoke on "Chain Store and Mail Order House Competition;" Arjay Davies, of Easton, Pa., "Fundamentals of Business Credit;" John A. Green, Cleveland, Ohio, "Reminiscences of a Retired Retail Grocer;" and Robert E. Belt, Washington, D. C., accounting expert of the Federal Trade Commission, who spoke on "Up-to-Date Accounting for Retailers." Many questions of everyday practical interest to merchants were asked. Those present were urged to do this and a question box for the purpose was placed prominently in the hall. They were answered by Mr. Smedley and by Mr. Belt, as well as by the other speakers. Like the addresses, they were valued for their practicability. There was meat in every address and then, to off-set the heavier side of the day, there was an entertainment—music, vaudeville and motion pictures. This, in keeping with the dinner, which was very informal.

Canned Fish—Salmon has quieted down again after the flurry during the week, which, however, has left the spot market in a stronger position than it has been before. Spot supplies, so far as the local market is concerned, are largely concentrated and present holders are talking much higher prices, even saying that pinks will go to \$2 before the new pack is available. At present the market is quoted at \$1.60@1.65, according to holder, while red Alaska is firmly held at \$2.50. Chums are variously quoted by different holders at prices ranging from \$1.40@1.50, the largest holder asking the top price and feeling confident that he will get it. Bookings of new pack are now being taken subject to acceptance instead of subject to approval of price, and most canners declare they are already booked up to capacity. Regarding future tuna, the situation is exceptionally strong. Canners state that they have received more S. A. P. business than they could possibly book in two years, all of which they have been compelled to refuse, owing to their inability to definitely determine the price they will have to pay for raw fish. Packers are not able to own or control outright their own fishing fleets and must depend altogether on the fishermen under contract, most of whom are Japanese. New prices on cans show an advance of 32c per case on halves and 57c on ones, while some contracts have been made for oil at prices equal to more than 100 per cent. advance over the contract price of 1916, and it is declared that packers will be obliged to pay not less than \$80 a ton for raw fish as against \$37.50 for last season.

Provisions—The market on smoked meats is very firm, with an advance of about 1/2c per pound during the week. The general outlook is for continued high prices. Pure lard is very firm, with fair supply and good consumptive demand. Compound lard is very firm at an advance of from 1/4@1/2c per pound during the past week, due largely to the slight supply and in sympathy with the high price of pure lard. Barreled pork is very firm at an advance of about 50@75 cents per

barrel, with a very light supply and a fair consumptive demand. Dried beef is firm, with unchanged quotations, a fair supply and a good consumptive demand. Canned meats are firm at unchanged quotations.

Everything you do to increase the efficiency of your selling force has a direct influence upon the development of a bigger and a better business.

It is the man who resolutely puts his hands to the grindstone that keeps the other fellow's nose to it.

BUSINESS CHANCES.

For Sale—Stock of general merchandise and store building, located at a good point in Allegan county, Michigan. Stock invoices about \$3,100, building and lot valued at \$2,500. Sales average \$15,000 annually.

For Sale—Stock of general merchandise in Lee county, Illinois. Stock and fixtures invoice about \$3,000. Fine opening.

For Sale—Chicago millinery store, nice north side location. Price right. Might take partner.

For Sale—Two story store building at a good point in Winneshiek county, Iowa. Fine location for general store. A bargain at \$1,100.

Write me for detailed descriptions. I bring buyers and sellers together. Established 1881. If you want to get in or out of business address Frank P.

Cleveland, Real Estate Expert, 1609 Adams Express Building, Chicago. 979

Exceptional Opportunity—Young or middle aged thorough general merchandise man. Must have clean record. Invest quarter or half interest, taking management. Business established over twenty years. Annual sales \$60,000. Stock \$20,000. Address No. 980, care Michigan Tradesman. 980

Ziegler's Chocolates



Package Goods of
Paramount Quality
and
Artistic Design



Our New Seed Cabinet

The clean-cut way to handle seeds.

No overweights—No mixtures. Prices fixed.

Profits Assured

Full weight tested seed, 5c pkts. Price \$0.02
Peas, Beans, Corn about 1/3 lb. 10c cartons Price .05

Pkts. exchanged 1/2c each, cartons 1c each.

Cabinet loaned free on \$15 orders.

Write for order blank today.

Alfred J. Brown Seed Co. Grand Rapids, Michigan